



PRESS RELEASE
Leaders Club International
November 21st, 2011

6th EDITION FOODSERVICE AWARDS 2012 *by Leaders Club International*

GERMANY DID IT AGAIN!

For this 6th edition, 200 Professionals of the Foodservice Industry gathered for the International Foodservice Awards 2012 that took place for the first time in Basel, Switzerland, on November 18th 2011.

The Awards were organised during the Foodservice Exchange and at the eve of the Exhibition Igeho (International exhibition for hotels, catering and extra-domestic consumption - 19-23 Nov. 2011).

After watching the videos of the 6 nominees concepts and listening to the presentation of the concepts by their creators in the Congress Center of Basel, the public voted, and it was in the Restaurant Noohn that the Awards Ceremony was held and PRET A DINER (from Berlin, Germany) was elected as the INTERNATIONAL GOLDEN PALM 2012!

As well on the podium: PAPILLON (from Brussels, Belgium) won the SILVER PALM, and PUPPEN HAUS (from Novosibirsk, Russia) received the BRONZE PALM.



Thank you to the sponsors of the event:



Drink responsibly

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GOLDEN PALM

PRET A DINER

(Berlin - GERMANY)



Opening date: 5th July 2011

Address: KOFLER & KOMPANIE AG, Unter den Linden 2, 10117 Berlin, Germany

Creator: KP Kofler

Tel: +49 (0)30 25 92 89 0

Website: www.pretadiner.com

Here today, gone tomorrow: pop-up restaurants are at the cutting edge of eating out. But according to the guys behind Berlin's latest evanescent venture, Pret A Diner "is not a pop-up restaurant. This is a dining experience."

After the success in January at the old Münze, the second off location was boarded next to the Spree in July. KP Kofler offers enjoyment with all senses and he wants luxury dining for acceptable prices. A high quality selected menu in stunning ambiance. Actually Pret A Diner has received a rare invitation to a Frankfurt skyscraper.

Check average: 90 €

Covers/day: 280

Total Investment: depending on the location

Turnover (2011): 5 projects = 2,7 Million €

Forecast turnover for 2012: 7 projects = 3,8 Million €

Surface area: 2 000 m²

Number of seats: 130

Opening days: 7/7 (from 6pm)

F&B costs: 32%

Labor costs: 35%

Staff: 30



SILVER PALM

PAPILLON

(Brussels - BELGIUM)



Opening date: 9th December 2010

Address: Rue Américaine 91, 1050 Bruxelles, Belgium

Creators: Arnaud Tasiaux and Rodrigue Plennevaux

Tel: +32 (0)2 539 05 10

Website: www.papillonbychef.com

Papillon (Butterfly in English) has first a multitude of evocations: elegance, lightness, color, sun. But a butterfly is also a transformation from a chrysalis to butterfly... the transformation from a pizza to a gourmet experience.

Two young entrepreneurs who are willing to offer a new version of gourmet fast food had the desire to make the talent of chefs more accessible. They asked three chefs (Sang Hoon Degeimbre, L'Air du Temps, 2 stars, Alex Hanbuckers, Auberge d'Herborist, 1 star, Christophe Hardiquet, Bon-Bon, 1 star) to create recipes for toppings on light and crispy pizza crust presented on squares of 10cm x 10cm which allows everyone to sample several creations. They are presented in counter and heated at the time, eat-in or take away. The place is friendly and surprising with its swings. A mixture of different wallpaper gives the place an explosive note.



Check average: 11 € (lunch) - 20 € (dinner)

Covers/day: 100/150

Total Investment: 150 000 €

Monthly turnover: 30 000 €

Forecast turnover for 2012: 600 000 € / 700 000 €

Surface area: 60 m²

Number of seats: 50 (inside) + 40 (garden)

Opening days: 7/7 (from 12pm to 3pm and from 6pm to 11pm - Sunday lunch closed)

F&B costs: 20%

Labor costs: between 30% and 35%

Staff: 6

BRONZE PALM

PUPPEN HAUS

(Novosibirsk - RUSSIA)



Opening date: February 2011

Address: 65/1 Chapligina street, Novosibirsk, Russia

Creators: Mironova Anzhelika and Burkovskiy Vladimir

Tel: +7 383 251 03 03

Website: -

Puppen Haus Restaurant is an exclusive gastronomic theater which combines fine decoration and gastronomy.

The restaurant is a unique building of special interest of the city. Interior design includes art gallery where original art is found side by side with handcrafted items, pop-art furniture with Impressionism paintings, and rare antique objects with modern art. The way the creative cuisine out of local organic products is served - the real theater performance, where the guest and spectator at the same time, take an active part.

Even a dessert collection of chocolate figurines by pastry chef coincides with characters from 5-storied mini-puppen haus (A doll house with mini-furniture items made of wood, mini-porcelain from Mason Factory, and even mini Singer sewing machine that works indeed!): another fun feature of the restaurant!

