



Building the food destinations of tomorrow

8-9 MAY 2019

MICO MILANO CONGRESSI, MILAN, ITALY

# Discover in vogue Food & Beverage Retailers



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# DISCOVER IN VOGUE FOOD & BEVERAGE RETAILERS

3F RETAIL.....	4
BEFED BREW PUB.....	5
BRISCOLA PIZZA SOCIETY .....	6
C HOUSE CAFE & RESTAURANT .....	7
CAFFÈ NAPOLI - EXYTUS.....	8
CAFFÈ PASCUCCI.....	9
CASUAL DINING GROUP.....	10
CHICKEN COTTAGE.....	11
CIGIERRE.....	12
CIOCCOLATITALIANI.....	13
CIRFOOD RETAIL.....	14
CITY OF MARSEILLE.....	15
DEAN & DAVID.....	16
DESITA.....	17
DISHCOVERY.....	18
DOPPIO MALTO.....	19
ESQUIRES COFFEE.....	20
ILLYCAFFÈ.....	21
JOLLIBEE FOODS CORPORATION.....	22
L'OSTERIA.....	23
LA BOTTEGA DEL CAFFÈ – CIBIAMOGROUP.....	24
LAURENZI CONSULTING.....	25
LÖWENGRUBE.....	26
MAMMAMIA GELATO ITALIANO.....	27
MATASSA.....	28
NORDSEE.....	29
O'TACOS.....	30
ORACLE FOOD AND BEVERAGE.....	31
PAULANER FRANCHISE & CONSULTING.....	32
PAUSA ITALIA.....	33
ROCKET RESTAURANTS.....	34
SOHO COFFEE CO.....	35
SPONTINI.....	36
THE AVOCADO SHOW.....	37
UBER EATS.....	38



**RETAIL**

**3F Retail** is a reality made up of professionals whose roots lie in the passion for and great experience gained over the years in the three benchmark sectors. Its ambitious aim is to develop and promote, throughout Italy and indeed the world, some of the most important Italian and international excellences in the sectors of: Food / Fashion / Furniture. The operational strategic – commercial support provided by 3F Retail specializes in the retail world and in the development of different business models – both direct and franchise models - based on the Win-Win philosophy for all clients-partners that choose 3F Retail.

3F Retail has developed multiple formats: RINALDINI STORE (modern "sweet" boutiques by ROBERTO RINALDINI), LASAGNA MIA (icon of Italian food becomes "future proof"), PIDAZA- PIZZA ROMAGNOLA (innovative format of piadina revisited like a pizza), BIO'S CAFÉ (the first cafeteria in Italy certified 100% organic), PANPOLPETTA (bread and meatball street food), BIO'S KITCHEN (Restaurant 100% Organic), KALAMARO PIADINARO (exclusive fusion between fish and piadina), ASSAGGIA (restaurant with individual portions of traditional dishes).

**Year of Creation:** 2014 (Kalamaro Piadinaro) / 2000 (Rinaldini) / 2019 (Lasagna Mia) / 2014 (Bio's Kitchen) / 2018 (Pidaza) / 2007 (Panpolpetta) / 2014 (Assaggia) / 2002 (Bio's Cafe')

**Country of creation:** Italy

**Number of shops:** 2 (Kalamaro Piadinaro) / 7 (Rinaldini) / 2 (Bio's Kitchen) / 1 (Pidaza) / 6 (Panpolpetta) / 2 (Assaggia) / 1 (Bio's Cafe')

**Average shop size:** 90-300 sqm (Kalamaro Piadinaro) / 40-400 sqm (Rinaldini) / 14-70 sqm (Lasagna Mia) / 350-650 sqm (Bio's Kitchen) / 30-90 sqm (Pidaza) / 50 sqm (Panpolpetta) / 70-200 (Assaggia) / 40-90 sqm (Bio's cafe)

**Type of location:** High street, shopping mall, travel retail & other

**Already present in:** Italy

**Want to develop in:** Europe, China & Russia

[www.3fretail.it](http://www.3fretail.it)

## 3F RETAIL

**Booth: FB.E.04**

**Rinaldini Pastry:**

**Food Talks - Part 1/4 -**

**Wed 8 May - 11.00-12.00**

**Assaggia & Bio's Kitchen: Part 2/4 -**

**Wed 8 May - 15.30-16.30**

**Lasagna Mia:**

**Part 3/4 - Thu 9 May - 10.00-11.00**



**BEFED** is an all Italian food & beverage franchise brand, founded in Aviano, Friuli, in 1996. It was conceived with a vision and desire to be a truly new and innovative quality food and catering offer. It was among the very first brewery pubs in Italy to sell craft beers direct to customers, the same beers that are still prepared today by master brewers. The beer, Lager and Bock, is served with an accompanying dish; the braised Galletto, a special and exclusive selection of Vallespluga by BEFED, with high-quality French fries, a slice of bread and a very secret recipe BEFED sauce. The whole format is devoted to informality and originality. From 2017, in addition to the "Original" concept for large urban areas, BEFED also launched the Small & Take Away Formula for shopping centres and city centres. BEFED Franchising is excited about the next phase in its journey, in which it plans to penetrate international markets and develop its own network in Italy.



## BEFED BREW PUB

**Booth: FB.C.06**  
**Food Talks - Part 2/4**  
**Wednesday 8 May**  
**15.30-16.30**

**Year of Creation:** 1996  
**Country of creation:** Italy  
**Number of locations:** 27  
**Average size:** 100-450 sqm

**Type of location:** High street & shopping mall  
**Already present in:** Italy  
**Want to develop in:** Europe  
[www.befed.it](http://www.befed.it)





**BRISCOLA**  
— PIZZA SOCIETY —

## BRISCOLA PIZZA SOCIETY

**Booth: FB.D.10**  
**Food Talks - Part 2/4**  
**Wednesday 8 May**  
**15.30-16.30**

**Briscola Pizza Society** is a core part of the Foodation Group. Foodation is an operational holding company in the food retail sector, serving as the HQ, and beating heart of its restaurants. It was founded in 2013 to meet the new needs of Italian and international consumers, who want to dine more quickly and informally than in a traditional restaurant, at an affordable price, without sacrificing the quality of the product and a pleasant environment. The right mix of product quality, offer and sustainability of the business project is guaranteed. Foodation follows processes in all phases, giving relevance both to the concept and to the quality of the products. Through this, it is a reference point for investors, both at national and international level.

