

ENCOURAGING GASTRONOMERS

**GET READY!
FUTURE BONUS**

**HOBART MAKES IT EASIER
TO INVEST AND REINVEST**





GET READY! FUTURE BONUS from HOBART makes it easier to invest and reinvest

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SOME EVENTS ARE DIFFICULT TO FATHOM.

But even if they are unpredictable, we can still try to be prepared. We delve into two recent encouraging examples that show how this can be done. Two restaurateurs not only struggled with the realities of lockdown, but also had to replace one of their most important pieces of equipment. One partner was on hand to help.

Rarely have the conditions for gastronomic start-ups been better than in the waning pandemic of 2020/2021. After the protracted lockdown, many people long for cafes, bistros and restaurants; they want to relax, meet up with friends, flirt, enjoy and indulge. These guests have money and enjoy spending it on food and drinks. But first, they need to feel comfortable at a location, sense the owner's commitment, and the quality of the food and drinks has to be just right.

Establishments like these can never be fully prepared for events like the coronavirus pandemic, but they can take proactive steps – especially by cultivating strong ties with patrons and staying on a sound financial footing. We take a look at two restaurateurs who have managed to do just that. Each reacted differently to the lockdown. Both had to replace their dishwashers right in the midst of this period of low revenues and declining reserves. HOBART's **GET READY! FUTURE BONUS** campaign came at just the right time.

ecomax by HOBART

GET READY!

— FUTURE BONUS —

- » Buy a brand-new HOBART or ecomax by HOBART machine from a HOBART authorised dealer located in your country
- » Promotion details: <https://www.hobart-export.com/news/campaigns/get-ready>
- » Ask the dealer for the HOBART GET READY! FUTURE BONUS and you will immediately receive the bonus corresponding to the promotional machine model.
- » Date of invoice:
1 March to 31 October 2021



ZAFFERANO

ALL ABOUT SAFFRON

Zafferano is a small Italian restaurant in the German town of Schöneck, near Frankfurt. Its owners, Ulrike Becker and Antonino (Toni) Vruna, love saffron – a fact that soon becomes apparent from their wall and table decorations. You can see, taste and smell the special aroma from Toni's saffron mill, which also finds its way into many Zafferano dishes. The Sicilian likes his guests to use his first name when they greet him in his kitchen, which is always open. He has decided against a fixed menu, instead writing the daily dishes on a blackboard so that he can respond flexibly to developments as and when they happen. Vruna has plenty of interesting ideas for specialities – and the guests enjoy the pleasant surprises he cooks up.



Ulrike Becker and Antonino Vruna in front of their restaurant

LOCKDOWN – GO TIME FOR CREATIVE SOLUTIONS

When full lockdown was imposed in Germany in March 2020, the only alternative was serving takeaway food. Ulrike Becker and her husband developed a concept for this almost immediately. Toni selected the recipes that he knew were beautifully arranged yet sturdy enough to be delivered safely. His wife took care of packing up the orders and organising the process. Guests had to place their orders by 5 pm. 15-minute slots were arranged, in which up to six different meals were handed over. The strategy worked. Even more sophisticated, high-value dishes found buyers,

although desserts experienced something of a dry spell. The food service professionals were able to serve up to 40 meals a day, which covered at least some of their fixed costs. For staffing reasons, they will not continue serving takeaway after the pandemic subsidies, but their strategy can be immediately reactivated if needed.

INVESTMENTS:

A REAL CHALLENGE

During this difficult economic time, their undercounter dishwasher failed due to an irreparable fault. Toni, an expert when it comes to comparisons, tested devices from several manufacturers and ultimately decided on a machine from **ecomax by HOBART**: “Thanks to the wide and high opening, we could easily load it up with our large plates and pots – a real plus for the user. The **ecomax** uses very little water and detergent, which makes it particularly economical,” explains the restaurateur.

What role did the **GET READY! FUTURE BONUS** campaign play? A significant one, explains Ulrike Becker, who is responsible for the financial side: “The cashback made our investment noticeably easier. We did not find any manufacturer that offered comparable support.”

ADLER

REGIONAL AND HOMEMADE PROVES A WINNER

Adler is a traditional restaurant in Pfinztal, Southwest Germany, that serves up to 140 meals per day. It is known for its regional cuisine, especially for homemade specialties such as Maultaschen (pasta squares), potato salad, handmade Spätzle noodles and Zwiebelrostbraten (Swabian roast beef). Visitors come from far and wide to enjoy its culinary offerings. At the beginning of 2020, chef-owner Hardy Kunzmann had just put up the building shell for guest rooms when the lockdown was announced, and he had no option but to shut down overnight – far from a welcome development. It forced him to stop the construction work temporarily.

TAKE-AWAY –

NOT AN ALTERNATIVE

Together with his son Alex, a trained hotel manager, he also thought long and hard about how to overcome this situation. After a thorough analysis, the catering professionals ruled out takeaway. They did not think their deep-rooted, traditional clientele would take up such an offer. They watched how other businesses experimented with takeaway service, which only reinforced their decision. Instead, they used the time during lockdown to carefully modernise their guest rooms.

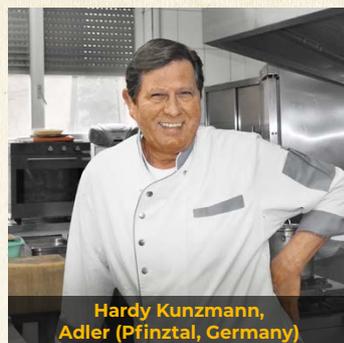


„Gasthaus zum Adler“ in Pfinztal, Germany

RE-START –

DISHWASHER FAILURE

In spring 2021, the restart was within reach. Regular guests at Adler had already asked several times when the time would finally come. Yet it was right then that the message “electronics error” popped up on the display of the hood-type dishwasher. Hardy did not even need to ask whether to have it repaired or purchase a new



Hardy Kunzmann,
Adler (Pfinztal, Germany)

LESSONS TO LEARN FOR FOOD SERVICE

START-UPS

There are two main insights that food service entrepreneurs can gain from these two examples:

1. GUESTS: THE MOST

IMPORTANT ASSET

Satisfied guests are the most important asset of all. If they are behind their favourite business, they will support it even in tough times.

2. SOUND FINANCES: BEST

PROTECTION AGAINST A CRISIS

During the start-up phase, most food service entrepreneurs need to borrow a significant amount of capital, which bears interest and, most importantly, has to be paid back. One of the most important jobs for the owner of a new business is to reduce this burden as much as possible. The same applies to renting and leasing. The lower the fixed costs, the better the protection against crises and the greater the financial leeway. Sound finances are essential for being able to invest in up-to-date, environmentally friendly equipment with low operating costs in any situation. Our two encouraging examples show how quickly this can become a necessity.

one. After ten years with nearly 50 rinse cycles per hour, the machine had served its purpose. Since the head chef was very satisfied with his **ecomax** by

HOBART, he ordered the successor model without comparing the competition: “The **ecomax** is good – I know where I stand. That is much more important to me than saving a few euros.” There was also HOBART’s **GET READY! FUTURE BONUS**, meaning cash would be issued back into his account. Alex Kunzmann concludes: “The campaign went really well – quickly and smoothly without a bunch of bureaucracy in the way.”