

## 5<sup>th</sup> EDITION **FOODSERVICE AWARDS 2011** *by Leaders Club International*

### **GERMANY CONQUERED DEAUVILLE!**

It was during the Omnivore Food Festival in Deauville (France) that more than 600 International professionals from the Foodservice Industry voted for their **INTERNATIONAL GOLDEN PALM 2011: *LA BARACCA - CUCINA ITALIANA***.

On Monday, February 21<sup>st</sup> 2011, the Nominees concepts were presented in videos by their creators on the stage of the CID (Centre International de Deauville).

Then the party started at the Hotel Royal Barrière of Deauville, where the Awards Ceremony took place.

France was present as well on stage with **PB2** who won the **SILVER PALM**, and Germany again for the **BRONZE PALM** with **KITCHEN GUERRILLA**.



**Mark Korzilius (*LA BARACCA - CUCINA ITALIANA*) - GOLDEN PALM,**



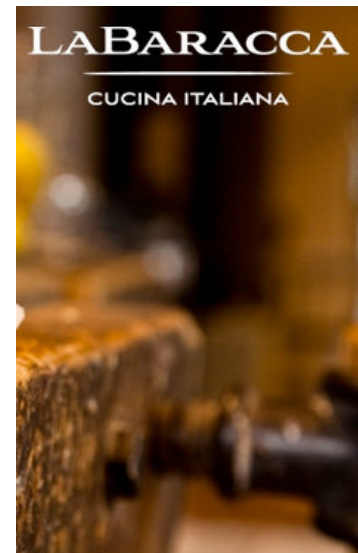
## **GOLDEN PALM:**

# **LA BARACCA - CUCINA ITALIANA**

*(München - GERMANY)*



LA BARACCA combines an Italian way of life with an innovative infrastructure. All dishes from pasta to risotto have the size of starters and can be ordered with an e-menu bound in leather, containing various additional information. The order is processed by a chip card so the guest can move freely between the different areas of the restaurant and is served accordingly. The heart of the location is its open antipasti-station and another highlight is the open wine bar which allows the guest to tap and taste wine in different amounts independently.



**Address:** Maximiliansplatz 9, 80333 München - Germany

**Creator:** Marc Korzilius

**Tel:** +49 (0) 89 41 61 78 52

**Website:** [www.labaracca.eu](http://www.labaracca.eu)

### **FIGURES:**

- Average ticket: 14 € (lunch) - 30 € (dinner)
- Covers/day: 430
- Staff: 32 fix + 10 temporary
- Total Investment: 3,5 M€
- Number of seats: 192 indoor + 70 outdoor

## SILVER PALM:

### **PB2** (*Neuilly-sur-Seine - FRANCE*)



**PB2 concept is about: Unveiling the flavors in original containers with transparency in order to challenge the senses. Originality is present in many ways: the menu (LED tube with changing colors), the recipes, the service (tray with 2 dishes for lunch, and 3 dishes for dinner) and implementation (food combination as caterer).**



**Address:** 3 rue des Huissiers, 92200 Neuilly-sur-Seine - France

**Creators:** Michel Van Houcke, Grégory Jaspas, Caroline Colson & Arnaud Thonon

**Tel:** +33 (0) 1 47 22 87 24

**Website:** [www.pb2.fr](http://www.pb2.fr)

#### **FIGURES:**

- Average ticket: 25 €
- Covers/day: 80
- Total Investment: 850 000 €
- Monthly sales: 60 000€
- Surface: 400 m<sup>2</sup>
- Number of seats: 80
- Opening days: 5/7 (Monday to Friday)
- F&B costs: 33%
- Labour costs: 30%

## **BRONZE PALM:**

### **KITCHEN GUERRILLA** (*Hamburg - GERMANY*)



Koral Elci and Olaf Deharde alias “Kitchen Guerrillas” capture other restaurants, take over the kitchen and collect the regular menu. What started with occasional meetings in their living rooms with friends is now realized with cooking events for a growing following. They are a “restaurant without a restaurant” and therewith flexible in terms of time, space and financial matters. They cook surprise menus for spontaneous connoisseurs in convivial gatherings. Moreover it is close to the guerrillas hearts to create awareness for good food and honest products.