**Year of Creation:** 2015  
**Country of creation:** Italy  
**Number of locations:** 6  
**Average size:** 250-300 sqm

**Type of location:** High street  
**Already present in:** Italy  
**Want to develop in:** Worldwide  
[www.briscolapizza.it](http://www.briscolapizza.it)



**C House** has been producing coffee since 1962 through Caffè Poli, a sister company in the Poli Group. In this time we have become an international icon of tradition, passion and experience in the art of Italian artisan coffee roasting.

We have already granted franchise rights in more than 10 territories worldwide, with more than 60+ stores in Italy, United Arab Emirates, Qatar, Saudi Arabia, Egypt, Lebanon, Spain, France, Cyprus, Romania, Dominican Republic and India. From a morning cappuccino to fusion Italian and Mediterranean food, C House offers an upmarket yet trendy atmosphere with a touch of Italian design. The C House store format is fully scalable and adaptable to market variables and specifics of each location, from the café, lounge to coffee bar ... an excellent and affordable social experience for everyone.

C House concept has three flexible models adaptable to any local market.

## C HOUSE CAFE & RESTAURANT

**Booth: FB.T.23**

**Food Talks - Part 3/4**

**Thursday 9 May**

**10.00-11.00**

**Year of Creation:** 2006

**Country of creation:** Italy

**Number of shops:** 60+

**Average shop size:** from 40 sqm up to 800 sqm

**Type of location:** High street, Shopping mall, Travel Retail

**Already present in:** Italy, France, Romania, Spain, Cyprus, Morocco, Egypt, Lebanon, Saudi Arabia, Qatar, UAE, Bahrain, India...

**Want to develop in:** Worldwide

**[www.chouseitalia.com](http://www.chouseitalia.com)**



**Caffè Napoli** was born out of the “desire” of three entrepreneurs working in the digital field (Internet and Mobile), Fabio and Mauro Compagnoni, and Francesco Fiandra, , who all decided to invest in the coffee business. Our Vision: To become the world’s destination for Italian coffee. Mission: To create a new idea of the taste experience: an international chain with contemporary design, where the uniqueness of the Neapolitan espresso is accompanied by the perfect selection of typical Italian dishes. The person looking to discover or enjoy the sheer pleasure of a perfect espresso can do just that in a comfortable environment offering a truly unique blend of taste and style.

**CAFFÈ NAPOLI**  
EXYTUS

**CAFFÈ NAPOLI -  
EXYTUS**

**Booth: FB.T.13**

**Food Talks - Part 2/4**

**Wednesday 8 May**

**15.30-16.30**

**Year of Creation:** 2015

**Country of creation:** Italy

**Number of locations:** 19

**Average size:** 60 sqm

**Type of location:** High street

**Already present in:** UK & Italy

**Want to develop in:** Middle East

[www.caffenapoli.com](http://www.caffenapoli.com)





# CAFFÈ PASCUCCI

Meet them at:  
**CAFFÈ PASCUCCI BAR**

The first **Caffè Pascucci** was opened in 2000 in Rimini, based on a concept created by chairman Mario Pascucci. Since that time, Caffè Pascucci has combined the international coffee shop concept with the traditional Italian Coffee shop by focusing more on organic and fair-trade products. Espresso, coffee-based recipes and 'Moka' are the highlight of a Caffè Pascucci store. Infusions, cold teas and fruit juices, together with an organic offer of food are contributing to increase a range of healthy products into the menu. The Pascucci espresso blend comes from a certified organic agriculture, and represents the typical Italian blend with the maximum expression of quality. our plastic cups, paper bags and take away coffee cup are compostable and biodegradable, with a life cycle that minimizes their environmental impact. The furnishings are made from natural materials, following the trends of the moment without forgetting the comfort, the design and the essence of Italian culture.

**Year of Creation:** 2000

**Country of creation:** Italy

**Number of shops:** 600

**Average shop size:** 30-300 sqm

**Type of location:** High street, shopping mall, travel retail & other

**Already present in:** Italy, Austria, Spain, Albania, Saudi Arabia, Syria, South Korea, Latvia, Hong Kong, Greenland, Malaysia, China, North Cyprus, South Cyprus, Malta, Kazakhstan, Chile, Switzerland, Denmark & Brazil

**Want to develop in:** USA, UK, Germany, France, Netherlands, Belgium, Sweden, Norway, Portugal, Iran, Thailand, GCC, Singapor & Indonesia

[www.pascucci.it](http://www.pascucci.it)



## CASUAL DINING GROUP

Booth: FB.T.09

Food Talks - Part 3/4

Thursday 9 May

10.00-11.00

Following an ambitious opening and refurbishment schedule **Casual Dining Group (CDG)** now operates nearly 300 restaurants in the UK across a portfolio of brands including Las Iguanas, Bella Italia, Café Rouge, Oriel and Belgo. After growing franchise partnerships in Europe and India CDG have built a strong pipeline of new business opportunities and are currently expanding via franchising in Saudi Arabia and the UAE, with Asia and further European development to follow. With a fully dedicated franchise support Team and package visit our stand to find out more.

**Year of Creation:** 2002

**Country of creation:** UK

**Number of locations:** 282

**Average size:** 350 sqm

**Type of location:** High street, shopping mall, travel retail & other

**Already present in:** UK, India & Gibraltar

**Want to develop in:** Europe, MENA, Asia, Australasia, Africa, North & South America

[www.casualdininggroup.com](http://www.casualdininggroup.com)



**Chicken Cottage** is a British QSR brand. Our first store was opened in Wembley London in 1994, and we now have over 100 stores worldwide.

Our years of experience have enabled us to understand our market and the needs of our customers, refine the quality of our products, and develop and innovate our customer experience, whilst offering a menu that is an authentic, unique fusion of east and west.

Our Franchises form part of our innovative business model and are supported by a team of dedicated experts covering Business Development, Procurement, Training, Health & Safety, Food Safety and Compliance. Franchisees are also allocated a Franchise Support Coach to ensure there is 24/7 support.



