



MOVE THE FOOD-SERVICE PLANET  
**LEADERS**  
 C L U B

**FOODSERVICE EXCHANGE 2011**  
*By Leaders Club International*  
 & 6<sup>th</sup> edition of the  
**INTERNATIONAL FOODSERVICE AWARDS**  
 18<sup>th</sup> & 19<sup>th</sup> November 2011  
 BASEL - Switzerland



# 6<sup>th</sup> INTERNATIONAL FOODSERVICE AWARDS

*by Leaders Club International*

&

# 1<sup>st</sup> SWISS FOODSERVICE AWARDS

*by Leaders Club Switzerland*

*Basel - Switzerland*

*Friday, November 18<sup>th</sup> 2011*

Thank you to the sponsors of the event:



*Drink responsibly*

# THE SWISS NOMINEES

## **Nominee 1: ADLISBERG**

**Opening date:** December 2009

**Address:** Adlisbergstrasse 75 - 8044 Zürich, Switzerland

**Creators:** Daniela and Markus Segmüller

**Tel:** +41 (0)44 266 91 91

**Website:** [www.adlisberg.ch](http://www.adlisberg.ch)

Located on the Züriberg hill, the Adlisberg restaurant is a link between urban cultures and adjoining communities.

With over 350 years of history, the building was a simple farmhouse before being transformed into today's actual Adlisberg restaurant.

**The philosophy: "Welcome to the Wald- und Wiesebeiz"**

The chef - Gustav Thöni – pays attention to a natural, balanced and regional cuisine. On the menu: popular dishes such as **Meat Loaf**, **Zürcher Chatzengschrei**, **Cordon Bleu** and **Hot Stone dish** with homemade sauces.

The varied wine list comprises all six regions of Switzerland and has been assorted with greatest care. They also considered foreign wine producers of Swiss origin.



**Check average:** 30 € (lunch) - 65 € (dinner)

**Covers/day:** between 40 and 200

**Total Investment:** 5 Million €

**Monthly turnover:** between 180 000 € and 300 000 €

**Forecast turnover for 2012:** 2,7 Million €

**Surface area:** 150 m<sup>2</sup>

**Number of seats:** 200 (inside) + 200 (terrace)

**Opening days:** 7/7 (from 10am to 12am)

**F&B costs:** 26%

**Labor costs:** 40%

**Staff:** 17

## **Nominee 2: LUIGIA**

**Opening date:** 1<sup>st</sup> 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](http://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 m<sup>2</sup> 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 m<sup>2</sup>

**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

## **Nominee 3: MUOTTAS MURAGL**

**Opening date:** 17<sup>th</sup> December 2010

**Address:** 7503 Samedan-Engadin St.Moritz, Switzerland

**Creator:** Christian Meili

**Tel:** +41 (0)81 842 32 32

**Website:** [www.muottasmuragl.ch](http://www.muottasmuragl.ch)

Mountain dining high up on Muottas Muragl means enjoyment in harmony with the Engadin Alpine world.

The romantic Berghotel Muottas Muragl, with its harmonious decor of Swiss stone pine and walnut, provides a stylish ambience for each and every culinary occasion – be it a cocktail reception, lunch or a festive candlelight dinner.

Muottas Muragl is: a Panorama restaurant, a Scatla restaurant, a Panorama terrace, and the Villa Lys.

The food at Muottas Muragl: both regional and international culinary delicacies from the kitchen and wine cellar.



**Check average:** 40 CHF (lunch) - 90 CHF (dinner)

**Covers/day:** between 600 and 800

**Total Investment:** 21 Million CHF

**Monthly turnover:** between 400 000 € and 600 000 €

**Forecast turnover for 2012:** 4 Million CHF

**Surface area:** 2 700 m<sup>2</sup>

**Number of seats:** 220 (inside) + 300 (terrace)

**Opening days:** 7/7 (from 8am to 11pm)

**F&B costs:** 25%

**Labor costs:** 52%

**Staff:** 36

# THE INTERNATIONAL NOMINEES

## **Nominee 1: LA PATISSERIE DES REVES**

**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](http://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 m<sup>2</sup>

**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

## **Nominee 2: LIMONATA**

**Opening date:** 30<sup>th</sup> 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](http://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 our 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 m<sup>2</sup>

**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

## **Nominee 3: PAPILLON**

**Opening date:** 9<sup>th</sup> 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](http://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 m<sup>2</sup>

**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

# THE INTERNATIONAL NOMINEES

## **Nominee 4: PRET A DINER**

**Opening date:** 5<sup>th</sup> 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](http://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 wolkenkratzer.

**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 m<sup>2</sup>

**Number of seats:** 130

**Opening days:** 7/7 (from 6pm)

**F&B costs:** 32%

**Labor costs:** 35%

**Staff:** 30

## **Nominee 5: PUPPEN HAUS (Gastronomy Theater)**

**Opening date:** February 2011

**Address:** 65/1 Chaplignina street, Novosibirsk, Russia

**Creators:** Mironova Anzhelika et 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 m<sup>2</sup>

**Number of seats:** 160

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

**F&B costs:** 25%

**Labor costs:** 12,5%

**Staff:** 30

## **Nominee 6: GOLDEN PALM FROM SWITZERLAND**

**ADLISBERG, LUGIA, MUOTTAS MURAGL...?**

# YOU VOTE!

