



Portrait

2012

Oliver Altherr **CEO Marché International**

Oliver Altherr, who can be found more “at the front line” than in his office, has a slogan to live by: “If something is good, that doesn’t mean it is excellent!” Mr. Altherr was born in Backnang, Germany, in 1966 and following his apprenticeship as a cook in on-the-job training, received his certificate for having passed the German university entrance qualification and his master craftsman diploma as a chef from the German Chamber of Commerce. Several years in supervisory positions in first-class gastronomy establishments in Germany, France, Italy and Austria were to follow. In 1994, he made a switch to the Mandarin Oriental Group, where he was responsible for the development of dining concepts in new hotel restaurants. Oliver Altherr acquired his certificate as “Food & Beverage Manager” from Cornell University in the United States and held this position in the Kahala Mandarin Oriental Hotel on the island of Hawaii. Oliver Altherr came to the Moevenpick Group as the Culinary Director on 1 June 1998. Following the splitting off of the Moevenpick gastronomy business unit in 2002, Oliver Altherr became the director of the transportation gastronomy division with more than 80 highly-frequented locations in Switzerland, Germany and Austria, as well as franchise partnerships in Asia. The operative spin-off of the Moevenpick transportation gastronomy was finalized in 2003 and the Board of Directors of Moevenpick Holding selected Oliver Altherr as the CEO of the Moevenpick Transportation Gastronomy. The Moevenpick Transportation Gastronomy became Marché International in 2005. Oliver Altherr became the driving force and the figure head for the totally new realignment of the company. A radical approach toward the new fresh philosophy, massive investments in product innovations and new conceptual elements were all his initial and important steps to move Marché International forward. A financial turnaround was achieved and a course of expansion was set to include Slovenia, Norway and Hungary, as well as locations at the airports in Hamburg, Berlin Tegel, Leipzig, Nuremberg and Frankfurt. Thanks to the strict and very consistent implementation of the new freshness strategy, Marché International won numerous awards in the gastronomy brand, customer recognition prizes and tests. Among these was not only their selection as one of the two best rest stops in Europe (ADAC), but also the best rest stop anywhere in the world (BBC Group). In 2008 Marché International received the highly-coveted German Gastronomy Prize for the most successful relaunch and the repositioning of the Marché® brand name.

Original quotations from Oliver Altherr:

“Our vision is to become the freshest gastronomy company”

“Marché® freshness is something you need to experience.”

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