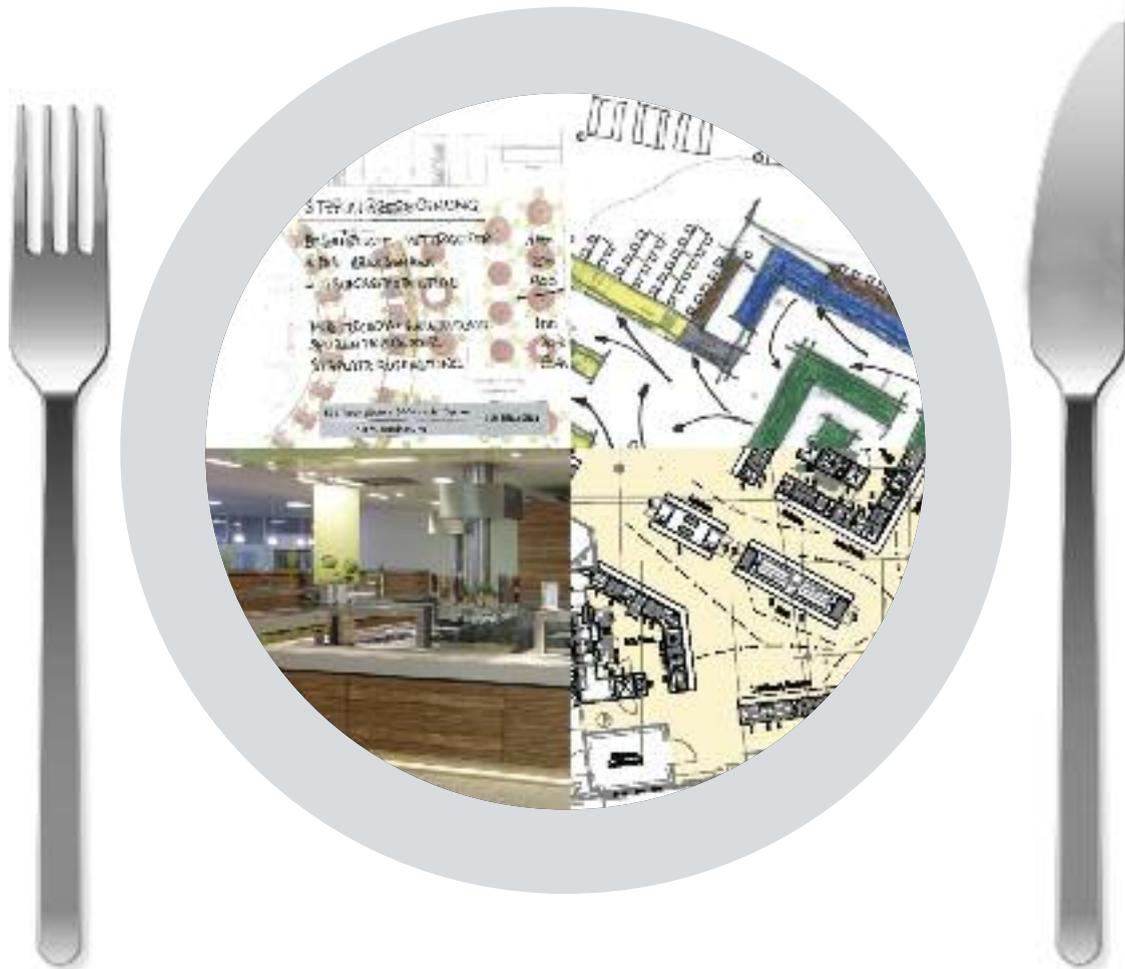




The 360° principle: from analysis and conception through to planning and implementation

Every project is different. Every challenge is new. That is precisely why our 20 years of experience are so valuable. This is the foundation that allows us to approach each task anew. With an overview of the entire project – from analysis and conception through to planning and implementation. To ensure that the project is completed to the satisfaction of all parties concerned. PROFIL acts as a service provider and partner to owners, project developers, architects, project managers and other parties in the planning of restaurant projects of all kinds and of varying magnitudes.



ANALYSIS PROVIDES PLANNING SECURITY

Only by knowing the actual circumstances can you achieve the required planning security for the client. Precise analysis before the start of the planning process is therefore indispensable.

CONCEPTION OF INDIVIDUAL COMPREHENSIVE SOLUTIONS

We design individual comprehensive solutions, which are tailored precisely to the demands of our clients. Rely on us.

PLANNING GASTRONOMIC DETAILS

We find solutions and approaches to ensure the optimal realisation of the smallest details. Thus avoiding the unnecessary costs of later improvements.

MONITORING IMPLEMENTATION

We supervise and monitor all deliveries and services during implementation. We ensure that the concept is implemented on time and on budget.

