

welcome & stay

THE MAGAZINE FOR PROFESSIONALS
IN THE HOTEL AND CATERING BUSINESS
ISSUE 1 | 2020



Specialising

Getting the hearts of car fans everywhere racing

The V8 Hotel in Cologne has 112 rooms based around the theme of mobility. But this hotel isn't just for car enthusiasts. City explorers and history buffs will love it too – find out more on page 4.

welcome & stay



Dear readers,

At first glance, specialisation seems to be accompanied by limitations. But in fact, the opposite is almost always true: a specialisation gives you an opportunity to show your strengths and personality. You are no longer a Jack of all trades and instead offer specific services – and master them. A specialisation allows you to develop a unique profile, which can even ultimately result in a broader client base. After all, it puts companies in the best position to meet the intense social need for individuality. An example of a successful specialisation is the V8 Hotel in Cologne, which you can read more about on page 4.

The Wild Kitchen Project cooking initiative has also been a success thanks to its clear focus. Sustainable game meat is the key focus for all project teams – and thanks to their modern approach and passionate dedication, those involved inspire far more people than just diehard hunters. Read all about this project on page 14. SEO expert Gregor Matlok explains how a specialisation can work to your advantage in the digital world on page 12. And discover how Miele can support specialists with its products on page 10.

I hope you enjoy reading this issue!

A handwritten signature in black ink that reads "H. Barduna".

Andreas Barduna

Head of Business Unit

Professional Sales, Service, Marketing



“Specialisation
is the supreme discipline
of successful
positioning.”

Peter Sawtschenko
Positioning Expert, Author and Public Speaker



Imprint

Miele & Cie. KG

www.miele-professional.com

Project management

(legally responsible for content):

Astrid Herwig, Johannes Baxpöhler

Implementation:

gambit marketing & communication

www.gambit-do.de

Printing:

Bösmann Medien und Druck

GmbH & Co. KG, Detmold

Photography credits:

Cover/back page, p. 3 top right, p. 4–7: © Andreas

Teichmann, p. 3 top left: © iStockphoto/vladwel,

p. 3 bottom centre, p. 14–17: © Wild Kitchen Project,

p. 2, p. 3 centre right and centre left, p. 8/9, p. 10/11:

© Miele, p. 10/11 background: © iStockphoto/

Orbon Alija, p. 12 top © Palmer Hargreaves,

p. 12/13: © iStockphoto/Ellagrin, p. 18 top:

© Hotel Magdalena, p. 18 top: © iStockphoto/

HannahWade, p. 18 bottom: © iStockphoto/Micro

StockHub, p. 19 top: © iStockphoto/typo-graphics,

© iStockphoto/ALLEKO, © iStockphoto/Magone,

p. 19 bottom: © iStockphoto/Onfokus



Contents

04 _ stay stunning

The V8 Hotel for car enthusiasts

08 _ stay focused

Trend analysis: special comes out on top

12 _ stay powerful

Experts on 0.5 m²: Miele Little Giants

14 _ stay digital

The key to being found online

16 _ stay fierce

The Wild Kitchen Project's recipe for success

18 _ stay informed

News and tips for top-class hospitality

stay stunning

The V8 Hotel in Cologne

Counting screws instead of sheep

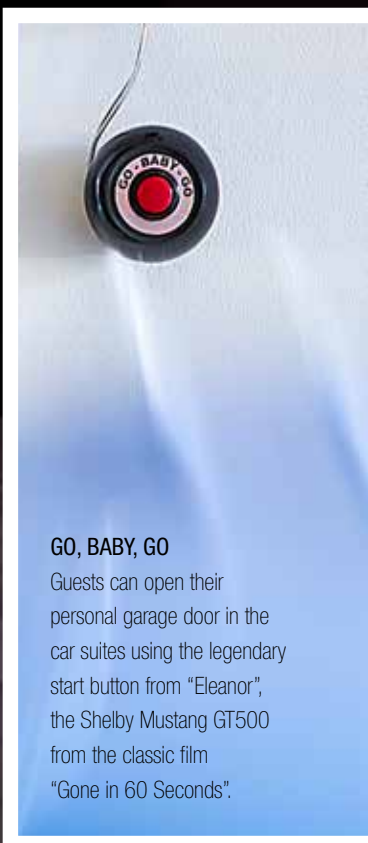
04
05

Sending petrol heads spinning: the newly opened V8 Hotel in the Ossendorf district of Cologne is centred around mobility. From the car suites to the sound of the lift, the theme has been incorporated into every corner of this hotel. And yet, the target market extends far beyond fans of sports cars.



