



Special
16 pages

15-19 March 2019: It's INTERNORGA Time!

The Leading Trade Show for Food Service and Hospitality



“FIVE DAYS THAT PUSH YOUR BUSINESS FORWARD BY YEARS.”

WINNING BUSINESS. INTERNORGA 2019.

EXPLORE NEW MARKETS. MEET KEY PLAYERS. GET INSPIRED.
**KITCHEN TECHNOLOGY • KITCHEN EQUIPMENT
 FURNITURE, INTERIOR AND DESIGN
 DIGITAL COMMUNICATION • FOOD AND BEVERAGES**

INNOVATIVE. INSPIRING. INTERNATIONAL.
 EUROPE'S LEADING TRADE SHOW
 FOR FOODSERVICE AND HOSPITALITY.
 HAMBURG, GERMANY | 15 TO 19 MARCH 2019



Hamburg at its Best

Dear Reader,

Hamburg is not only the gateway to the world, but also to a diversity of hotels and restaurants that is hard to match. The city attracted 6.8 million visitors in 2017, with a total of 13.8 million nights' accommodation. That is the 17th record in succession, adding growth of 3.7%. Ten new hotels are scheduled to open in 2019 alone. And we are right up front in the culinary scene. Hamburg enjoys a reputation as the capital of innovative food service concepts, and that is very much in evidence here, as restaurants continue to flourish.

So where better to hold the leading trade show for food service and hospitality? The fairground is located at the heart of the city, making it easy for you to combine your visit to INTERNORGA with exploring Hamburg. The many highlights include the new Elbphilharmonie concert hall, the historic Speicherstadt warehouse district, and the pulsating Port of Hamburg.

We invite you to Europe's most important industry meeting point for the whole of the out-of-home market. Keep up to speed at INTERNORGA, and discover the latest trends, products and innovations to move your business forward. Experience the unique atmosphere of the show and our amazing city.

We look forward to seeing you here.

Yours

Claudia Johannsen

Business Unit Director Hamburg Messe und Congress GmbH



Imprint

A Special produced for the 93rd edition of INTERNORGA, Europe's Number One HoReCa show, from 15 to 19 March 2019, by FoodService Europe & Middle East in partnership with Hamburg Messe und Congress GmbH.

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**FoodService
Europe**
& Middle East

**INTER
NORGA**



INTERNORGA at a Glance

Organizer Hamburg Messe & Congress GmbH

Next fair dates 15-19 March 2019

Venue Hamburg Fair Grounds, Messeplatz 1, 20357 Hamburg, Germany

Prices day ticket €34, 2-day ticket €43 (identification of trade-visitor status necessary), apprentices and pupils €18

Opening hours daily 10 am-6 pm

Exhibition area around 100,000 sq m

Exhibitors over 1,300 from 25 countries

Visitors 100,000 on average

Conferences

★ Int. Foodservice-Forum – Europe's biggest conference for professional foodservice

★ German Congress for Institutional Catering

★ INTERNORGA Forum on School Canteens

www.internorga.com



A finger on the pulse of hospitality and food service

This is where the industry meets, in March every year – always new, always innovative, always inspiring. That is the claim which has made INTERNORGA what it is today – a trend-setter and the most important international meeting point for the whole of the hospitality and food service industry. Europe's leading hospitality and food service expo runs from 15 to 19 March 2019, with 100,000 trade visitors expected from Germany and abroad.

The Hamburg Messe site is fully booked for the five days of the show, when it is the leading platform for new products and trends in and for the HoReCa world of tomorrow. More than 1,300 exhibitors from 25 nations will present their innovations and give companies useful inputs for their business. The supporting programme is

varied and extensive, with live events, expert discussions and trend forums, presentations and industry competitions. The conference programme features international expert panels on current topics, setting the agenda for discussions within the industry.

"A great many successful ideas originated at INTERNORGA, because that is where the creative minds are, at the right place at the right time," says Claudia Johannsen, Business Unit Director at Hamburg Messe und Congress. "That is what motivates us. Year after year we create a world where visitors can talk to the experts on a one-to-one basis. With so much inspiration, and so many exciting events. Market leaders and newcomers alike take the time at INTERNORGA to put their fingers on the

pulse of development in the whole of the out-of-home market. Nowadays it's not enough to run your business well. If you want long-term success, you also have to identify market trends early, to re-invent yourself from time to time, and to keep on surprising your guests."

Keep on track for the ideal hospitality business for tomorrow

The exhibition areas are varied and exciting again in 2019, full of the latest products, trends and innovations that will determine the future of the whole of the hospitality and food service market:

International kitchen equipment trends

Efficiency and digitisation are the key concepts for food service chains, restaurants and canteens. They all attach increasing

importance to smart solutions, efficiency and savings, and intelligent use of energy and materials. Digital solutions are increasingly in demand, to optimise the work processes and applications in the working environment. INTERNORGA is a global platform presenting a wide range of the latest developments in the international kitchen equipment market. It is a showcase for some 300 manufacturers and market leaders, presenting their latest trends and product innovations.