Why the restaurant and catering industry should rely on professional planning support now more than ever

Planning and operating a restaurant or catering establishment today is not a simple task. A vast array of different requirements must be fulfilled. These include new technology, changing eating habits, environmental issues and laws and regulations. In addition, there are usually time and budget restrictions and a need to communicate with all parties concerned in their own language. All this requires a certain level of expertise and experience, which can only be provided by a well-established planning agency.

The challenges

Cost pressure and efficiency

Increasing competition, the employment of highly-qualified personnel and legal provisions and regulations are only a few of the factors that can exert high cost pressure on a restaurant or catering establishment. Needs-oriented planning helps not only to keep building and investment costs under control, but also to optimise operating costs in the long term, by obtaining a high level of efficiency in the organisation and processes.

Diversity and awareness

No restaurant or catering operation can be competitive today with a standard offer, as the environment has changed significantly. Customers expect greater diversity and contemporary, attractive propositions. Using fresh produce of the highest quality, which, if possible, is also environmentally-responsible and local. Health food with low-fat preparation is as much in demand as ethnic specialities that are as close as possible to the original.

Distinctive individuality

Like businesses, the success of restaurants and catering operations noticeably depends on whether they can establish a distinctive brand with its own identity. This can be achieved thanks to a well-planned overall concept. But this alone is not enough – the consistent implementation of individual details is just as crucial.

Punctual implementation

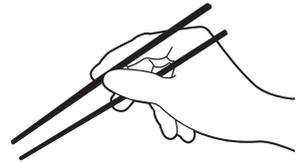
Whether the project is a new venture or a redesign, the adopted timetable must be met, so that the budget is not exceeded. No easy task given the large number of parties involved and the increasing requirements of competent planning.



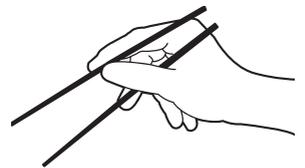


Sushi or sauerkraut: new eating habits, new working environments, increased flexibility

Consumer behaviour has changed significantly at all levels of society. There are many reasons why. Travel abroad generates contact with foreign cultures and culinary traditions. Cooking programmes on television supply new recipe ideas almost every day and the change in our working environments due to the transformation from a manufacturing society to a service society are accompanied by new culinary requirements. In addition, there is the growing demand for organic produce and alternative foods – due to e.g. vegan, raw or macrobiotic diets -, the issue of food safety and, last but not least, the rising number of people who have to avoid certain foods due to allergies. All this has wide-reaching effects on restaurant planning.



The situation is made no simpler as a result of the continuing popularity of “down-to-earth” dishes, which are therefore still firmly established in the spectrum of culinary propositions. Restaurant planning must take into account all these – in part contradictory – requirements within one coherent overall concept. It is essential to develop innovative, future-proof concepts, which not only take account of current trends, but are also realisable within a given budget.



One thing is for sure: the restaurant and catering industry is driven by trends. Therefore it is all the more important to recognise and implement these trends at the right time. But the development of each project needs time. If you capture current trends during the planning process, these may already be yesterday’s news by the end of the project. And if you’re too early, there is a risk of being ahead of your time with visionary ideas. Thanks to our long-standing experience, PROFIL is in a position not only to observe trends, but also to correctly predict them: What suits the client? What are the advantages? And what is the target group? We critically evaluate new trends – even if they only appear temporarily, i.e. depending on the season – to establish whether they can be a foundation for sustainable, original and profit-making concepts.



Owners, architects and gourmet chefs need experts

After more than 20 years in the market as an independent and neutral consulting and planning agency, we ensure that all requirements are taken into account. Here we have answered the most important questions that arise before, during and after the planning phase.



What is the greatest challenge for an advisor and planner?

Probably accommodating all the demands on an equal footing. Owners expect budget and planning security, adherence to timetables, creativity and innovation. Architects rely on our experience and dependability. Managers want an efficient set-up, because that is the only way in which they can achieve lower operating costs on a long-term basis.

What size of project can PROFIL help with?

Basically it's always worth making a call to PROFIL. We once provided planning services for a kindergarten, serving only 40 meals per day. And if a project were really too small, we would still be able to help, by suggesting a suitable partner for example. There are no upper limits; there is hardly any project that we would be unable to realise.

Which experts does PROFIL employ?

We employ qualified kitchen technicians, consultants with established restaurant training, architects and CAD specialists. We are particularly proud that most of our employees have worked with us for more than 10 years. They offer a unique wealth of experience, from which both PROFIL and our clients benefit.



When should a client get PROFIL on board?

As early as possible – once the construction sign is up it's already too late. At best, when the owner, project developer or architect begins to tackle the design of the building. Then we can supply basic catering information, before the actual planning phase begins. If the client is planning an employee restaurant, we can calculate the expected number of visitors based on the number of people working in the building and, as a result, the space required in the kitchen area, the counter and the seating area. This is the basic information that our customers need at the very start of a project.

