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Affordable treats in tough times: bread-based dishes and snacks, as well as savoury and sweet products from the oven, are becoming increasingly popular among quick-service guests. The bakery-café segment is booming – and clearly illustrates the blurring of the traditional boundaries in the eating-out market.



Rediapane

CEO Panel

Julian Metcalfe Pret A Manger/Itsu (UK)
Rudi Kull Kull & Weinzierl (Germany)
Berk Eksioğlu Istanbul Doors (Turkey)
Ly Qui Trung Pho 24 (Vietnam)
 Moderation: Kay Sölve Richter



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260 top managers and entrepreneurs from the international away-from-home sector attended the 11th European Foodservice Summit in Zurich. Our report on the leading event for the sector's international community will be continued in the next issues.

Photo: Thomas Fedra

front cover ■ ■ ■

Stunning performance at this year's European Foodservice Summit: speaker Dr Ly Qui Trung, founder of the Vietnamese noodle-bar chain Pho24.

Photo: Thomas Fedra

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Yes they can: fine-dining restaurants have proven their ability to travel. However, to transfer a highly complex, high-quality formula around the globe is an extremely demanding tour de force, confesses Rainer Becker, founder and chef of the sensational Zuma restaurant in London and its no less successful sister concept Roka.



Zuma Miami

Please see the attached inserts from NAFEM, Orlando/ Florida GulfFood, Dubai

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