The hotel's fundamental design subtly combines elegant furnishings and decor with an automotive theme, without appearing overly eccentric. Even so, there are still a number of unique highlights for car fans – such as the five car suites at the V8. In these suites, the hotel rooms have been combined with glass-walled garages. If you book one of these rooms, you can park your sports car right on the other side of the glass and can spend the entire night looking at your treasured vehicle from bed. The car suites each have their own special theme – for example, the Lamborghini or Bentley suite – and needless to say they come with matching accessories.

The hotel's specialisation in sports cars, road cruisers and the like is firmly underpinned by its close connection to Motorworld, which is located right next door. But despite this proximity, the hotel is casting its net much wider when it comes to its target market. Hotel Director Sascha Brezovac explains: “You don't have to be a car fanatic to stay here. We are also in an excellent location for exploring Cologne or for hosting special celebrations or conferences.”



GO, BABY, GO

Guests can open their personal garage door in the car suites using the legendary start button from “Eleanor”, the Shelby Mustang GT500 from the classic film “Gone in 60 Seconds”.



06
07

The conference facilities and the 96 designer rooms at the hotel feature lots of classic and subtle black decor and furnishings. It's only when you look up in the designer rooms that the car theme becomes apparent: an exploded drawing of a V8 engine covers the entire ceiling. "If you are struggling to sleep, you should try counting screws instead of sheep," jokes Sascha Brezovac.

Childhood memories or does petrol run through your veins?

The ten themed rooms at the V8 are covered from head to toe in car upholstery. The beds are created from converted classic cars, for example a Fiat 1300 from 1961. Their headlights provide soft lighting. Removed car seats are used as armchairs and are positioned around tables made from stacked wheel rims. Exploded drawings also decorate the ceilings in these rooms, but these are detailed illustrations of the car model featured in the room. The director of the hotel Brezovac explains how the

themed rooms work on very different levels. "I see many parallels with football here. Men and women, old and young – everyone can get excited about it and everyone has their own special connection to the sport. It's just the same here. Everyone who books a V8 themed room has a different story to tell – and they aren't just about car bodies and retro design. Some may have a grandfather who used to work at Ford; some remember holidays to the Adriatic on the backseat of a Volkswagen Beetle; some even drove off on their honeymoon in a Fiat. Happy moments and memories play a big role."

Due to the location of the hotel on the site of the historic Cologne Butzweilerhof Airport, one of the themed rooms is dedicated to aviation instead of cars. A close connection to the airport's history can be felt throughout the hotel. Lots of the old structures, walls and ceilings are still in place from 1936. The car park hasn't

changed since it was the former airport apron. Since the main building of the airport was not large enough for a hotel of this size, a number of modern storeys have been added. The mounted perforated panels on the facade were added over the course of the building works due to a preservation order requesting that the hangar appearance of the building be retained.

The interior, the style and the furnishings were all inspired by the V8 Hotel that was already in operation in Stuttgart. CIP Architekten GmbH and furniture designer Martin Schlund, who had both already worked their magic at the site of the hotel in Böblingen, reunited in Cologne for a new collaboration. And yet, the V8 in the Rhineland still has its own personal style and defining features, particularly with regard to operational activities. The hotel's special theme was meticulously planned out. The complementary water bottle in the rooms? Rosbacher – because Michael Schumacher was an advertising partner of the water brand for many years. The label on the packets of gummy bears left on guests' pillows? "Fuel for thought." The lift music? Top-class engine sounds. Not everything is set in stone yet, reports Sascha Brezovac, who previously worked for hotel corporations such as Hyatt and Intercontinental. "We are in the fine-tuning phase when it comes to the details. We are looking closely at how guests react to the atmosphere and at the feedback we get about our services."

Off to the laundry

The Miele Little Giants impressed right from the outset and were purchased by the V8 Hotel to wash service items quickly and hygienically without any need for a test phase. The two Little Giants, consisting of a washing machine and tumble dryer, are in constant use – for example, washing the cleaning accessories used by housekeeping. "During the procurement stage, there was no question when it came to choosing a brand. Miele was the obvious choice due to the quality of its appliances," explains Sascha Brezovac. But flexibility was also important. "We are currently considering whether or not to provide bathrobes in our suites. Of course, these will need to be spotlessly clean, but more importantly, they will have to be available to use again quickly. With our Miele appliances, providing this service is no problem at all. We are already perfectly set up for our future needs."

