

Company Portrait

2011

Marché International

Marché International is one of the leading gastronomy companies specializing in high-quality dining concepts at highly-frequented locations. With its world famous brand names “Marché® Freshness Restaurant”, “Marché® Natural Bakery”, “Cindy’s Diner” and “Mövenpick Restaurants”, the company presents a well-rounded and top-class offering at airports, highway rest stops, centrally-located train stations and city center locations.

The first Marché® restaurant was opened in 1983 in Stuttgart, Germany, and this also meant the birth of a completely new kind of dining experience, one that would inspire an entire gastronomy industry across all of central Europe - the restaurant as a market square. After a strong start and a period of rapid expansion, the situation deteriorated quickly. The lack of strategy for continued development and the necessity to make dramatic compromises in the conceptual design always have their consequences. In 2003, the Mövenpick Holding Board of Directors decided in favor of a major restructuring campaign and charged Oliver Altherr, the newly appointed CEO of the company, to direct the independent business unit, Marché International. The first steps that needed to be undertaken involved decentralization and streamlining. A vast majority of these early energies were spent on the development of new products and on the training of the staff – areas that were soon recognized as the point of the new structure. This new concept for success included the offering of, on the one hand, only few ingredients, but on the other hand, these articles should be of the highest possible quality, seasonal in nature and regional in their source, wherever possible. Simple recipes should be eloquently prepared and include a clear reference to the company’s Swiss ancestry. Another step

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toward a successful relaunch of the company was the rekindling of the concept of "RDT": Research Development Training. This involved the decentralized development of new products. Carefully selected locations acted as "test kitchens" for two or three centrally-defined themes. As soon as the new recipe is ready for its debut, employees from other restaurants would arrive in order to pick up on the know-how of the product developers.

Since 1 October 2009 the division Marché International includes besides the Mövenpick Restaurants at airports and highways the classic Mövenpick Restaurants in the city centers.

Successes and Awards

Thanks to the strict and consistent implementation of our freshness and quality strategy, Marché International, with its Freshness Concept Marché®, has won numerous awards from within the gastronomy industry, customer recognition prizes and tests. Among these were not only their selection as one of the two best rest stops in Europe (ADAC) and the best rest stop anywhere in the world (BBC Group), the best gastronomy concept on Germany, the best rest stops in Austria and the best rest stops in Switzerland. In 2008, Marché International received the highly-coveted German Gastronomy Prize for the most successful relaunch and the repositioning of the Marché® brand name. The jury's comments, when they explaining their reasons for selecting Marché International, included: "CEO Oliver Altherr has successfully and positively 'infected' more than 3,500 employees with the same passion he feels for the product and has inspired them to conjure their top levels of performance."

MARCHÉ INTERNATIONAL



Marché® - the Freshness Restaurant

Marché®, the originator of “front cooking”, is successful around the globe and offers “dining as if you were on a market square”. Rigid demands on freshness and quality, cooking the food right before the eyes of the anxiously-awaiting guests, along with the casual atmosphere of a market square all fulfill the highest expectations of the quality-conscious guest for a healthy diet and a transparent method of preparing the food. The Marché® criteria include a radical dedication to freshness, home-made recipes and a gentle, right up to the last minute timely preparation of seasonal products. We prefer to use products from regional suppliers that are delivered to our restaurants fresh every day.

The Marché® Natural Bakery is the newest addition to the offering at the Marché® Freshness Restaurants. We bake exclusively according to the time-tested rules and customs of the traditional baker’s craftsmanship. Our dough is always 100% natural, without the use of any additional baking mixes or other additives. Our in-house flours all come from regional mills. The entire baking procedure - starting with the mixing of the dough, through the fermentation process, all the way to the actual baking - takes place before the eyes of the waiting guest.

Mövenpick Restaurant - a part of the Swiss Culture

The first Mövenpick Restaurant appeared in 1948 and stemmed from the idea that first-class dining and beverages in a relax service setting should be available to everyone. Traditional Mövenpick dishes like steak tartare, salmon or the very typically Swiss “Zurcher Geschnetzeltes” are all permanent entries in our menus and therefore underscore our culinary core competencies with ever-changing dishes like hash browns, curry and top grade buffets with regional specialties.

Cindy's Diner

This typical diner, with its lightning fast service, brings back the timeless, though trendy, diner experience of the 1950's. The stylish chrome facades, the original booths, the typical diner decoration and the various and numerous accessories, all in retro style, create a journey back in time to the still-popular period of the Cadillac and Petticoats. Cindy's Diner spoils our guests with high quality, grill-fresh burgers. The beef comes freshly from the supplier, right into the meat grinder and then straight onto the grill. The buns are made from spelt flour and, instead of the typical 20% sugar, contain only 1% honey. The condiments for the burgers are freshly cut for each order. Breakfast, fresh sandwiches and crispy salads are all just what you were looking for – for a snack at any time of the day. Cindy's Diner combines a relaxed atmosphere with the values of freshness with consistently high quality and friendly service – just what you have come to expect from Marché International.