## CHICKEN COTTAGE

**Booth: FB.C.09**

**Food Talks - Part 3/4**

**Thursday 9 May**

**10.00-11.00**

**Year of Creation:** 1994

**Country of creation:** UK

**Number of shops:** 100

**Average shop size:** 1200 sqm

**Type of location:** High street & shopping mall

**Already present in:** UK, Italy, Belgium, Iraq, Pakistan, Nigeria, Germany, UAE

**Want to develop in:** Open to all markets

**[www.chickencottage.com](http://www.chickencottage.com)**





Founded in Udine in 1995, **Cigierre** - Compagnia Generale Ristorazione S.p.A. - is the undisputed market leader among full-service casual dining restaurant chains in Italy. Cigierre targets a broad range of customers mainly composed of families, business and young people. Within this segment, Cigierre has developed multiple formats operating on the same platform: Old Wild West (burger steakhouse), Wiener Haus (traditional German beer restaurant), PizziKotto (restaurant pizzeria), Shi's (Japanese restaurant), America Graffiti (american diner restaurant) and Temakinho (Japanese-Brazilian restaurant). Cigierre today leverages a network of 350 restaurants with a widespread presence across its Italian territory. Multiple paths for further growth including infill opportunities across the brand portfolio and international expansion.

**CIGIERRE**

**Booth: FB.D.11**

**Food Talks - Part 1/4**

**Wednesday 8 May**

**11.00-12.00**

**Year of Creation:** 2002 (Old Wild West) / 2008 (American Graffiti) / 2013 (PizziKotto) / 2010 (Shi'S) / 2007 (Wiener Haus) / 2012 (Temakinho)

**Country of creation:** Italy

**Number of locations:** 195 (Old Wild West) / 64 (America Graffiti) / 27 (PizziKotto) / 13 (Shi'S) / 30 (Wiener Haus) / 10 (Temakinho)

**Average size:** 500 sqm (America Graffiti / Old Wild West) / 500 sqm (PizziKotto) / 350 sqm (Shi'S) / 500 sqm (Wiener Haus) / 300 sqm (Temakinho)

**Type of location:** High street, shopping mall, travel retail & other

**Already present in:** Italy, France, Switzerland, Belgium

**Want to develop in:** Europe

[www.cigierre.com](http://www.cigierre.com)





**cioccolatitaliani**  
GELATO E GENIO ITALIANO

**CIOCCOLATITALIANI**

**Booth: FB.D.04**

**Cioccolatitaliani** is the first Italian format completely dedicated to the chocolate world. It is best defined by the word “Chocology”, the art of mixing the finest chocolate in the World with gelato, coffee, pastry and cooking. Cioccolatitaliani design is the materialization of this project: every detail comes in communicating its values and driving the customer experience all day long. The retail concept highlights the charm of the live-preparation: show cooking to tell a story and to engage people. Cioccolatitaliani is a multi-sided place, a new way to live chocolate through a unique customer experience and specialist product culture.

**Year of Creation:** 2009

**Country of creation:** Italy

**Number of locations:** 34

**Average size:** 250 sqm

**Type of location:** High street, shopping mall, travel retail & other

**Already present in:** Italy, Qatar, Oman, Saudi Arabia, Kuwait, Bahrain, Kosovo, Albania & Morocco

**Want to develop in:** Europe, China & USA

**[www.cioccolatitaliani.it](http://www.cioccolatitaliani.it)**



**CIRFOOD RETAIL**

**Booth: FB.E.07**

CIRFOOD, a leading Italian company in organized catering market, announces **CIRFOOD RETAIL**, a new company 100% CIRFOOD dedicated to strengthening and developing the commercial catering market, promoting the commercial formats of the company both in Italy and in Europe.

The first format launched by CIRFOOD RETAIL is Kalamaro Piadinaro, a concept that was born in Riccione, and opened in Milan, in the centre of the developing business area of Symbiosis (COVIVIO).

The brand portfolio of CIRFOOD RETAIL includes other different formats such as:

- AROMATICA - RESTAURANT and LOUNGE BAR, easy gourmet proposal characterized by the rotation of professional chefs, in addition to the resident chef, format that is now present also in the version AROMATICA CAFE'
- VIAVAI pizza and cuisine, that celebrates the flavours and fragrances of the Italian traditional in an urban and innovative way;
- KITCHEN ICE, home-making ice cream shop using a traditional slow creaming process of quality products.

**Year of Creation:** 2018

**Country of creation:** Italy

**Number of shops:** 10

**Average shop size:** 300 sqm

**Type of location:** High street, shopping mall, travel retail & other

**Already present in:** Italy & Europe

**Want to develop in:** Italy & Europe

[www.cirfood.com/it/cirfood](http://www.cirfood.com/it/cirfood)



**Marseille** has a new shopping experience on offer thanks to its customer catchment area of 1.5 million people and 14,000 shops.

Together with all its partners, the City of Marseille has launched the dynamic “Ambition Centre-Ville” to implement a series of concrete actions to amplify the metamorphosis of its city centre, which has already benefited from major investments.

The City of Marseille has made promoting its territory a major focus of its ambitious policy.

This is why it is taking part in MAPIC F&B in Milan between 8 and 9 May.

The City of Marseille's participation in trade shows has helped to gradually establish a new image for the Marseille area.

## CITY OF MARSEILLE

**Food Talks - Part 1/4**  
**Wednesday 8 May**  
**11.00-12.00**





dean & david

**DEAN & DAVID**

**Food Talks - Part 4/4**  
**Thursday 9 May**  
**15.30-16.30**

The idea for **dean&david** was born when founder David Baumgartner took a sabbatical year, after studying politics and economics. David travelled around the world with open eyes and was rewarded with the inspiration for a unique culinary concept. Fresh saladbowls, smoothies, curries and soups were inspired by the tastes of New York, Australia, Thailand and many more exciting places. The result is a true potpourri of taste or, to put it another way: lifestyle with a kick of freshness! A hotspot for healthy trend-setters was born.