At a specialised hotel such as V8, adaptability is an important factor because ultimately guests still need to be impressed even once the novelty factor has worn off. But V8 isn't worried about this: "Mobility creates further-reaching links than you might think. Cars connect the hotel business and the automotive industry, old and new Cologne, excitement and memory – and of course, Motorworld and V8. There is always a new source of inspiration within this range of topics."

In the breakfast room, original aeroplane seats and a table created from various parts of an aeroplane wing are evocative of the eventful history of the Butzweilerhof Airport, which is where the V8 Hotel stands today.



"Cars connect the hotel business and the automotive industry, old and new Cologne, excitement and memory – and of course, Motorworld and V8."

Sascha Brezovac, Hotel Director



Consistent styling right down to the last detail: From the armchairs in the lobby to brand accessories in the rooms and wall art in the shower – everything is in keeping with the theme. For example, the Bentley Suite has the right fragrance, a Bentley bear and large-scale Bentley photographs on the wall.



For more information: www.v8hotel.koeln

MAXIMUM PERFORMANCE EVEN IN THE MOST CONFINED SPACES

The new Little Giants

Just half a square metre – this is all the space you need in your establishment for these two specialists that meet the highest demands. The latest generation of Little Giants from Miele is perfectly designed for the requirements of the hotel and catering industry thanks to special models and programme packages tailored to the particular target market. The new series of these tried-and-tested commercial washing machines and tumble dryers have unrivaled efficiency. Whether you need to wash cleaning accessories, like the V8 Hotel in Cologne, or want a universal solution for smaller hotels, these Little Giants make laundry care incredibly easy.

The customised washing and drying programmes with perfectly adapted washing temperatures, holding times and cleaning phases mean that these appliances have a wide range of possible applications. They ensure that everything comes out perfectly clean, whether they are washing delicate table linen at a restaurant, towelling bathrobes at a spa, or outdoor clothing at a ski slope. For example, the table linen programme removes grease residues and dirt from delicate textiles. A film of water helps items glide gently around the patented honeycomb drum in the Little Giants washing machines. This prevents laundry from getting worn out through washing and means items need to be replaced less often. Spas often have to tackle particularly stubborn dirt, such as residues from seaweed treatments or clay masks. This is not a problem for the special programmes on the Little Giants, which ensure hygienic cleanliness. Functional wear has its own special requirements: using the outdoor programme reinforces breathability and the membrane function in the long term. The large number of programmes has been condensed into different target market packages in line with user needs. For example, the “Hotel” package includes pillow, curtain and disinfection programmes, to name just a few.





Special variants

As well as programme packages, there are also special machine versions, such as the Mop Star washing machine that has been perfectly adapted to meet the requirements of contract cleaning. This ensures reliable disinfection of mop heads and cleaning cloths and means they can be reused quickly thanks to short programme durations, so housekeeping aren't kept waiting. Performance Plus appliances are also easy to network via WiFiConn@ct. This means appliance statuses can be queried at any time via the app and eliminates any legwork required to check the appliances yourself.

The Little Giants can be equipped with a payment system and used as self-service appliances. Guests staying in inner-city business hotels, in hotels with large sports facilities or in apartment hotels would certainly benefit from a service like this. Thanks to the short run times and the intuitive programme selection in various languages, the Little Giants are easy to operate and perfect for quickly washing shirts or fitness gear or for drying wet swimwear.

Minimal footprint

The Little Giants offer professional, industry-standard technology with the same dimensions as a domestic appliance – they not only require an installation space of less than half a square metre per appliance, they can also be assembled as a washer-dryer stack. This keeps precious space free for other uses. Every square metre that can be used for guests and storage counts, particularly for hotels and restaurants in city centres.



For more information: www.miele.de/pro/kleineriesen

WHY SPECIALISATION BRINGS SUCCESS

Generation dynamics and search habits

Travellers like to keep their cards close to their chest. Despite this, studies and industry reports are hot on their trail and provide information that can help keep track of their habits and preferences. Take a look at our overview to discover which current trends can be transformed into specialisations and which groups can be targeted particularly effectively.

Millennials want individual experiences, not package holidays

Millennials (born between 1981 and 1996) are driven by their desire to explore the world and have unique experiences and encounters. They are looking for instagramable moments and local eccentricities. Travel is something that sets them apart. This also involves planning trips themselves, which is why millennials prefer to book each element of their holiday separately instead of opting for package deals.