Check average: 36 €

Covers/day: 150

Total Investment: 964 000 €

Monthly turnover: 158 000 €

Forecast turnover for 2012: 1,9 Million €

Surface area: 520 m²

Number of seats: 160

Opening days: 7/7 (from 12pm until last customers leave)

F&B costs: 25%

Labor costs: 12,5%

Staff: 30



CONGRATULATIONS TO THE 3 OTHER NOMINEES:

LA PATISSERIE DES REVES (Paris - France)

Opening date: May 2010

Address: 111 rue de Longchamp, 75016 Paris, France (and 93 rue du Bac, 75007 Paris, France)

Creators: Thierry Teyssier and Philippe Conticini

Tel: +33 (0)1 47 04 00 24

Website: www.lapatisseriedesreves.com

La Pâtisserie des Rêves is about:

- associating the big names of the pastry world around major conventional cakes of French gastronomy,
- bringing the expertise of a contemporary 3 stars work,
- re-putting the pastries in the heart of a daily consumption,
- give credit to the values of pleasure, generosity and sharing,
- 'get the pastry out of the walls where it was locked'.

There are as well a take-away service and a tea room, entertainment snacks in a happy and colorful scene: glass bells supported by pulleys.



Check average: 17/20 € (take away) - 11 € (tearoom)

Covers/day: 450/500

Total Investment: 350 000 € per shop (apart from the laboratory and real estate)

Monthly turnover: between 120 000 € and 130 000 €

Forecast turnover for 2012: 3,3 Million €

Surface area: 100 m²

Number of seats: 25 (inside) + 12 (terrace)

Opening days: 6/7 (Tuesday to Sunday)

F&B costs: 19,5%

Labor costs: 25% (+1 laboratory)

Staff: 8

LIMONATA (Istanbul - Turkey)

Opening date: 30th September 2010

Address: Teşvikiye Caddesi City's (sinema katı), Nişantaşı, Istanbul, Turkey

Creators: Izzet Capa and Capamarka Creative Team

Tel: +90 (0212) 373 23 00

Website: www.capamarka.com.tr

The name is pretty self-explanatory, Limonata, the product of simple yet effective and understated minds.

This restaurant is located on the top floor of one of the tallest buildings in Nisantasi, where the view is breathtaking.

At the Pizza Bar in this enchanting place you can enjoy slices of the most scrumptious pizzas. At the dessert buffet you can try the fresh-made and numerous sweet delicacies.

The kitchen is right where everyone can see it. The customers are then able to watch while the wonders of the kitchen are being created.

And the Limonata Bar... The sour fruits of the beautiful lemon tree are transformed into the most delicious and refreshing cocktails right before your eyes. The inseparable vodka and lemon are going to have a new meaning.



Check average: 15 to 30 €

Covers/day: 500

Total Investment: 1 Million €

Monthly turnover: between 300 000 € and 400 000 €

Forecast turnover for 2012: 4,8 Million €

Surface area: 400 m²

Number of seats: 120 (inside) + 50 (terrace)

Opening days: 7/7 (from 10am until last customers leave)

F&B costs: 30%

Labor costs: 20%

Staff: 50

↳ **LUIGIA** (Geneva - Switzerland)

Opening date: 1st August 2010

Address: Rue Adrien-Lachenal 24A - 1207 Geneva, Switzerland

Creators: Luigi Guarnaccia and Enrico Coppola

Tel: +41 (0)22 840 15 15

Website: www.luigia.ch



Luigia is a friendly and spacious pizzeria, where pizza and some authentic Italian regional cuisine dishes are served at low cost but with great quality products.

Former garage, this 500 m² loft has been converted into restaurant, with very special decor and design that provide a part of Italy in Geneva.

There is no reservation, the customer arrives, he is seated and places his order. After the meal, he chooses when he wants to go pay at the cashier.

Luigia is the first restaurant in the world to be lit exclusively with decorative lights.

Its pizza oven is a unique work: designed by a craftsman who makes his bricks by hand with stones from Vesuvius volcano.

Check average: 33 CHF (lunch) - 42 CHF (dinner)

Covers/day: between 500 and 600

Total Investment: 1 Million CHF

Monthly turnover: 500 000 CHF

Forecast turnover for 2012: 6 Million CHF

Surface area: 500 m²

Number of seats: 170

Opening days: 365/365 (from 12pm to 3pm and from 7pm to 11.30pm)

F&B costs: 25%

Labor costs: 35%

Staff: 40

“Kidults”

Frederic Loeb (one of our keynote Speakers during the Foodservice Exchange) developed the "kidults" concept: serious adult food with a twist of kiddie fun!

... And our 3 winners are perfect examples:

- Pret a Diner is a modern gourmet restaurant... Only for a very short limited period... Pop Up restaurants are like a kid's whim: I want it now... I'll forget it tomorrow!
- Papillon: young starred Chefs redesign pizza in a brand new square way.
- Even in the heart of Siberia, gastronomy is experienced in a funny theatrical way in term of service and atmosphere: a doll house... Or Puppen Haus!

Daniel Majonchi

President Leaders Club International