Italian special show Bellavita celebrates its premiere at INTERNORGA

There will be even more Italian atmosphere in the exhibition halls in 2019. Bellavita, the leading trade show for Italian products outside of Italy, will be held at INTERNORGA for the first time. It features both small Italian artisan manufacturers and the big market leaders, presenting their outstanding products to the German visitors.

Newcomers Area – products for tomorrow

The Newcomers Area is a real crowd puller and a must-see for trend scouts looking for the innovative products of tomorrow. This unique showcase presents ideas and concepts which will shape the market of the future. There are so many companies which launched their success stories here. 20 newcomers will be there in 2019, presenting their innovations and testing target group response.

CRAFT SPIRIT Lounge sets the scene for connoisseurs

Craft drinks are still the trend. Visitors can get a taste of the artisan world in the CRAFT SPIRIT Lounge, which is all about hand-crafted spirits. This inspirational setting combines a relaxing atmosphere with a chance for visitors to indulge their passion for strong drinks. Some 20 producers of high-class distillates such as gin, whisky, rum, fruit brandy and vodka will present their products in this unique environ-

ment. The Lounge is also a good place to network, to gain important business leads and to develop new customer groups.

CRAFT BEER Arena

The CRAFT BEER Arena was launched four years ago and since then it has been one of the absolute highlights at INTERNORGA. The products and concepts presented at the CRAFT BEER Arena are making rapid advances in hospitality and retail. More than 30 creative brewers from the whole of Europe will be there, presenting over 150 different beers and engaging in discussion. Specialist panels will feature experts with insights into the art of brewing.

Hotting up at the Grill & BBQ Court

Grill & BBQ are vital ingredients for restaurants, with growing all-year-round importance of creative menus. The Grill & BBQ Court at INTERNORGA highlights this trend in partnership with Grill-Kontor Hamburg. It is putting on a first-class sup-



porting programme with tastings and live demonstrations to give inspiration for restaurant operators who want to impress customers.

Furniture, technology and tableware

INTERNORGA is the only international HoReCa trade show in Germany that gives a complete overview of current market developments in this area, together with masses of inspiration. Trade visitors can find out all about digital technologies in hospitality and food service. And they can explore amazing design and equipment ideas. It's all there in exhibition halls B5 and B7, with inspiration for hotels and restaurants large and small.

Worldwide food trends in the Pink Cube

The Forum Pink Cube is the ideal destination for a rapid overview of the most popular food trends worldwide. Food trend researcher Karin Tischer will be there, giving a summary of key developments round the world. She will give expert analysis of international trends and the drivers in the out-of-home market. This is the place for lively presentations of exciting products and trailblazing concepts.

A top-notch supporting programme

There is so much to see at INTERNORGA 2019, not only at the stands of national and international exhibitors, but also in the supporting programme, where the highlights come thick and fast:

The International Foodservice Forum – the networking platform for the industry

More than 2,200 experts, professionals and top-level decision makers in the industry in Germany and abroad meet in March every year at the International Foodservice Forum to exchange ideas on the latest trends and topics for the food service of the future. This brain food and networking platform is Europe's biggest professional food service conference, and has for 37 years been one of the specialist highlights at INTERNORGA.

International growth and franchising – first INTERNORGA masterclass

A new feature in 2019 is the Masterclass for International Growth and Franchising, run by INTERNORGA together with Foodservice Europe & Middle East – a new highlight on the first day of the trade show, for visitors with companies that want to grow internationally. The experts give practical advice and ideas on what to observe for expansion activities, and explain the mechanics of franchising. They address the key aspects of franchise negotiations, and provide useful information on international brand protection.

Looking for the best gastro start-ups

The start-up competition will be held again in 2019, with INTERNORGA, Leaders Club Deutschland and orderbird selecting the most creative start-ups from Ger-

many, Austria and Switzerland – companies that want to revolutionise food service with their special concepts. Five teams will be competing for the prestigious title in a live challenge on 15 March 2019. The expert audience will vote live to pick the winner of the first prize. The concepts come from young talents who are already running their own food service business, or who are still at the concept phase.

Food Truck Village – luxury meals on wheels

Food trucks are going strong, with mobile catering and street food of the very best. The Food Truck Village, located right in front of the entrance, is an established part of INTERNORGA. Food truckers will present their mobile catering concepts, and participate in Truckers Talk sessions to discuss trends and answer questions from visitors.

Café FUTURE live

Café FUTURE live is the hospitality lounge and Think-Ing hub for food service professionals. Creative culinary inspiration in a relaxed atmosphere – in cooperation with Foodservice Europe & Middle East, national and international food service professionals meet here to cultivate existing customer relations and get new leads. Guests here are served with creative new ideas for food and beverage, and with unusual combinations that illustrate the trends under discussion. ■

MASTERCLASS

for International Growth & Franchising

for business owners, entrepreneurs & Senior Management responsible for growing the business

- Have you ever thought of opening your concept outside of the your home market?
- Have you ever received franchise requests and don't know how to deal with them?
- Do you want to find out if your company structure is ready to grow internationally?