>> A specialisation needs to respond to the demand from millennials for original experiences. Those who offer special services that focus on the local area have particular appeal – as opposed to fixed packages that cover as wide a variety of interests as possible.



Baby boomers like to travel alone and are active online

Wanderlust is alive and well among travellers between the ages of 50 and 70 – baby boomers (born between 1945 and 1964) love to travel and also don't mind going it alone. Solo-trips, for example to broaden personal horizons, are quite popular among this target group. Online booking has been common practice for a long time and is often even the preferred method for people over the age of 65.

>> This group's travel requirements combined with their purchasing power is a clear selling point. The trend of travelling alone and for reflection purposes is also an opportunity to meet these requirements through specialisation. At the same time, focusing on becoming more digitally visible to this group would also be a worthwhile investment.

Booking private accommodation is still a popular option

Renting a room, an apartment or even an entire house privately is now common practice. Platforms where travellers can do this have an international presence – and of course, Airbnb is leading the way. Private rooms are also becoming a more attractive option for business trips, which explains the boom of Airbnb for Work. The initial image associated with these sites of sleeping on an air mattress on someone's living room floor has largely been disproved. Around 24,000 hotels are now also listed on Airbnb.

 **airbnb for work**

>> In addition to providing rooms, hotels need to score points in other areas to compete with private providers. A specialisation makes your strengths stand out. Using portals such as Airbnb can provide opportunities – as long as you don't post the same room a hundred times.



Sustainability is also important when travelling

A willingness to pay for environmentally friendly products has been rising steadily. Travel bookings are often still made without taking the sustainability factor into account, but if it is, travellers tend to focus on the accommodation. Certificates play a significant role in this because they are a quick and easy way to see whether a company is dedicated to sustainability.

>> The trend towards sustainability has been growing slowly, but steadily. There is a potentially large target market. It isn't just the Fridays-For-Future generation who are increasingly taking sustainability into account in all areas of life. A specialisation in sustainable services is an early response to an inevitable demand.



Eating is a part of self-perception and self-expression

Food is increasingly being used as a means to discover oneself. Eating is an emotional and ubiquitous topic that is used as a way of expressing personality – particularly in the digital world. The trend of eating out is steadily increasing and is particularly valued as an opportunity for social interaction. The choice of restaurants and cafés is virtually endless.

>> If you want to survive in this busy but oversaturated market, you have to prove that you are unique. Personality cannot be expressed by something generic, which is why a gastronomic concept with corners and edges, which can also be translated into a digital form, is in a promising position.

“Online only” is a growing trend

More than a third of European holiday-makers book their trips online – in the Netherlands and Denmark it is more than half. Online ratings are important when it comes to choosing a holiday destination, since numerous travellers read reviews before booking a trip and also write reviews themselves after returning from a holiday.



>> Offering relevant specialised deals differentiates you from other providers and increases visibility. With the ever-increasing shift towards digital services, having a memorable online presence is all the more important. Having a reliable way of managing your ratings is therefore essential.





After completing his Master's degree in Media Studies, Gregor Matlok started his career by applying his digital skills in the Online Marketing and Editing department at next level GmbH. Here, the Cologne local was not only responsible for content creation, but also CMS maintenance, SEO and inbound marketing. He has been a key player on the Digital Marketing Team at Palmer Hargreaves since 2017. Here, he is involved in a wide range of different projects – he is currently focusing on Google Ads, which is also a personal passion of his.

“Specialisation has a number of significant advantages when it comes to search engine optimisation.”

Digital Marketing Consultant Gregor Matlok is an expert in digital marketing and in this interview, he tells us why it is important to respond to negative reviews and which SEO factors are key for the hotel and catering industry.



12
13

In the online word, I am in direct competition with countless providers. A specialisation sets me apart, but how can I transfer this focus to the web?

The biggest design opportunities are on your own homepage. Your page's visual appearance, its tonality and the embedded content can perfectly convey your specialisation. The design type, the form of address and a direct integration of social media play a major role.

To do this, customers need to be able to find me online. This requires search engine optimisation (SEO): how can I use the leading search engine Google to my advantage?