Freshness and quality are our top priority. That's why our carefully selected ingredients are delivered fresh every morning and then processed directly. Our growth plan is designed to be healthy and sustainable – a close and trusting cooperation with our customers, partners and employees is particularly important here. That's how the dean&david family has grown successfully outside the borders of Germany in recent years. We look forward to pursuing our philosophy and values in the future with partners who share our enthusiasm for dean&david.

**Year of Creation:** 2007

**Country of creation:** Germany

**Number of shops:** 105

**Average shop size:** 80-100 sqm

**Type of location:** High street, shopping mall, travel retail & other

**Already present in:** Germany, Austria, Switzerland, Luxembourg & Qatar

**Want to develop in:** France, Spain, Netherlands, Belgium, Sweden, Norway & Poland

[www.deananddavid.com](http://www.deananddavid.com)





**DESITA**  
DESIGN FOR BUSINESS

**DESITA**

**Booth: FB.T.01-T.07-T.08**

**Food Talks - Part 1/4**

**Wednesday 8 May**

**11.00-12.00**

We are an Italian consulting company specialized in creating and developing integrated business projects in the Retail and Foodservice sectors. We have been making Brand, Concept and Commercial Formats around the world since 2004.

We work alongside entrepreneurs during the growth plans acceleration process and the progressive enhancement of the franchising system, giving support to the development of the concept first and the format then. The company is born to meet heterogeneous, complex and ever-changing business needs, developing strategic projects for Food Retail, Hospitality, Retail and Franchising, by proposing sustainable and winning business models.

Our mission is to create the happiest purchase experience possible in the everyday life of consumers and to ensure the best profitability in nowadays business environment for many entrepreneurs and investors. As your trusted go to market partner we are proud to present to MAPIC FOOD 6 startups to look at: MEZZOMETRO - OSTERIA GIUSEPPE VERDI - MASE' - EAST RIVER - EGALITE' - COFFEEONE.

**Year of Creation:** 2004 (Mezzometro) / 2018 (Osteria Giuseppe Verdi) / 1870 (Masè) / 2017 (East River) / 2018 (Egalité) / 2015 (CoffeeOne)

**Country of creation:** Italy

**Already present in:** Italy

**Want to develop in:** Europe and MENA Region (Mezzometro / Osteria Giuseppe Verdi / Masè / East River / Egalité) ; Europe and MENA Region and Russia (CoffeeOne)

**[www.desita.it](http://www.desita.it)**



**Dishcovery** wants to change the way travelers live their food experience abroad. We provide restaurants with the tools to communicate their menus in different languages including the details about food culture and ingredients origin. On the other side, Dishcovery helps foreign travelers to find out all the information they need about a specific destination. On a very basic level what we do is translating the restaurant menu in different languages, then digitalize the menu and create an interactive menu. We then generate a QR code so that the tourists can scan with their smartphone and get all the information they need, not just the translation but all the information about the food culture such as dish information, ingredients origins, allergens and so on.



# **DISHCOVERY**

**Booth: FB.B.05**

**TECH FOOD**

**Food Talks - Part 3/4  
Thursday 9 May  
10.00-11.00**

**Year of Creation:** 2018  
**Country of creation:** Italy  
**Number of shops:** n.a.  
**Average shop size:** n.a.

**Type of location:** High street & travel retail  
**Already present in:** Italy, France  
**Want to develop in:** Italy, France, Spain, Germany  
[www.dishcovery.menu](http://www.dishcovery.menu)



**Doppio Malto** is one of the first craft businesses in the food retail sector. Its latest new format: A brewery that gives customers the chance to sample beers on site, in a warm, convivial and informal atmosphere redolent of the brewing industry. The Doppio Malto brewery produces more than 15 varieties of award-winning beer (with more than 90 prizes awarded worldwide). Doppio Malto offers an integrated dining experience; everything from appetizers and lunch to dinner and after-dinner socializing (first-rate burgers and sandwiches, char-grilled meats and chicken in ale, cutlets, pizzas and much more, with a variety of homemade desserts to finish).



**DOPPIO MALTO**  
Brew Restaurant

**DOPPIO MALTO**

**Booth: FB.T.14**

**Food Talks - Part 3/4**

**Thursday 9 May**

**10.00-11.00**

**Year of Creation:** 2016  
**Country of creation:** Italy  
**Number of locations:** 11  
**Average size:** 500 sqm

**Type of location:** High street & shopping mall  
**Already present in:** Italy  
**Want to develop in:** Europe  
[www.doppiomalto.com/it/](http://www.doppiomalto.com/it/)





*great coffee helps®*

## ESQUIRES COFFEE

**Booth: FB.T.24**

**Food Talks - Part 1/4**

**Wednesday 8 May**

**11.00-12.00**

**Esquires Coffee** was founded in 1993 in Vancouver, Canada. Today, Esquires is owned by Cooks Global Foods, a public listed company on the New Zealand Stock Exchange. Esquires is a well-developed franchise system that is adaptable to many different models and markets. We provide a bespoke solution for every partner's needs. THE FUTURE IS BRIGHT, AS THE ESQUIRES BRAND CONTINUES TO GROW ITS FAMILY OF CAFES AND CUSTOMERS AROUND THE WORLD. Today, you will find Esquires in many neighbourhoods. We are currently in 10 International Markets, proudly serving Esquires Organic and Fairtrade Coffee. Our brand has evolved, as have our cafes, food and beverage offerings, but our ethos and aspiration remains true. We are always looking to grow the family of Esquires Cafes with Multi Store, Regional partners that also enjoy coffee and food, value our local positioning and have good honest values. Let us introduce you to the Opportunity to join our Family.

**Year of Creation:** 1993

**Country of creation:** Canada

**Number of locations:** 108

**Average size:** 150 – 300 sqm

**Type of location:** High street & shopping mall

**Already present in:** UK, Ireland, Portugal, China, Indonesia, Kuwait, Jordan, Saudi Arabia, Bahrain & Pakistan

**Want to develop in:** Europe, USA, Canada, United Arab Emirates, Egypt, India, Thailand & South Africa

[www.esquirescoffee.com](http://www.esquirescoffee.com)





## ILLYCAFFÈ

**Coffee:**  
**the 'new black gold' rush**  
**conference session**  
**sponsor**

**illycaffè** are living spaces to discover, places in which to relax, socialize and meet friends. The coffee is the protagonist, in keeping with the great Italian café tradition of a warm and innovative environment evoking an experience of taste, style and excellence. illycaffè offers a complete F&B assortment for all moments of the day, from breakfast to lunchtime, evening aperitifs, the light dinner and the weekend brunch.

illycaffè: Inspired by illycaffè quest for perfection and love for beauty, and in honour of the Italian café tradition, Illy brand stores are living space to discover, place in which to relax socialized and meet friends. Coffee, culture, ambience and a high quality food offer recreate the magic of the Italian lifestyle.