Learn the tricks & tips from true international Experts sharing their experience. We will discuss the key negotiation points for franchise agreements as well as international brand protection strategies.

Course Objectives & Participant Benefits

By the end of this seminar, participants will be able to:

- Better understand the complex environment of International Franchising as well as the mechanics, advantages and disadvantages of international growth
- Define the necessary to dos within their company and understand which framework needs to be provided to support international growth with own restaurants or franchising
- Apply key success factors of international developed brands for their own company
- Identify strategies and different options to grow the business internationally

New for Internorga 2019: Masterclass Franchising

**Friday, March 15th, 2019, 9 am - 1 pm, Hamburg Messe, Germany
Room Osaka, Exhibition Site, Central Entrance, Messeplatz 1**

Participation fees (including Internorga ticket, download material and light business lunch)

- Masterclass: 350€ per person
- Masterclass package, including International Foodservice-Forum on 14th of March: 790€ per person

Details/Booking:

www.internorga.com/en/conferences/masterclass-for-international-growth-franchising/



Hosted/moderated by:

Mario C. Bauer, entrepreneur and advisor to Vapiano. For almost a decade he was responsible at Vapiano as an executive for international growth & partnerships. He and his team have opened and continue to operate over 200 restaurants in 33 countries. His current adventure is Curtice Brothers, an organic boutique ketchup cooked in Tuscany (www.curticebrothers.com), where he can live up to this credo, that in life only two things matter "Love & Food". Mario has a true international mindset.



Babette Marzheuser-Wood,

Partner, Dentons. Babette heads the Global Franchise Group at Dentons.

She has 25 years' experience working for companies on international expansion strategies. She has advised many big global

brands such as Costa Coffee, Pret and Wagamama on their international expansion strategy. Babette is rated a top 10 global leader in international franchising. She speaks German, English, French, Spanish and Russian. (www.dentons.com)



Organized by Hamburg Messe and Congress GmbH in cooperation with Foodservice Europe & Middle East (dfv media group)

INTERNORGA – Europe's leading trade show for the hotel, restaurant, catering, baking and confectionery industry

15–19 March 2019





Good Reasons to Come to Hamburg

01 "Internorga is a firm fixture in our calendar and offers us a great platform, on which to present our products to the entire sector. The show regularly attracts a host of visitors, so that, in past years, we have always been very busy at our exhibition stand. As a leader of innovation, we are always busily researching new technologies and innovative approaches, in order to establish new trends and develop new products that we then regularly launch at Internorga. For many decades, Internorga has been one of the most important international trade fairs for the away-from-home market and has become more professional as time goes on – particularly with regard to the complementary programme. At the same time, the duration of the show reduced to five days in 2017, so that Internorga became, in our view, a much more compact and very focussed event."

Manfred Kohler,
Managing Director, Marketing & Production, Hobart

03 "We are demanding. Whether we are looking for a single device or a completely new concept and brand presentation – at Internorga we can get a first impression and decide. The trade fair enables us to do a systematic, strategic analysis of current ideas, concepts and technology, as well as to keep our finger on the pulse evaluate the changing needs of the consumer. This then serves as the basis of our work. From the information necessary for defining markets and target groups to integrated communication solutions – it's all there at Internorga. Monitoring what happens at Internorga allows us to learn new things and make fine adjustments in our never-ending quest for innovation. If you want to be successful in the market, you need a clear strategy. Brand profiles need to be sharpened, USPs clearly identified and target groups well understood. Operators in Hamburg are very aware that this work must be at the heart of their gastro concepts. If you are successful in Hamburg, you can be successful anywhere – this is an open secret of our industry."

Thomas Mertens FCSI, Owner of S.A:M GmbH

05 "As the leading German trade fair in its sector, covering the entire away-from-home market, INTERNORGA is a must for us. Professionals and decision-makers from all over the world meet here to get information and keep up to speed. As a hotspot for visionary concepts, INTERNORGA has, for many years, been a fixture in our programme of international trade fairs. As a result, 2019 will be the 59th time that we have exhibited at INTERNORGA. The trade and professional visitors at the show are of high quality and the sector mix is just right for us: restaurateurs and hoteliers, bakers, large-scale consumers and specialist planners, as well as people who run coffee shops, service stations etc are all represented and are on the lookout for fresh and innovative concepts for their businesses."

Ralph Winterhalter, Managing Partner, Winterhalter

06 "At MKN we take it for granted that we shall be represented at Internorga 2019, as we have been for decades, since from our point of view Internorga is the most important annual German trade fair. The range of visitors at the Hamburg trade fair is a very broad one. It adequately covers the most various areas of our market. The hotel industry, the restaurant sector, communal food services, catering and system food provision are all properly represented. In addition we meet a large number of specialist retailers and planners at this fair. Hamburg is generally highly attractive for all visitors. It is an attractive city with wonderful hotels, top restaurants and many cultural and architectural highlights. Just as Hamburg has become increasingly attractive, so Internorga in Hamburg has continued to develop constantly and lost nothing of its attractiveness. Innovative, contemporary concepts have helped to ensure that Internorga is still very young and competitive and therefore very interesting to both exhibitors and visitors."

