

Food Service Europe

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Benchmark: Westfield Stratford City, Europe's newest super mall, opened in September 2011, sets standards in terms of positioning shopping malls as a local centre of choice. Foodservice plays an important role within this strategy: besides 300 stores and various entertainment venues, Westfield Stratford City boasts 70 food outlets.



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Asset Builder: With a radical programme of outlet improvement, brand building and franchise realignment, Ivan Schofield, heading the KFC business in France since 2003 (and also responsible for Spain, Germany and the Netherlands since recently), led KFC France to double its size and achieve the highest sales per store of any of the brand's 110 markets around the world.

front cover ■ ■ ■

Delicious, indulgent, colourful: a dash of sexiness helps turn a dessert into an irresistible treat, as shown by our cover motif – thanks to Munich's multi-concept foodservice entrepreneur Rudi Kull.

Photo: Thomas Fedra

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Festive highlight during the 12th European Foodservice Summit last September: Marché International, for a decade now the stunningly creative and passionate caterer on the legendary sunset boat trip rounding off the first conference day, was rewarded with the Culinary Excellence Award of the Summit. Find more Summit reports beginning on page 54.



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