The concept has been designed to create a warm atmosphere through the use of natural materials and the homely brown colour.

**Year of Creation:** 2002

**Country of creation:** France

**Number of shops:** 180 illy Caffè (Franchising and Direct) & 77 illy Shop

**Average shop size:** 81-100 sqm

**Type of location:** High street, shopping mall, travel retail & outlet

**Already present in:** Italy, Japan, Croatia, Mexico, France, Qatar, Vietnam, USA, Spain, Hong Kong, Turkey, South Korea, Netherlands, Germany, Hungary, Czech Republic, Bahrain, UAE, Canada, UK, Romania, Cyprus, Kuwait, China, Azerbaijan,

Ukraine, Poland, Morocco, Sultanate of Oman, KPSA, Philippines, Indonesia, Lebanon, Malaysia, Iran

**Want to develop in:** Austria, Portugal, Greece, Malta, Denmark, Norway, Sweden, Finland, Italy, Japan, Croatia, Mexico, France, Qatar, Vietnam, USA, Spain, Hong Kong, Turkey, South Korea, Netherlands, Germany, Hungary, Czech Republic, Bahrain, UAE, Canada, UK, Romania, Cyprus, Kuwait, China, Azerbaijan, Ukraine, Poland, Morocco, Sultanate of Oman, KPSA, Philippines, Indonesia, Lebanon, Malaysia, Iran

**[www.illy.com](http://www.illy.com)**



**Jollibee** is the flagship brand of Jollibee Foods Corporation, one of the largest Asian restaurant companies in the world. From its humble beginnings more than 40 years ago, it has ascended into a global brand with more than 1,200 stores in 18 countries and remains to embark on an aggressive international expansion plan. It has recently entered Europe with store openings in Italy and the UK.

With a strict adherence to the highest standards of food quality, service and cleanliness, Jollibee serves great-tasting, high quality and affordable food products to include its superior-tasting Chickenjoy, mouth-watering Yumburger, and deliciously satisfying Jolly Spaghetti.



## JOLLIBEE FOODS CORPORATION

**Food Talks - Part 2/4**  
**Wednesday 8 May**  
**15.30-16.30**

**Year of Creation:** 1978

**Country of creation:** Philippines

**Number of shops:** More than 1200

**Average shop size:** 200 – 500 sqm

**Type of location:** High street, shopping mall, travel retail & other

**Already present in:** Philippines, US, Canada, Vietnam, Brunei, Hong Kong, Macau, Singapore, Malaysia, UAE, Saudi Arabia, Bahrain, Qatar, Kuwait, Oman, Guam, Italy & UK

**Want to develop in:** Italy, UK, Spain, Australia, Japan & Taiwan

[www.jollibee.com.ph](http://www.jollibee.com.ph)



### **L'Osteria** Grande Amore

An unbeatable recipe of the absolute best pizza and pasta d'amore, paired with a unique atmosphere.

Once the doors open at L'Osteria, you'll feel like you're in a typical Italian osteria, where people get together to eat well and enjoy the company of families, friends and loved ones, old and young. It is a lively atmosphere, and the delicious smell of authentic Italian cuisine lingers in the air. An open, welcoming space where everyone can be themselves and feel at home.

L'Osteria is famous for the best pizza and pasta d'amore. Our largest pizza is bigger than the plate. It is frequently ordered by two people with different toppings on each half. And wait until you see the pasta!

Additionally, we offer many other timeless classics of Italian cuisine, such as antipasti, salads, delicious dolci and a weekly menu featuring the season's freshest ingredients and special pasta creations.

## **L'OSTERIA**

**Food Talks - Part 4/4**  
**Thursday 9 May**  
**15.30-16.30**

**Year of Creation:** 1999

**Country of creation:** Germany

**Number of shops:** 105

**Average shop size:** 550 sqm

**Type of location:** High street, shopping mall, travel retail  
 & other

**Already present in:** Germany, Austria, Switzerland, UK,  
 France, Holland, Czech Republic

**Want to develop in:** Sweden, Spain, Poland, Denmark

**[www.losteria.de](http://www.losteria.de)**





**La bottega del Caffè** opened its first store in 2002 and in 2016 the format was completely renewed. The brand represents a new concept in Italian coffee bars, offering the best coffee blends in all its best-loved forms, made in every way (espresso, moka, microfiltered, etc.). La bottega del Caffè rediscover all the traditions of real Italian coffee, supplying coffee in all its different forms, creating a special place where expert baristas put the authentic coffee experience centre stage. La bottega won Foodservice Award 2017 as the best format in “shopping centres” category. La bottega del Caffè is designed with a flexible and modular format in mind allowing it to provide not only cafeteria products but also gourmet pizza and focaccia and salads, or to add a dedicated corner for wine or ice cream.

Cibiamogroup, founded in 1992, is one of the most well-known group in the Italian food franchising industry with brands: La bottega del Caffè, IL FORNO di cibiamo, Virgin Active Café and Mondadori Café.



## LA BOTTEGA DEL CAFFÈ – CIBIAMOGROUP

**Booth: FB.D12/FB.E.02**

**Food Talks - Part 1/4**

**Wednesday 8 May**

**11.00-12.00**

**Year of Creation:** 1992

**Country of creation:** Italy

**Number of locations:** 107

**Average size:** 50-90 sqm (kiosk 20 sqm)

**Type of location:** High street, shopping mall, travel retail & other

**Already present in:** Italy & France

**Want to develop in:** Europe, USA, Middle East & North Africa

**[www.cibiamo.it](http://www.cibiamo.it)**



*We design food experiences*



**Laurenzi Consulting** is a F&B consulting firm specialising in the conception, design and development of formats in the F&B, hospitality, retail, GDO, leisure and entertainment sectors. It works with a comprehensive approach to creating new restaurants (development; architecture and design; brand identity; start up and communication; staff training and much more), backed up by a workforce of talented professionals from every sector and a large network of international contacts. The company is also a specialist in restyling, reviewing and improving the efficiency of pre-existing formats and the designing of food courts for large areas.