Georg Weber, managing director of MKN

09 "Internorga is one of the most important dates for us every year. The event is, without doubt, the best place for meeting a quality, top class audience from the whole HORECA and foodservice operator business. We like it because it covers the entire away-from-home market including all the supporting services and providers. This leading German trade show in Hamburg always gives us something new and very special. That might be my passion with the Next Chef Award or the new look of the Café Future Live. It is simply a great place to meet people. We also have to keep an eye on what is coming and for



02 "Internorga is one of the industry's leading trade fairs for all B2B areas of WMF. Whether professional coffee machines or hotel equipment, the majority of product and service launches are geared to this important date. The reason is simple: in Hamburg, national and international manufacturers, decision-makers and opinion leaders of all kinds meet in a small space and so innovation density and the quality of dialogue are enormously high. Apart from the venue, Hamburg is always worth a visit – there are few other cities that combine a long-standing tradition for coffee, culture and international cosmopolitan flair."

Viola Linke, Vice President Global
Marketing Professional Coffee Machines, WMF Group

04 "Internorga is a good platform for meeting a large and varied audience of operators and distribution partners and for showcasing the latest innovations in our product range. Each year, we have something new to show and discuss, and it is only through ongoing conversations and collaboration with kitchen operators, understanding their requirements and the challenges they face, that we are able to develop the new solutions, which allow us to maintain our position as a global leader in the supply of commercial refrigeration equipment. As the second largest city in Germany, Hamburg offers a full-scale hospitality experience. Its strength in the business sector creates an appetite for high-end gastronomy, whilst its universities and popularity as an international tourist destination also make it a location, where popular chains and inspired start-ups can thrive."

Viktor Eklund, Senior Director Sales and
Operations True Refrigeration Europe GmbH

07 "From both a national and international point of view, Internorga is one of the most important trade fairs for our brands there is. All the relevant target groups in the away-from-home market meet up here. Internorga has, in recent years, not only developed as the leading trade fair in the sector, it has, with things like the Newcomers' Area, the Next Chef Award and the Craft Beer Arena etc, become a source of new trends, innovation, inspiration and technical knowledge. The sheer number of highlights of the restaurant and hotel business, the constant stream of new restaurant concepts and the upward economic development make Hamburg the ideal place in which to discover new trends, and the ideal venue for Internorga."

Christian Strootmann,
Chair of the Board of Management, BHS tabletop AG

08 "For years Internorga has been the most relevant market place in Germany. Since the fair is held annually, this is the place with the most innovations. Its size and importance make it a guarantee that you can meet all partners there. For me, in my capacity as president of the FCSI Worldwide, Internorga is the most important German fair and one of the most important European ones for meeting both colleagues in international planning and international manufacturers. The percentage of non-European manufacturers at Internorga is rising every year. For that reason the FCSI EAME will be holding a management board meeting with its European colleagues in Hamburg. Despite all its international affiliations, Hamburg is welcoming and open to the world. The atmosphere in Hamburg is unique, and the evening events in particular are something special, cordial, often intimate, with great hospitality and in often unique locations."

Martin Rahmann, president of FCSI Worldwide

innovation, it is a "must attend". The fair is unique in its market and nowhere else in Germany can you meet so many suppliers, operators and providers. For us at ECE, it is essential to be there and to meet people. As a business headquartered in this amazing city, Hamburg and its Internorga fair in March is the ideal base for a mix of business and leisure – the city is full of new and inspiring concepts of the food world. It is that great combination of Hamburg and the Internorga show that makes it unbeatable."

Jonathan Doughty, Global Head
of Foodservice, Leisure and Placemaking at ECE



Power Day for 2,000+ Professionals

A trade congress that attracts more than 2,000 participants year on year is a rarity in this sector. Every March, old hands and newcomers to the professional restaurant trade, start-ups and experienced catering operators, as well as early players, meet in Hamburg on the day before Internorga, at an event which is unparalleled in Europe and elsewhere. The next date is 14 March 2019.

The International Foodservice Forum will be taking place for the 38th time next year, bringing together once again the 'Who's Who' in the sector. It's an event on the agenda of managers and business people in the foodservice and catering market that's not to be missed. More than a few leading players in the fast food and catering industry use this learning and networking day as an incentive for their management trainees and franchise community.

It all started here in a fairly modest way: a few more than 200 people were present at the premiere nearly 40 years ago, and from then till now the congress has taken place in close cooperation with Internorga.

Right from the start, the movers and shakers embraced the slogan 'Content + Community', a phrase which is familiar to everyone today, but one which was groundbreaking in its day.