Which measures does PROFIL use to support clients in advance?

Mistakes can occur in planning and technical implementation, which can cause follow-on costs, such as e.g. with regard to ventilation, fire protection and building services. Here we can help with basic information and advice on related trades.

Can manufacturers or kitchen outfitters provide the same services as a planning agency?

Manufacturers and kitchen outfitters are primarily interested in selling equipment. In contrast, we provide neutral planning services and we are beholden to no one except our clients. The costs of independent planning should be weighed against the savings made from qualified tendering, analyses and offer evaluations in the purchase of kitchen equipment, as well as the benefits of professional support during and after the realisation of the project.

How accurately can costs be estimated?

PROFIL excels in its adherence to budget. We reduce costs for our clients in the purchase of equipment and above all we minimise follow-on costs stemming from faulty construction. We also consider profit forecasts for the business during the planning phase. Because we also look at the project from the perspective of the future managers, our forecasts are very reliable.

»The earlier we advise, the better for the project.«



»Guests today want to be seduced, not served.«



»Our experience is your advantage.«



What developments determine restaurant concepts today?

There is still a trend for light and healthy food. Food which is increasingly prepared in front of the guests - known as new-German front cooking. We are seeing an abandonment of the traditional servery system with central collection in favour of a so-called counter system. Here dishes are freshly prepared at several independent production and serving units within the restaurant area and the guests can also pay directly there – without long queues and without food getting cold. We believe that staff catering is changing from the “traditional canteen” towards a publicly-accessible restaurant. The operators therefore have to woo their guests more, but they also benefit from a significantly higher profit margin.

What distinguishes PROFIL in particular?

Together with innovation and reliability, it is primarily the partnership that exists between the planning team and all those involved in the project. Thanks to our expertise, we also find the right solution to the most difficult of issues. For example, we have co-developed an efficient extraction unit to solve the odour problem in front cooking. We provide creative, cost-efficient and sophisticated planning services from analysis to implementation and we continue to deliver the ideal operating concept.

What measures does PROFIL take in terms of sustainability and energy efficiency?

Energy needs are minimised in the pre-planning phase thanks to optimised facility planning with demand-oriented equipment. In parallel, we investigate and limit water requirements to the essential. Environmental resources can be spared through the use of alternative cooling methods, energy optimisation systems and heat recovery systems,

as well as equipment that meets the latest technological standards. We have already provided planning services for buildings with state-of-the-art environmental standards. This demonstrates our comprehensive planning and implementation services.



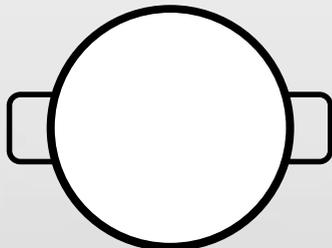
Extraction unit co-developed by PROFIL

Pot seeks lid: ideal solutions for your individual requirements

Each project is different and has its own individual requirements, challenges and objectives. But for each project there is also a solution that just fits – as good as the right lid on the right pot. No matter what the project: PROFIL visibly makes the impossible possible. For example, if the architect on the project suggests a design concept with no sharp corners or edges. Then naturally this should also apply to all catering facilities, including the kitchen area. In this case, we work with established kitchen technology providers to find the ideal solutions, with which even the most difficult specifications can be realised.

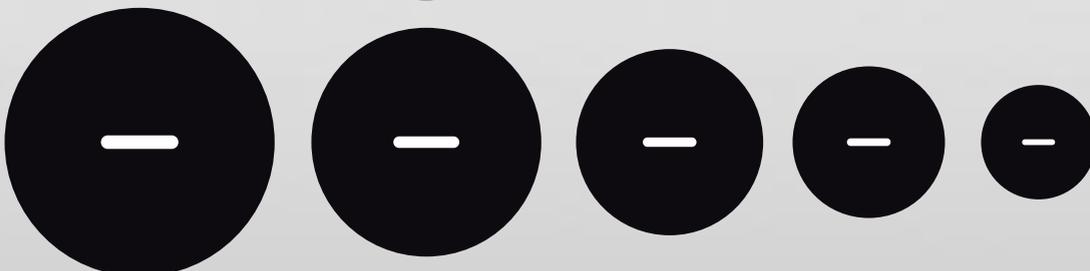


However, sometimes our solutions are remarkably simple. For example, we helped a business in north Germany, which had provided kale and Pinkel sausage in its staff canteen every two weeks in accordance with a works agreement – 1800 meals in only one day. In terms of kitchen planning, this would have meant an XXL cauldron with a capacity of several hundred litres – and all that for only the winter months. Our suggestion: an island solution for 200 to 300 portions of kale and the north-German sausage speciality on each day. As a result, we were not only able to reduce investment costs, but also to reduce the electricity demand and plan for a smaller ventilation system. A solution that satisfied both the operator and guests.