There are probably more than 200 factors to consider when it comes to rankings. No one knows the precise criteria, but there are fundamental points that you can and should influence. The

technical basis has to be right, websites need to be encrypted with HTTPS, and loading times need to be short – with correspondingly small files. The visual appearance of the site also needs to be optimised for mobile devices.

Aside from technology, are there also particular requirements when it comes to content?

Of course! Google now concentrates on the user experience, for example evaluating the length of stay and looking out for low bounce rates. Content needs to be interesting and well communicated. Basic information needs to be clear and easy to find. Repeating the same keyword a hundred times is fortunately not a good strategy these days. Logically linking your own website content is also crucial to enable users to navigate the site more easily.

SEO (Search Engine Optimization) refers to all measures that can improve a website's ranking in the organic search results of search engines.

SEA (Search Engine Advertising) refers to the paid placement of ads on the results pages of search engines.



How do I choose the right keywords?

Essentially, everyone is a specialist in their own sector and knows the most important terms. However, it helps to listen to what the private sphere has to say to find out what non-experts associate with the industry. Resources such as Google Keyword Planner or free tools such as Ubersuggest show the search volumes for these terms and possible variants. A specialisation is a major advantage here: it is possible to get a much better ranking with niche terms and combinations because the competition is smaller.

What should I concentrate on besides my homepage?

My Business entries on Google are particularly important for the hotel and catering industry. These are shown directly next to the search results in full text searches. They play an even more vital

role on Google Maps and when performing "Near Me" searches. It is therefore important to always keep opening times, inviting images and contact information up to date and to make any specialisation clear. It is also important to react to reviews and moderate them.

How do I handle fake reviews, which are unfortunately pretty widespread these days?

A good tactic is to consolidate genuine reviews on your site, for example by asking customers who visit your establishment to write one. This way other reviews lose their power. You should always react professionally to bad reviews. Angry responses do more harm than good because readers will assume that the bad rating is justified when criticism is not tolerated. Of course you can report fake reviews to official bodies such as Google Service, but that can be a complex process. Authentic reviews are always useful, especially since users are now more aware and can identify fake reviews when in doubt. Logos of recognised quality seals, such as the German TÜV certification, inspire confidence while testimonials from trustworthy sources strengthen credibility.

Search engine optimisation is a long-term process. What do I do if I want to attract customers in the short term?

If you want to make sure you are found for a particular term day after day, search engine advertising (SEA) is the perfect solution. Now up to four paid ads take precedence over organic search results on Google, which gives you an extremely prominent placement. It is therefore crucial to purposefully select keywords and formulations to motivate the appropriate target market and to make the most of your budget. The different keyword options also play a part in this: do I want to appear for similar search words or only for exact word combinations? Sometimes it makes sense to limit the scope to specific locations.

SEO, SEA, keywords ... it's a challenge to keep up to date with all these concepts – where can I find help?

There is a lot of free content online for anyone who wants to learn more – from SEO blogs and YouTube tutorials to online seminars. It is, however, a complex topic. This is where agencies can offer digital support to companies – from advice to complete implementation.



For more information: www.palmerhargreaves.de

Wild KITCHEN PROJECT



BBQ rub instead of juniper berries, sustainable meat instead of sanitised joints, passion instead of indifference. Wild Kitchen Project has built a community of barbecue teams, outdoor chefs and hunters to promote game as an alternative to industrially produced meat and a holistic approach to meat consumption. The community project started with recipes and has now created a range of cookbooks, videos and courses. With their focus on all things “wild” and their modern approach, they have not only discovered a promising niche, they are also successfully building on it.

Glossary

Skinning

Removing the hide of a wild animal

B and C cuts

The less desirable parts of an animal, such as the ham hock from pigs

Dutch oven

A cast iron oven dish/fire pot on three legs for outdoor cooking

Bait box

A construction in which meat remnants (the bait) are placed to attract wild animals such as foxes for hunting.

Nose-to-tail approach

Using all of the meat from an animal from nose to tail instead of just selecting the prime cuts such as fillets.