But who were the movers and shakers? First and foremost, they were the brilliant team of Axel Bohl and Gretel Weiss, initiators of the foodservice trade journal, which had been launched shortly before. It was still a fast food publication at the very beginning, demanding nothing less than to offer the emerging fast food and catering industry in German-speaking countries a common knowledge and learning platform. And at the same time, it aimed to cultivate something like a 'We' feeling, a sense of togetherness amongst competitors.

It was only a matter of course before an event was created to supplement the print medium that gets right to the heart of this: one that brings people together, presents examples of best practice, provides first-hand market data and an expert interpretation. It's an

event that takes a look at the future, provides start-ups with a platform, and gives a voice to experts in related disciplines - psychology, economics and social science, fashion, advertising, market research and trend analysis - in order to invite us to look beyond the horizons of our own field of activity.

If you want to learn, you need to look around yourself ... beyond the home market as well. This has meant that internationally renowned names soon appeared on the list of speakers. Starbucks founder Howard Schultz (2001), for example, Don Mej of Domino's Pizza Australia (2017) and Prof. Dr. Kjell A. Nordström, the Swedish economist and a pop star among futurologists, who has almost demonic forecasts for the world of tomorrow (2005 and 2017), or the South-Tirolean extreme mountaineer Reinhold Messner (2007): "The most important thing is to know where you want

to go. If you don't know what your goal is, you can never achieve it." And there was also the advertising guru Reinhard Springer of Springer & Jacobi (1997), clearly ahead of his time with his clairvoy-

ant message: "You, dear restaurateurs, are not selling meals or restaurant venues; you are selling feel-good moments."

"We need a sense of duty towards the customer, not the boss."

Friederike Stöver, Le CroBag, D (1998)

Since 1982, more than

220 carefully chosen and thoroughly coached speakers have taken to the stage. Those who so wish can follow their talks by means of simultaneous translation into English (and vice versa), which has been done for many years. The range of topics provides inspiration and fundamental subject matter, not just about and for the German market but also far beyond it. It's no surprise that, over the years, a growing number of participants from other parts of Europe and further afield have joined those in the audience - all the more so because the Forum has been able to establish itself as a solid source of information for newcomers to the gastronomic scene in Germany.

The 'crown jewel', as far as content is concerned, is the sales ranking of the largest restaurateurs in Germany, which is presented every year. This is in-house market research, a challenging undertaking for the foodservice trade magazine, which

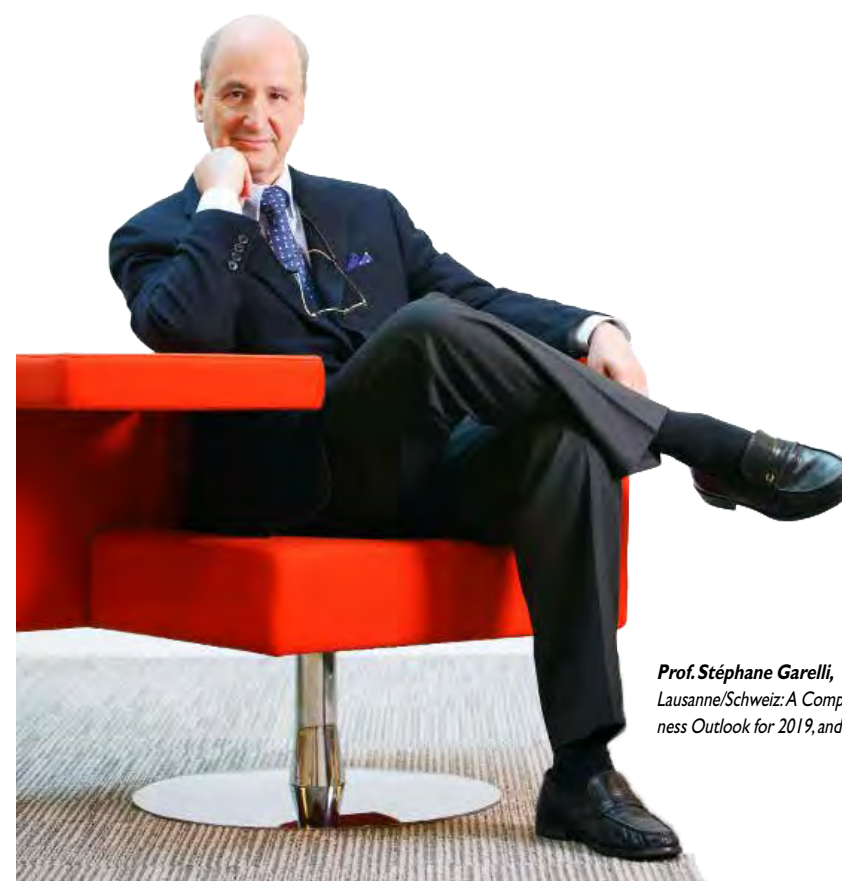
aims to make the industry, which is difficult to understand in statistical terms, a good deal more transparent. Comprehensive figures are complemented by fascinating analyses - a speciality of Gretel Weiss, long-standing editor-in-chief and current editor of the two sister publications, foodservice and FoodService Europe & Middle East: her profound industry knowledge is legend.