This is what PROFIL brings for a successful collaboration:

- Creativity combined with many years of experience
- Qualified and committed employees
- Love of detail
- Manufacturer and supplier independency
- Economic culinary concepts
- Sophisticated planning
- Reliability and adherence to timetables in implementation





Planning & advice in all areas of the restaurant and catering industry

Traditional canteens, public restaurants and school catering: PROFIL plans and conceives catering facilities in different sectors and on various scales. We continue to develop tailor-made catering concepts, which meet the respective requirements and provide sophisticated functionality, individual details and state-of-the-art technology. Because, whether it is a gourmet restaurant or a canteen kitchen, every operation follows its own rules, which we understand from the start and which we consequently incorporate in our planning services. Including an entire catering facility with thermal equipment, serving facilities, ventilation, cool rooms, refrigerators, sculleries, vending machines and kitchenettes. For safety and reliability, we guide projects through all the work phases (HOAI) – from the initial idea, blueprints and detailed design through to construction management and transfer.

To ensure that a project has a sound financial basis, we carry out detailed actual state analyses to determine the basics, supplemented by a concrete needs analysis, viability assessment and profitability calculation. We also undertake tendering for outsourcing. And our extensive range of services also includes suggestions for the optimisation of culinary concepts, for example to increase performance and to improve the cost structure.





PROFIL services at a glance

Catering in office and administrative buildings

Lunchtime catering

- From the traditional “canteen” to the publicly-accessible “company restaurant”
- For all employees – from the blue-collar worker to the director general
- From sausages to steak & lobster

Catering and supply of refreshments in the workplace

- Café-bars
- Meeting points
- Shops with all types of services
- Kitchenettes
- Vending machines

Conference services and guest catering

- Innovative concepts in conference and meeting spaces
- Attractive self-service zones
- Separate restaurant facilities for guest service

Other culinary facilities

Lunchtime catering

- From basic catering to gourmet restaurants
- From guesthouse to holiday hotel
- Related facilities, such as seminar and school centres

Schools

- Overall conception of school catering in consideration of specific requirements and in different catering systems
- Mixed kitchen system
- Hot catering system
- Cook chill systems

Healthcare

- Clinics and hospitals
- Care providers
- Retirement homes

Related catering facilities

- Airport lounges
- Food courts in shopping centres and train stations
- Plug & play kitchens for special events



Excerpt from our client and project list

Company catering

UBS • DGB • SAP • Fidelity Investment • IBM • ZDF • Commerzbank • ACCENTURE • Landesbank Hessen-Thüringen • DEKA Immobilien • Eurohypo • Ogilvy & Mather • Airbus • Finanz Informatik • Hessische Staatskanzlei • BASF • E.ON • Stadtwerke München • Deutsche Bank • Eurocopter • SÜWAG • Deutsche Börse • Merck • Hamburger Sparkasse • ESWE • R+V • IKEA • Nestlé • Daimler • Sparkassen- und Giroverband • Siemens • ARAG • SAT 1 • Deutscher Fachverlag • Deutschlandradio • Bertelsmann • IG Metall • Zürich Versicherung • Lufthansa

Public catering

Kongresshotel Potsdam am Templiner See • Convent restaurant at Maria Bildhausen • Catering in "Kulturzentrum Haus am Dom", Frankfurt • Westhafen- Brückengebäude, Restaurant "Frankfurter Botschaft" • Restaurant in the German Bundestag, Berlin • Hotel Louis C. Jacob, Hamburg • Hotel Neptun, Warnemünde • CARLS an der Elbphilharmonie, Hamburg • A-Rosa Hotel, Sylt • Restaurant Zenzakan, Frankfurt • Restaurant Nizza am Main, Frankfurt

Other

Schools in Main-Taunus-Kreis/Main-Kinzig Kreis/Hochtaunuskreis/Stadt Frankfurt • Fürst Donnersmarck-Stiftung • Gästehaus Bad Bevensen & Gästehaus Rheinsberg • Johannesstift, Berlin • Convent kitchen at Maria Bildhausen • Südwürttembergische Zentren für Psychiatrie • Eifelklinik Manderscheid • Dryanderklinik Bad Ems • Klinikum der Johann Wolfgang Goethe-Universität, Frankfurt • Klinikum Darmstadt • Ketteler-Krankenhaus, Offenbach • Vitos Riedstadt • Bethanien Krankenhaus, Frankfurt • NürnbergMesse • Neue Messe Stuttgart • Messe München • JVA Willich • JVA Düsseldorf • Maggi Kochstudios

