



» Antwerp, Belgium



International Leaders Club Awards

October 2013

LEADERS CLUB International is a foodservice network which was formed in 2008 to gather innovative entrepreneurs and managers in the restaurant, hotel and supplier industries, who are committed to creating a European platform for communication and networking.

Fáilte Ireland has partnered with this group over a number of years, bringing Irish industry to benchmark innovative businesses in addition to bringing speakers to Ireland to talk about trends and innovation in food service.

The format of this event included presentations from key speakers and the Les Palmes awards event.

This document outlines key messages from the speakers and an overview of the nine award nominees from around Europe including a short video in which the owners talk about the business concept and operational performance.

Speaker 1: Hans Steenbergen

Food Trend Watcher of the Year

Author of the revolutionary free digital magazine "Food Inspiration" www.foodinspiration.com. Hans' top trends in the industry include:

- **Everything is moving from globalisation to localisation**
Use of local artists for décor, local bands for entertainment, local foods for menus and local brews for drinks.
- **Beautiful food presentation**
Hans contends that this is the Asian century for food. There is a new wave of Asian food trends taking over the west whose influence is becoming more powerful than those from the US.
- **Healthy eating**
Food is being destroyed by the drive for convenience. It is all about trust - people want transparency, they don't want surprise elements in their food.
- **From fast food to fast fresh**
This is an important development that is linked to the healthy eating trend. There is a market for good quality, fresh food to be available in a convenient format.
- **Feminisation of the economy**
It is no longer just the economy; food service providers should consider the importance of the 'she-economy' as females hold the power of the purse. It's all about seduction and attraction. Food and surroundings should appeal aesthetically with good design, colour and presentation.

Speaker 1: Hans Steenbergen *(continued)*

● Customisation

Consumers want more choice to eat as they choose rather than what food service providers want to give them. Growth in tapas and sharing as well as flexitarians whose diet is plant-based with the occasional inclusion of meat product.

● Cool Crafts

Taking things back to tradition; young people refocusing on craft skills and starting bakeries, breweries, butchers, etc.

● Storytelling

Does your restaurant have an identity, theme or story and how is it communicated to the customer? For example The Heart Attack Grill in Las Vegas. While some may not agree with their product; with ByPass Burger on the menu, wait staff dressed as nurses and customers wearing hospital gowns, there is no disputing the story...

● Techno Optimism

Further design of apps to help make choices on food – in addition the range of food education, healthy eating, diet and seasonality apps available, sensory apps will tell you if you need iron, vitamins etc. and what food you need to eat to get them. 3D food printing is the newest thing in presentation although it is not yet available commercially.

Speaker 2: Professor Jamie Anderson

The Stand-up Strategist

www.jamieandersononline.com

Jamie is part of the top 25 list of the world's business management thinkers compiled by the Business Strategy Review Journal. Regularly published in magazines such as Business Week, The Economist, Wall Street Journal and Financial Times he has a unique delivery style which puts a whole different spin on things. To illustrate his topic on Strategic Digital Marketing he relayed the rapid rise to stardom of none other than the incomparable Lady Gaga.

Jamie explained that what Lady Gaga has brought is a supreme sense of how to do 21st-century business. All the buzzwords of good management practice – innovation, reinvention, distinctiveness – come naturally to her. Expert use of the 4Es have allowed Lady Gaga to clearly position her brand in the minds of her target group. These 4Es can be summarised as:

● 01 EMOTIONS

She is an expert in the use of her music and social media to build an emotional bond with her fans. Through her authenticity she has created a unique relationship with them and is in contact every day through social media. She thanks her fans continuously and describes herself as a 'freak', letting her 'Little Monsters' know that it is ok to be different.

● 02 EXPERIENCES

Lady Gaga is inimitable and through fashion, art, dance and music she provides memorable, unique performances both on and off the stage. All her videos are free to view and fans are directed to online music stores to buy her tracks. In an age where the music industry is struggling in the battle against illegal downloads, it is remarkable that her fans purchase her tracks in their droves. Industry insiders contend that she has made her fans her trusted friends and people do not steal from their friends!

● 03 ENGAGEMENT

Ultimately, Lady Gaga gives people things to talk about. She comes up with something new and reinvents her style and sound about every 4 – 6 weeks reflecting the single release cycle. She will change her clothes several times a day and can have up to twenty costume changes in a regular concert; so every time she is photographed she looks different. In summary: she keeps people interested as there is always 'new news' to share.

● 04 EXCLUSIVITY

Lady Gaga is exceptional when it comes to being interesting, breaking boundaries and distinguishing herself from others. This makes her exclusive. Her close relationship with her fans is a master class in 'mass-intimacy'; she will engage in two way conversations, is honest and open and often announces news directly to her audience rather than using traditional media channels.