  
**LAURENZI**  
**CONSULTING**

*we design food experiences*

*since 2004*

**LAURENZI**  
**CONSULTING**

**Booth: FB.C.07**  
**Food Talks - Part 3/4**  
**Thursday 9 May**  
**10.00-11.00**

**Year of Creation:** 2004

**Country of creation:** Italy

**Number of locations:** 80+

**Average size:** 80 sqm

**Type of location:** High street, shopping mall, travel retail  
& other

**Already present in:** China & Albania

**Want to develop in:** AEU, Japan, China, Bulgaria,  
Czech Republic, Hungary & Slovak Republic

**[www.laurenziconsulting.it](http://www.laurenziconsulting.it)**



**Löwengrube** takes its name from the eponymous Munich street where in 1383, in the Zum Löwen Inn, the first beer was brewed. Today the name Löwengrube is a synonym for Bavarian restaurants in Italy. The original German Bierstube is characterized by a two-in-one format: both restaurant and brewery open until late at night. Its purpose is to create a meeting point made for everyone, including families with children: each Löwengrube restaurant has a Kinder Area created following the Montessori approach, where kids can play and learn while parents enjoy their visit. Our brand adds to the uniqueness of a place, with a menu that embraces the Bavarian tradition while meeting a wide range of tastes and dietary needs. This tradition is especially highlighted in our beer selection, consisting of the best brands from Bavaria available both drafted and bottled, served by the typical Bavarian beer pulling method.



# LÖWENGRUBE

**Booth: Food Truck Zone**

**Food Talks - Part 1/4**

**Wednesday 8 May**

**11.00-12.00**

**Year of Creation:** 2015

**Country of creation:** Italy

**Number of locations:** 16

**Average size:** 100-500 sqm

**Type of location:** High street, shopping mall, travel retail & other

**Already present in:** Italy

**Want to develop in:** Europe

[www.lowengrube.it](http://www.lowengrube.it)



## MAMMAMIA GELATO ITALIANO

**Mammamia** project, owned by NAPPI, leading company in the production of semi-finished products of the gelato, pastry and confectionery industry, aims to export the tradition of Italian artisan gelato to the World. Founded in 2015, the company operates more than 20 stores in the USA, Luxembourg, Portugal, India, Romania, Malaysia, Senegal, Iraq, Oman and Italy. Mammamia holds a unique place in the market for its exclusive “gelato farm-to-table” processing. We use selected and certified raw materials that our Master Gelato Makers transform daily in the laboratory into a Gelato that we offer to our customers, according to their tastes, on a fragrant artisanal wafer, made before their eyes! Mammamia is not just about gelato - it also offers Semifreddi, Crepes, Waffles, Pancakes, Milk Shakes and cafeteria products.

**Year of Creation:** 2015

**Country of creation:** Italy

**Number of shops:** 20

**Average shop size:** 70 sqm

**Type of location:** High street, shopping mall & travel retail

**Already present in:** Italy, USA, Luxembourg, Portugal, Romania, India, Malaysia, Senegal, Iraq, Oman

**Want to develop in:** France, Germany, UK, Spain, Canada, Morocco, Switzerland, Messico, UAE, Saudi Arabia, Russia, Polonia, Cina, Japan

[www.mammamiagelato.com](http://www.mammamiagelato.com)



# MATASSA

## MATASSA

**Booth: FB.C.04**

**Food Talks - Part 2/4**

**Wednesday 8 May**

**15.30-16.30**

**Matassa** blends traditional Italian fresh homemade pasta with Oriental influences, especially Chinese and Japanese, where noodles are considered a main dish. Culinary experimentation, research and creativity: these are the core principles with which we base our concept, and ambition, to create and share different types of fresh pasta with our customers, from Italian regional specialties to Oriental noodles, ramen and jiaozi, allowing them to experience a unique journey of taste through different fresh pasta dishes from all over the world. The heart of the Matassa project is the open kitchen where we produce fresh pasta in every location. Our recipes are created based on local ingredients that are carefully selected and of the highest quality. A short supply chain guarantees quality ingredients that are always fresh and available daily. Matassa is creative freedom that does not betray culinary traditions but creates a unique journey through the world's flavours, bound together by a love of pasta and the pleasure of enjoying a great meal in a comfy atmosphere with a cosmopolitan vibe.

**Year of Creation:** 2018

**Country of creation:** Italy

**Number of locations:** 3

**Average size:** 100 sqm

**Type of location:** High street, shopping mall, travel retail & other

**Already present in:** Italy, Nepal & India

**Want to develop in:** Worldwide

[www.pastamatassa.com](http://www.pastamatassa.com)





**NORDSEE**   
Wir sind Fisch.

**NORDSEE** is the European leader in quality standardized fish restaurants. NORDSEE is the only company that covers the whole range of fresh fish, delicatessen salads and delicacies, as well as a comprehensive gastronomic offer and a wide variety of snacks. As a result the traditional Bremerhaven-based company holds a unique market position, offering first-class service with an outstanding price-performance ratio. Currently NORDSEE operates 379 branches worldwide - 319 of them in Germany. The company's success is based on three sales channels: retail, restaurant and snacks. 135 restaurants are currently operated by franchise partners in Germany and abroad. Currently we are looking for interesting locations in shopping malls and high streets throughout Europe as well as new franchisees to grow our European business. Visit the NORDSEE booth and enjoy tasty fish specialties in a relaxed atmosphere. The NORDSEE team is looking forward to your visit!