People, programme, power: you need to have been there to understand the energy of the event, which has developed over the years into Europe's largest and most important congress for professional restaurateurs - and for good reason. Around 2,200 participants came to the Mehr! Theater am Grossmarkt in Hamburg this year. It can't cope with any more than that! This makes the interim location near Hamburg harbour completely full to capacity.

The congress will be taking place here for the third time next year. The ambience is cool, and the pop-up setting in the large, specially constructed tent by the entrance door, which is for networking before, dur-

ing and after the event, is informal. This is where numerous F&B partners will be looking after the culinary needs of the participants. Boris Tomic, editor-in-chief of foodservice and FoodService Europe & Middle East, will be guiding us through the congress day once again.

The return of the Forum to its traditional home - the Congress Centre Hamburg (CCH) near the exhibition centre - which is being refurbished at the moment, will take place in 2020, if all goes well. Then there'll be scope for expansion again: the new CCH will offer space for more people, with halls accommodating 3,000.



Prof. Stéphane Garelli,
Lausanne/Schweiz: A Competitive
Outlook for 2019, and Beyond



John Vincent, LEON,
London/UK: Naturally Fast
Food - Aligning Purpose,
Philosophy and Practice

38th International Foodservice Forum

Date 14 March 2019 (10 am to 6 pm)
Location Mehr! Theater at Grossmarkt Hamburg (Banksstr. 28)
Key Speakers Stéphane Garelli, IMD Lausanne/Switzerland, John Vincent, Co-Founder & CEO of the QSR Brand LEON
Congress Languages German & English (simultaneous translation)
Attendance Fee
Early bookers (until 24 February): €565 + VAT (1st + 2nd person)
Late bookers (from 25 February): €585 + VAT (1st + 2nd person)
Groups (3rd person and more from one company)
€305/€315 + VAT
Programme/booking www.internorga.com/foodservice



Where to eat



01 Dancing round the cooker

Since August, Mälzer disciple Thomas Imbusch has been doing his own thing – something he has much longed for – in the Oberhafen. The motto: “One man, one cooker, one trade.” In the **100.200 Kitchen** a maximum of some 40 guests sit in a circle around an impressive Molteni cooker, which forms the centre of activity. There are no backstage areas – all noises, smells, conversations of the cooking crew are a calculated element of the gastronomic experience. A single changing menu is served (six to ten courses). True to the nose-to-tail principle, the cooking includes every part of the animal – when it’s fresh trout, the filet is put in the pan and the trout caviar is mixed with elderberries. Reservation and payment are only possible online: you buy your ticket, which shows a fixed time, for € 95 (Tuesdays and Wednesdays) or € 119 (Thursday to Saturday). Go there, try it out, join in!

Brandshofer Deich 68, Hamburg, Tuesday-Saturday 6.00-10.00 p.m. www.100200.kitchen



02 Harbour cuisine for slow-food fans

In the east of Hamburg’s Harbour City, the so-called Oberhafen, there has been a meeting point for friends of regional food and drink since mid-August: the **Hoben-köök**, a dynamic mixture of market hall, restaurant and catering service. Behind it stands a proven expert in regionality, in the shape of top chef Thomas Sampl (further partners: Frank Chemnitz, Neele Grünberg). Up to 200 fruit and vegetable growers, cheesemakers, bakers and food manufacturers from Hamburg and its neighbourhood offer their goods for sale on a grand 600 sq m of floor space. At the same time the chefs at the integrated restaurant make full use of the fresh seasonal produce – a holistic approach, which makes the “harbour cuisine” attractive and, above all, credible. Along with all this, there are fixed breakfast offers, a snack menu (“Brod-tied”), and a three-part evening menu.

Stockmeyerstrasse 43, Hamburg-Hafencity, Markthalle:
Monday-Saturday 10.00 a.m.-8.00 p.m., Restaurant Monday-Saturday 10.00 a.m.-10.00 p.m., + 49 40/228 655 38,
www.hobenkoeek.de



04 Travelling, surfing, cooking ...

... are for Johannes (Jo) Riffelmacher and Thomas Kosikowski (Cozy) the most important things in life. For several years the ex-advertisers have been travelling through the world, meeting people, collecting stories and exotic recipes, and keeping their fan community up to date at events, on blogs and in books, under the umbrella lifestyle brand of Salt & Silver. Since autumn 2017, at the **Salt & Silver Zentrale**, you can experience for yourself what these world trekkers have brought back in the way of cuisine. The mix of cocktail bar and street-food restaurant has been so successful that this summer they rented a second, larger space directly next-door. In the Salt & Silver Restaurant you order and eat in “family style”: everyone at the table helps themselves, just as they like, from the dishes in the centre. At the moment everything on the menu revolves around South America; further dream destinations for guests with wanderlust will follow. Jo and Cozy already have the Food Services Starter Prize for 2017 in their pocket; and at the Leaders Club Award for 2018 the duo were anyway along the top six. For adventurous types, and all those who want to be!