**Address:** Friedensallee 13, 22765 Hamburg - Germany

**Creators:** Koral Elci & Olaf Deharde

**Website:** [www.kitchenguerilla.com](http://www.kitchenguerilla.com)

#### **FIGURES:**

- Average ticket: 30 € + drinks
- Number of guests: twice a month between 20 and 120
- Staff: 2 + many helpers
- Total Investment: 0 €

## THE 5 OTHER NOMINEES THIS YEAR WERE:

### ↳ HACHAPURI (Moscow - Russia) - [www.hacha.ru](http://www.hacha.ru)

Hachapuri is a Georgian food urban café, the Russian way of 'bistronomy'. The authors sought to create an inexpensive, simple but stylish place with delicious food from the freshest ingredients, and nice hospitable hosts. The Georgian cuisine is very popular, diverse and colorful. Everything on the menu can be ordered as take-away or delivered.

A pianist is present almost everyday, and the guest have as well the opportunity to play if they wish.

Hachapuri is planning to open at least 5 restaurants in the center of Moscow during the first 3 years.

### ↳ JOSEPHINE'S (Antwerpen - Belgium) - [www.josephines.be](http://www.josephines.be)

Josephine's is a sustainable concept restaurant and bar with attention to details. The vintage-chic interior was designed by Kurt Hereygers of Not Before Ten who, with a very modest budget, has created a very warm and intimate, almost quaint, ambiance in the bar and restaurant as well as in the two winery lounges. The interior is decorated almost exclusively with second hand objects and furniture.

For Josephine's, what counts is putting the product and the client first without losing sight of the quality/price ratio. The cuisine consists exclusively of quality, often local products. To start the evening well or to finish it in style, Josephine's offers its Dry Martini bar, boasting a large variety of classic cocktails and its Josephine's Perfumed Martini's. Thursday is jazz night with a live orchestra, whilst on Fridays and Saturdays, DJs provide a casual atmosphere to the sound of soul, jazz, bossa and funk music (nothing but vinyl, of course).

### ↳ LA RUE LE BEC (Lyon - France) - [www.nicolaslebec.com](http://www.nicolaslebec.com)

This concept is a synonym of "Multiplicity": it is a supermarket with restaurants, or restaurants in a market. La Rue Le Bec, with its 2000 square feet, has all food trades: Baker, Fruits & Vegetables, Florist, Newsstand, etc... And of course a signature restaurant Nicolas Le Bec by the young 2 stars Michelin Chef, not to mention the wine bar, the private Place Rouge and a suite.

↳ **MOSKVICH** (*Moscow - Russia*) - [www.moskvich.su](http://www.moskvich.su)

Moskvich restaurant, located on the third floor of the Cultural Center "Autoville", offers to dive into the nostalgic atmosphere of old Moscow.

A harmonious blend of past and future is reflected in the original restaurant's menu. It combines the familiar Muscovite homemade cuisine of the "Old Moscow" and a modern variation on the theme of the Russian author's cuisine of the "New Moscow".

The design: air curtains, elegant furniture carefully restored, and rare elements of Art Deco style, wood and embossed leather that create an atmosphere of ease and comfort. As well, a Vip-table for two inside the first model car "Moskvich". And an elegant scene with a pianist playing in the evening on a white grand piano.

↳ **TETE PRESSEE** (*Brugge - Belgium*) - [www.tetepressee.be](http://www.tetepressee.be)

Tête Pressée is a gourmet restaurant during the day doubled with a delicatessen. However, this is neither a classic restaurant, nor a classic delicatessen. It is a maison de bouche with table d'hôte and a tasting shop. The maison de bouche comprises a restaurant with high chairs placed behind two long high tables which surround the open kitchen. The customers see the chefs preparing their chosen food in front of them from the menu comprising three starters, three main courses and three desserts. At all times, six different wines can be ordered by the glass. The table d'hôte is also available in the evenings but welcomes only private groups of at least 10 people. Therefore the evening is fully customised. The gourmet shop offers a vast choice of hot and cold homemade meals. One of the star items is the lunch box which offers an alternative to the classic filled baguette. The whole establishment exudes genuine passion for the products.

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## Global & Local

This 2011 edition epitomizes the phenomenon of 'Glocalization' which characterizes both the cuisine and the restaurant concepts. Innovation and creativity are flourishing in Moscow, Antwerp, Munich and Lyon, but reflect and sometimes create global trends.

Daniel Majonchi  
President Leaders Club International