**NORDSEE**

**Booth: Food Truck Zone**

**Food Talks - Part 4/4**

**Thursday 9 May**

**15.30-16.30**

**Year of Creation:** 1896

**Country of creation:** Germany

**Number of locations:** 379

**Average size:** 180-200 sqm

**Type of location:** High street, shopping mall, travel retail & other

**Already present in:** Germany, Austria, Belgium, Italy, Bulgaria, Romania, Hungary, Czech Republic & Switzerland

**Want to develop in:** UK, Scandinavia, Netherlands, France, Italy, USA & Canada

**[www.nordsee.com](http://www.nordsee.com)**



# O'TACOS

**Food Talks - Part 1/4**  
**Wednesday 8 May**  
**11.00-12.00**

Inventor and market leader in France and BENELUX, **O'TACOS®** offers a rethinking of the taco concept, a mixture of fast and traditional cuisine with its hugely successful and famous cheese sauce. O'TACOS® offers a real alternative to classic fast food. The unique taste of O'Tacos and a personalized menu (with more than 40,000 different combinations) is a hit with many fans, especially on social media networks. O'Tacos has undergone exceptional growth since it launched as a franchise model, opening more than 150 restaurants in the past two years. Since

2018, Kharis Capital joined O'Tacos to strengthen its current operations and to support its development in France and abroad. Kharis Capital aims to make the brand grow thanks to its experience in the restaurant trade with international players such as Burger King, Nordsee and Quick.

The Original - Generous - Digital Native - Multicultural blend - Rebellious - Street Culture.

**Year of Creation:** 2007

**Country of creation:** France

**Number of locations:** 220

**Average size:** 150 sqm

**Type of location:** High street & shopping mall

**Already present in:** France, Belgium, Luxembourg & Netherlands

**Want to develop in:** Germany, Switzerland, Spain, Italy & Morocco

[www.o-tacos.com](http://www.o-tacos.com)



**Oracle Food and Beverage** brings 40 years of experience in providing technology solutions to food and beverage operators. We provide hardware, software and services that allow our customers to deliver exceptional guest experiences while maximizing profitability. Our solutions include integrated point-of-sale, loyalty, reporting and analytics, inventory and labor management, all delivered from the cloud to lower IT cost and maximize business agility. For more information about Oracle Food and Beverage, visit <http://www.Oracle.com/Industries/Food-Beverage/Index.html>



## ORACLE FOOD AND BEVERAGE

**Booth: FB.B.04**

**TECH FOOD**

**Food Talks - Part 2/4  
Wednesday 8 May  
15.30-16.30**

**Year of Creation:** 2007

**Country of creation:** United States

[www.oracle.com](http://www.oracle.com)



PAULANER  
FRANCHISE &  
CONSULTING

**Paulaner Franchise & Consulting** is the world's leading franchisor of true and authentic German-bavarian restaurants, offering a full 360° degree restaurant concept to operational partners all over the world. With more than 20 years of experience and having successfully developed more than 50 units all around the globe, Paulaner Franchise & Consulting is constantly looking for strategic partners to grow our presence and roll out the brand in further international markets.

## PAULANER FRANCHISE & CONSULTING

**Booth: FB.T.17**

**Food Talks - Part 4/4**

**Thursday 9 May**

**15.30-16.30**

**Year of Creation:** 1996

**Country of creation:** Germany

**Number of locations:** 50

**Average size:** 700 sqm

**Type of location:** High street & shopping mall

**Already present in:** China, Russia, Indonesia & Singapore

**Want to develop in:** EU, Central and Eastern Europe, China, Russia & Asia Pacific

**[www.paulaner-brauhaus-worldwide.com](http://www.paulaner-brauhaus-worldwide.com)**





## PAUSA ITALIA

**Booth: FB.T.21**

**Food Talks - Part 3/4**

**Thursday 9 May**

**10.00-11.00**

A Love for good, authentic Italian food.

A pursuit of homeliness, simplicity, and artisanal traditions honed over centuries: those are the values behind Pausa - Your Italian Break.

We know how necessary it is to take a break from a busy day. Italians have found the perfect excuse to do just that.

We choose the "ingredients" that most represents Italy: pizza, pasta, gelato and coffee.

We mix them in a smart and easy way, creating a new Fast Casual offer, based on authentic tastes.

We devote ourselves to finding the best ingredients across Italy, ready to become fresh, speedy meals and treats for customers who, like Italians, enjoy the better things in life.

"Made in Italy" is the secret of Pausa - Your Italian Break.

**Year of Creation:** 2013

**Country of creation:** Hong Kong

**Number of shops:** 1

**Average shop size:** 80 sqm

**Type of location:** High street, shopping mall & travel retail

**Already present in:** Hong Kong 3 years temp shop from 2013 to 2016, Milano Italy present

**Want to develop in:** Asia, Europe, Americas

**[www.pausa.com](http://www.pausa.com)**



## ROCKET RESTAURANTS

**Rocket's** is a fast-casual burger brand with cosmopolitan appeal. Rocket's is about fresh beef hamburgers, fries, hand-dipped milkshakes and buttermilk chicken; all made-to-order from open-view kitchens.

Rocket Restaurants is an Irish-owned, multi-brand restaurant group that specialises in franchising restaurants. Rocket Restaurants Limited is privately-held and managed since its inception in 1989. Rocket Restaurants Limited opened its first company-owned restaurant in 1989 and began franchising in 1992. Ever since, Rocket Restaurants has grown its presence across Ireland, Northern Ireland, Spain and Germany. Rocket Restaurants is accredited by the Irish Franchise Association and most recently achieved distinction as Best Indigenous Irish Franchise and Best Burger in a National Chain. Rocket Restaurants has secured a firm place among Ireland's top 100 food companies both in terms of turnover and employee numbers. As of April 2019, Rocket Restaurants comprises 51 restaurants, 29 of which are owned and operated by franchisees. Rocket Restaurants directly own and operate 22 restaurants. Rocket Restaurants serves more than 6 million customers throughout its franchise system in Ireland, Northern Ireland, Spain and Germany per annum.