Hafenstrasse 140, Thursday-Monday 6.00 p.m.-2.00 a.m. (street-food bar); Hafenstrasse 136-138, Tuesday-Saturday 6.00 p.m.-1.00 a.m. (restaurant), Hamburg-St.Pauli, saltandsilver.net/zentrale

03 Fresh health food in a system

In Berlin the fast-casual concept **Beets & Roots** (launched 2016, two outlets) has made a really good name for itself. Since summer, Max Knochen and Andreas Tuffentsammer have been aiming to conquer the Hamburg market with their third store. The range consists of freshly prepared bowls as signature product, salads, soups and wraps – creative, tasty, contemporary food with a strong health appeal. The system signifies a benchmark for food-service professionals through its cleverly interlocked multi-channel strategy when it comes to sales: home delivery via the internet platform Fedora, digital pre-ordering option for restaurant guests and takeaway customers, plus catering – besides the bricks-and-mortar business – all optimise the capacity utilisation of the kitchen facilities on the Gänsemarkt. The look and feel of the formula is cool in style: tiles in white and anthracite on walls and counters, unrendered concrete elements and rows of neon lights create an effectively simple contrast with the colourful food mix characterising the dishes.

Gänsemarkt 43, Hamburg-Neustadt, Monday-Friday 11.00 a.m.-8.00 p.m. Saturday 12 midday-6.00 p.m.,
www.beetsandroots.de



**05 Premier League climber**

Done it! Not only has the luxury hotel **The Fontenay** finally celebrated its grand opening, after some delay. On top of that, the gourmet temple **Lakeside**, situated on the eighth floor, with Cornelius Speinle as head chef, gained the expected accolade of the critics at first go. At 17 out of 20 possible points Gault Millau crowned the young Swiss as best newcomer of the year. He had made a fantastic start, judged the testers, praising the “masterly composition of the dishes” for their “immense aromatic depth.” His fine location on the Outer Alster has seating for 40, plus in summer a further 40 on a surrounding terrace. The interior design, in bright, powdery tones and plenty of glass, creates an airily light, almost ethereal atmosphere – with a spectacular view of the Alster as a topper to the whole experience.

Fontenay 10, Hamburg-Neustadt, Tuesday-Saturday 6.30 p.m.-9.00 p.m., www.thefontenay.de/restaurants-bar/lakeside-restaurant

**06 Bowls and highballs**

Food-service professionals Johannes Schröder and Tim Lang are attracted to creative neologisms for their businesses: they called their first restaurant “Küchenfreunde”: what we really like, a small, sophisticated café.

Botanic District is the name of their next coup; and climbing plants on the lamps, a huge agave cactus next to the tequila on the bar, and green plants in the drinks cabinet show that the somewhat awkward name is entirely correct. The location is a chic scene venue for a cosy evening; the food programme focuses on burgers and bowls. Highlights are provided by the cocktail menu developed by bar expert Tobias Lipinski – particularly his innovative highballs (e.g. with violet and lavender) have really got something going for them.

Hegestrass 14-16, Hamburg-Hoheluft, Monday-Saturday from 6.00 p.m., www.botanic-district.de

**Legendary**

Bullerei

07 Rice instead of bread

What at first glance looks like outsize sushi, is actually the Japanese version of the good old sandwich. Sandochi (Japanese for Sandwich) is the name of the healthy, hand-held, burger-sized snacks which Jamen Mahmood and Juuga Sakai have chosen as the core product for their concept store **Sando & Ichi**. Clean rice, wrapped in a seaweed parcel, filled as you wish with chicken teriyaki, salmon, steamed browned algae, or minced beef with tofu. Plus various sauces as toppings to choose from. All served and eaten hot, in-house or take-away. Japanese culinary specialities and the home-made drink Calpico round off the product range. This innovative food-service start-up with the potential to become a trend-setter is part of a larger vision: with their creative project “Kojo People”, Jamen and Juuga aim to offer Hamburg’s start-up scene a platform from retail to restaurant catering. They have gained their first laurels straight away, in the shape of the Food Service Start Up Prize for 2018.

Lange Reihe 27, Hamburg, Monday-Friday 11.30 a.m.-8.00 p.m., Saturday 11.00 a.m.-7.00 p.m. www.sandoichi.de

**08 Truffle pig in Harbour City**

Since 2015, jointly with his wife Jana, Kirill Kinfelts has been running the star restaurant Trüffelschwein (Truffle Pig) with great success in Winterhude. In August, the passionate cook was drawn, along with many other eminent colleagues, to the fashionable district of the Harbour City where as restaurant chef, together with top sommelier Maximilian Wilm, he opened the ambitious wine bistro **Kinfelts Kitchen & Wine**. Not far from the Elbphilharmonie, along with a compact yet cleverly stocked wine list (200 items), the newcomer offers a good dozen uncomplicated dinner dishes at casual-dining level (e.g. shoulder of beef with carrots and napkin dumplings); prices per main dish about € 30. Changing low-priced lunch dishes and specials (e.g. Elbphilharmonie menu with three courses before the concert and two afterwards, the “the big thing”: a wine daily from the 1.5l or 3l bottle round off the F&B programme in a thoroughly apt way.