International Leaders Club Awards Event

"Les Palmes du Leaders Club" for trendsetting concepts are awarded every year and this year the best restaurant concepts from France, Germany, Russia, Belgium, Ukraine Switzerland and Austria competed. The finalists included:

● Balls & Glory, Ghent Belgium - Golden Palm

Balls & Glory reflects the values that are of great importance in the hospitality industry nowadays: no-nonsense, tasty, locally produced and original. They serve stuffed meatballs that are in fact a creative counterpart of Scotch Eggs. Founder Wim Ballieu is no fan of exuberant meals or complicated recipes. Instead, he lives by the less is more philosophy. This way of living is mirrored in his food concept: fresh ingredients, a simple recipe; plates filled with deliciousness. www.ballsnlglory.com

YouTube <http://www.youtube.com/watch?v=nnhFPWbaxGI>



● Ribambelle, Moscow, Russia - Silver Palm

Ribambelle is a unique venue for families with young children. In a space that is divided 50/50, it provides equally high quality leisure time for parents and children. For the parents: a cosy restaurant serving high end European cuisine and a comprehensive wine and cocktail list. For the children: a 200m² playground which is built like a mini-town and features stunning playhouses and Friday theatre shows. There is an open bakery where children can practice and master their cooking skills with the chefs in addition to craft areas and a ballet studio. www.ribambelle.ru

YouTube <http://www.youtube.com/watch?v=41umMonZXLE>



● Boco, Paris, France - Bronze Palm

A new Parisian place which bets on the organic, Boco is a 100% organic cuisine made by starred chefs. Working with some of the most talented Chefs of our generation, they have created a fresh organic and tasty cuisine. This cuisine is traditional and is described as having its heart in nature and the head in the stars. The food is to sit in or to go and with an average check of €14, Boco tries to offer a new experience to the hurried urban customers; to eat traditional food made by top Chefs, in a way that is accessible to all. www.boco.fr

YouTube <http://www.youtube.com/watch?v=nRbYhBl-zWo>



● Brandtner und Seite Leit, Salzburg, Austria

Brandtner und Seite Leit is a gallery of good taste; a pop up restaurant that combines the best of city and country together. Stefan Brandtner and his team see themselves as refiner of valuable "commodities," and staged it as a modern, urban, regional cuisine with a cosmopolitan, international claim. Producers, suppliers, kitchen staff, service and those responsible for the success of this project are presented at the restaurant and also on Facebook, with additional information and links to manufacturers and suppliers. This pop up has now closed and Stefan has moved on to his current venture which is a restaurant focusing specifically for those with food allergies.

YouTube <http://www.youtube.com/watch?v=UEzEg6rPmkk>



International Leaders Club Awards Event *(continued)*

● Dr. Thompson's, Düsseldorf, Germany

In the former factory of a washing powder manufacturer, Rainer Wengenroth created a restaurant, bar and club, on more than 600m². With 250 covers in the restaurant and an additional 240 on the terrace they had to be innovative in food preparation as they have no central kitchen. The menu is inspired by Italian and Spanish cuisine. Music by DJs or live bands play on a mezzanine above the restaurant floor and on Friday and Saturday nights the lounge is converted to a club. www.drthompsons.info

You Tube <http://www.youtube.com/watch?v=BlxTUPR101g>



● Gifts of Nature Wagon, Moscow, Russia

This is the first food truck in Moscow to offer high class street food made of organic farmer's products. It is cooked and served in front of the customer in an Airstream trailer equipped with a professional restaurant kitchen. The Wagon arrived in Moscow at the end of May 2012 and immediately opened its front window for the guests and friends of Delicatessen Restaurant which is well known for its original concept of modern Russian cuisine and bar.

You Tube <http://www.youtube.com/watch?v=mO66DZE9c4U>

f <http://www.facebook.com/DaryPrirodyVagon>



● Le Camion Qui Fume, Paris, France

Chef Kristin choose to leave her native California, receive training at the Ecole Supérieure de Cuisine Française Ferrandi and create Le Camion qui Fume; a gourmet food truck serving restaurant quality food as Street Food in a chilled out and comfortable atmosphere. Learning from the food truck craze across the Atlantic, they tweet and Facebook locations so that their customers can find them and continually create new and different food offerings to tempt their loyal fans. www.lecamionquifume.com

You Tube <http://www.youtube.com/watch?v=rjk1B4nKKAe>



● Loft Five, Zurich, Switzerland

Set within a very modern structure Loft Five was designed to be exceptionally cosy and in what is essentially one very large room, they have set up five distinct areas with five different F&B offerings. These include The Bakery – cupcakes and coffee, Living room – cosy cocktails, Bar – beer and drinks, Dining room – casual dining and the Gallery with a sense of history. www.loftfive.ch

You Tube <http://www.youtube.com/watch?v=lqOKrebfnvo>



● Tavernatta, Odessa, Ukraine

Tavernatta is a provincial Italian restaurant for urban Ukrainians. They are proud of their collection of 467 old trophy rolling pins, homemade wine in designer bottles and claim they know hundreds of pasta recipes. They make pasta only by hand using solely semolina flour in full view of the customer creating a warm, inviting and entertaining atmosphere. They do not use trays but have a specially designed pasta bowl they use to bring the food to the table. www.tavernatta.ua

You Tube http://www.youtube.com/watch?v=iZuocVQ_3o