**Year of Creation:** 1989

**Country of creation:** Ireland

**Number of shops:** 51

**Average shop size:** 80-300 sqm

**Type of location:** High street, shopping mall & travel retail

**Already present in:** Ireland, UK, Spain & Germany

**Want to develop in:** Europe & GCC countries

[www.rocket-restaurants.com](http://www.rocket-restaurants.com)



**SOHO**  
- est 1999 -  
**COFFEE CO.**

**SOHO  
COFFEE CO.**

**Booth: FB.T.16**

**Food Talks - Part 2/4**

**Wednesday 8 May**

**15.30-16.30**

We opened our first store in 1999 - at the very start of the UK's love affair with coffee culture. The **SOHO Coffee Co.** brand now spans the high street, retail, healthcare, travel & leisure sectors in the UK and internationally. Being privately owned and fiercely independent, we are determined to stay true to our core passion: to craft excellent, Fairtrade and organic coffee and serve flavour-packed, artisan food, handmade in our own kitchens. Partnering this with the exceptional personal service that our teams deliver, we offer our customers an original and honest alternative to the 'blandom' of corporate food and beverage brands. When it comes to our food, we are not into mass-produced, packaged sandwiches - and we are not fans of the bland chain vibe either. Each one of our lovely SOHO Coffee stores is individual, from the interiors to the wonderful staff that put their own, unique stamp on them.

**Year of Creation:** 1999

**Country of creation:** United Kingdom

**Number of locations:** 39

**Average size:** 150 sqm

**Type of location:** High street, shopping mall & travel retail

**Already present in:** UK, Eire, Spain, Portugal & Qatar

**Want to develop in:** Europe & GCC

[www.sohocoffee.com](http://www.sohocoffee.com)





# SPONTINI

**Booth: FB.D.06**

**Food Talks - Part 1/4**

**Wednesday 8 May**

**11.00-12.00**

**Spontini®** began operating in 1953, under the name “Cibi Cotti”, a popular format in the Fifties, featuring simple and inexpensive dishes from Tuscany’s traditional cuisine. It soon introduced the typical slice of pizza, left the original format behind and officially became Spontini®. In 1977, the Innocenti family took over the pizzeria and in 2008, following several refurbishments of the location, Massimo Innocenti started an expansion of the brand in Italy and abroad. The recipe for the classic Spontini® pizza has barely changed since its origins. Spontini® only uses high quality Italian ingredients, mainly produced in northern Italy. They are masterfully combined every day in each Spontini® store to create a deep, soft yet crunchy pizza.

**Year of Creation:** 1953

**Country of creation:** Italy

**Number of locations:** 30

**Average size:** 200 sqm

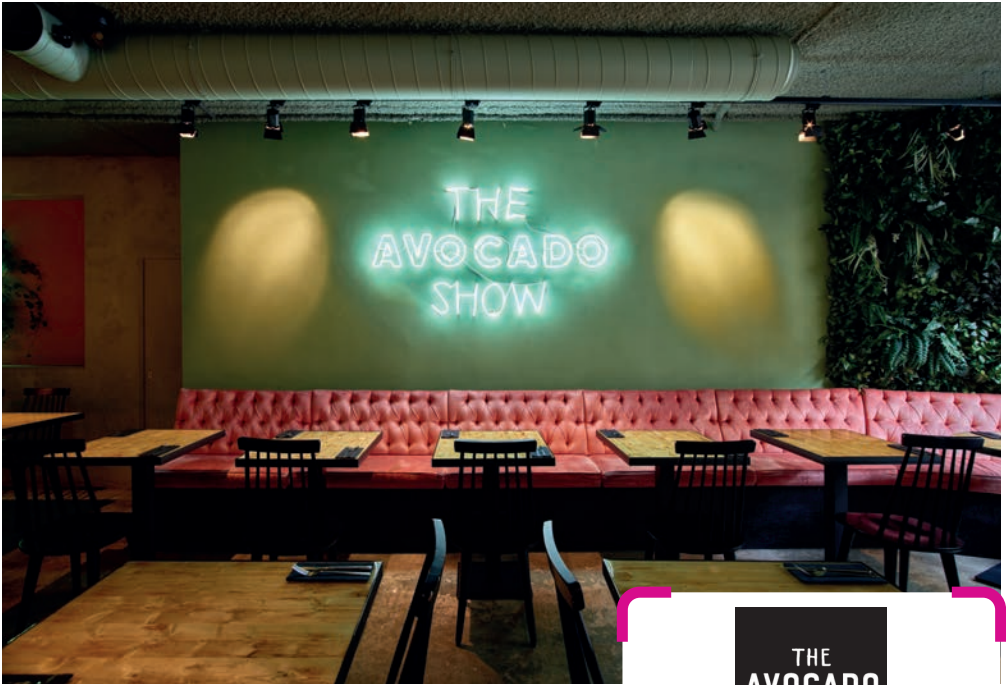
**Type of location:** High street, shopping mall, travel retail & other

**Already present in:** Italy, Japan & Kuwait

**Want to develop in:** Far East & Europe

[www.spontinimilano.com](http://www.spontinimilano.com)





THE  
AVOCADO  
SHOW

## THE AVOCADO SHOW

**Food Talks - Part 2/4**  
**Wednesday 8 May**  
**15.30-16.30**

**The Avocado Show** is the world's first avocado restaurant franchise, serving Pretty Healthy Food made from sustainable avocados in multiple countries. Founded by two friends from Amsterdam with a flair for creativity and a new style of doing business, the concept went viral and made headlines in over 60 countries. All this love and attention attracted a huge fan base and helped the company develop into a lifestyle brand that appeals to avocado lovers all over the globe. The Avocado Show also released their own line of merchandise and products, published an all pink cookbook and created a documentary focused on sustainability called "The Future Is Green".

**Year of Creation:** 2017

**Country of creation:** Netherlands

**Number of locations:** 4

**Average size:** 150 sqm

**Type of location:** High street, shopping mall, travel retail & other

**Already present in:** Netherlands, Belgium & UK

**Want to develop in:** UE & GCC

[www.theavocadoshow.com](http://www.theavocadoshow.com)



**Uber Eats** is Uber's stand-alone meal delivery app that makes getting food as easy as requesting a ride, whether you're at home, the office, or the park. Uber is leveraging its technology and expanding its delivery partner network to connect hungry customers with the local and chain restaurants they love. Uber Eats is available in more than 200 cities in 32 countries in all inhabitable continents around the globe.

**Uber  
Eats**

**UBER EATS**

**Booth: FB.B.06**

**Country of creation:** United States  
**Already present in:** 32 countries

[www.ubereats.com](http://www.ubereats.com)