Am Kaiser Kai 56, Hamburg-HafenCity, Tuesday-Friday 12 midday-3.00 p.m. and from 5.00 p.m. (last orders 11.00 p.m.), Saturday from 12 midday (last orders 11.00 p.m.), Sunday from 12 midday (last orders 10.00 p.m.), www.kinfelts.de

**Kitchen cozzier's living room**

Tim Mälzer is Germany’s counterpart to Jamie Oliver – a telegenic VIP chef who, with his media appearances and food-service projects, aims to convey a genuine pleasure in the art of cooking. The professional homebase of this TV chef is the Bullerei in the multicultural Schanzenviertel district. Jointly with his partner Patrick Rütter, Mälzer has rebuilt the historic Rinderschlachthalle (cattle slaughter hall), making it a top address for hearty new German cuisine with international borrowings.

www.bullerei.com

A table for 20

Kevin Fehling came, saw and conquered with the congenial concept idea of letting all guests take their seats at one table. The restaurant’s name giver – The Table – snakes so cleverly through the room that from each of the 20 places you can watch the chefs at work – first-class live cooking in an expansive, warm atmosphere. Since 2015 the Michelin Guide has also been bestowing the highest praise, awarding the restaurant three stars, the only one in Hamburg. Reserve well in advance! www.thetable-hamburg.de



Where to stay

Tortue Hamburg

The Tortue is one of the most recent new entries to Hamburg's hotel landscape. This elegant Design Hotel, founded by well-known hospitality experts, Marc Ciunis and Carsten von der Heide, opened its doors in June 2018. Whilst the French-inspired design appeals to the guests' aesthetic values, there are a variety of bars, a French brasserie and an Asian restaurant to tempt them with culinary delights. The luxurious hotel, situated in the city centre, has 126 rooms in seven categories.

Stadthausbrücke 10, Hamburg-Neustadt.
www.tortue.de

SIDE hotel

Not a new name, but still a new look: situated in Hamburg's city centre, the SIDE hotel has been open to guests again since the beginning of April. For the renovation, the owners of the hotel, decided in favour of a repeated collaboration with the Italian designer and architect Matteo Thun. The SIDE's 178 rooms and suites have been modernised to give them a sense of warmth and cosiness, without sacrificing their modern character.

Drehbahn 49, Hamburg-Neustadt.
www.side-hamburg.de

The Fontenay

The Fontenay serves as an image of modern Hamburg – and a homage to this Hanseatic city. Situated on the Aussenalster lakefront, the intriguing, sculptural architecture accommodates 130 luxurious rooms and suites, many with a view of the Alster. At the heart of the building lies an inner courtyard, planted with trees and surrounded by glass, together with an impressive 27-metre-high, enclosed atrium. The Lakeside gourmet restaurant is situated on the seventh floor.

Fontenay 10, Hamburg-Neustadt.
www.thefontenay.de

Empire Riverside

This first-class hotel, which backs on to the Reeperbahn gets high marks for a variety of F&B facilities. The Waterkant Restaurant was completely remodelled in 2017 and has become a top venue for fans of fish. The location now features an open show kitchen as well as a large showcase with fresh fish in the middle of the room. The 20up bar on the top floor has, for many years, been a popular night-life address, famous for creative drinks and breath-taking views across the roofs of Hamburg.

Bernhard-Nocht-Strasse 97, Hamburg-St. Pauli. www.empire-riverside.de

Grand Elysee

Germany's largest privately owned five-star hotel, located right in the heart of Hamburg, close to the trade-fair and exhibition centre, is a vibrant meeting point for guests from around the globe. € 21 m have been invested throughout the hotel over the past four years. In addition to the 510 spacious rooms, 18 of which are suites, four different restaurants, a café and two bars invite guests to enjoy a unique hotel experience. This is complemented by 30 individually designed event rooms of various sizes, as well as by the Elyseum Wellness & Spa, an oasis of recreation and relaxation.

Rothenbaumchaussee 10, Hamburg Rotherbaum. www.grand-elysee.com

Ameron Speicherstadt

The Ameron Hotel Speicherstadt is centrally located in the historical warehouse district, bordering the HafenCity with its unique architecture. The Hamburg Philharmonic Hall, unique museums and popular port promenade and piers are only a short walk away. The hotel offers 192 rooms including 8 junior suites, the cantinetta ristorante with terrace and lounge and the cantinetta bar with library. The function area provides five meeting rooms and a ball room, the historical Börsensaal, with a total function space of 500 sqm.

Am Sandtorkai 4, Hamburg Speicherstadt
www.hotel-speicherstadt.de



Andrea Flak