Honouring the meat that we eat

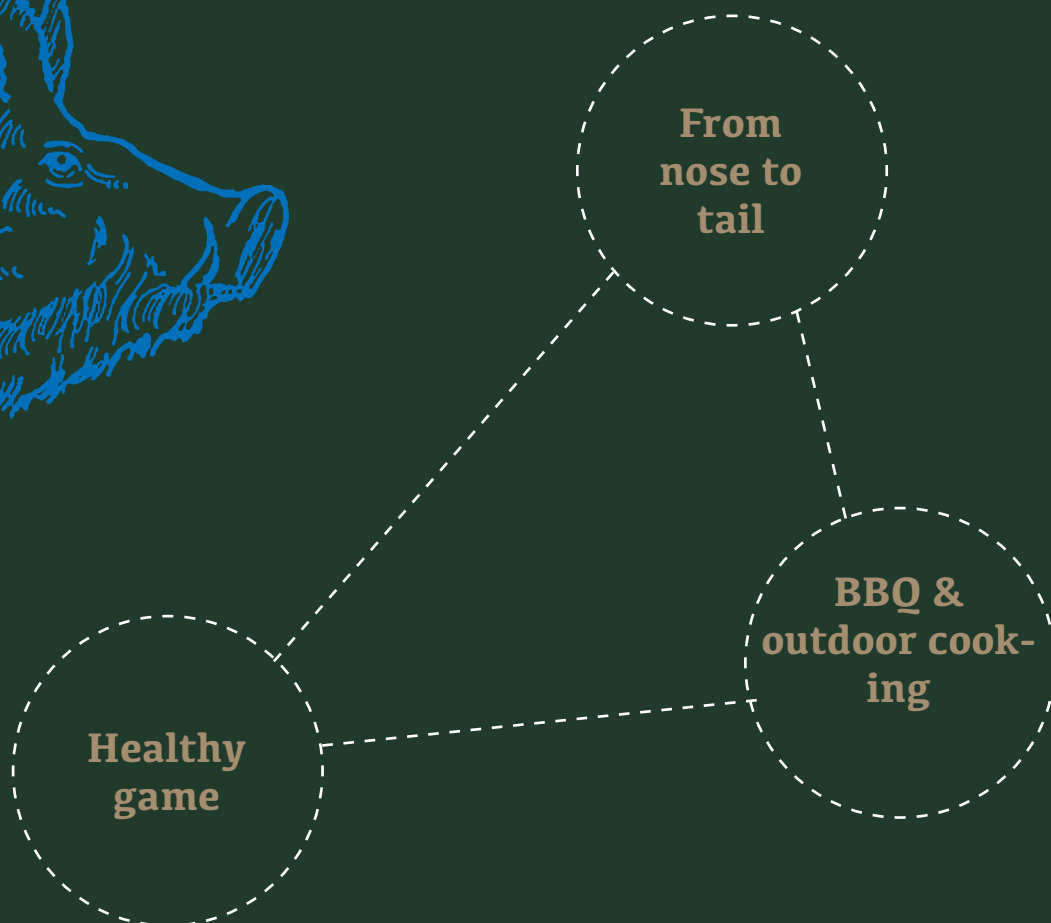
The Wild Kitchen Project is a topical response to the issues surrounding factory farming and food waste. "Those who want to eat meat sustainably and with health in mind should not overlook game. You will never be able to prescribe a particular diet for a deer in the wild," emphasises Stephan Berghaus, founding member and co-coordinator of the initiative. "We not only specialise in game, we also follow the nose-to-tail approach, meaning we always try to use the whole animal." This means skinning the game themselves and creating recipes to make use of the offal and bones. "We try to use everything to show the animal the greatest possible respect as a living creature and don't just use the supposed prime cuts."

From archery to a bestseller

The three founding members got to know each other through the 3D archery scene. At joint outdoor events, they came up with the idea of combining sustainable game meat, recipes and modern grilling techniques. In 2015, the Wild Kitchen Project was launched with four teams and joint meetings for recipe creation and tasting. "We quickly became so excited about the variety and the essence of the recipes that creating a book seemed like the natural next step," recalls Berghaus. In 2016 the dream became reality: the first cookbook from the Wild Kitchen Project was printed with support from sponsors. Founding member Jana Rogge, who is also the manager of a publishing house, contributed her expertise and was responsible for the main design. Stephan Berghaus coordinated the teams and the scheduling, established contacts and helped Rogge with the implementation. They designed everything themselves – from the recipe selection to the layout.

After just three months, the first 2000 copies of the book had sold out. No one expected it to be such a resounding success and this was an incentive to continue expanding the project. "We received a lot of feedback from hunters who were surprised by what they could do with supposed B and C cuts. Osso buco made from wild boar knuckle; putting ribs on the barbecue instead of in the bait box. This was exactly what we wanted to convey."

The Wild Kitchen Project already had an active online presence even before the book was produced, but its publication only intensified the communication in the online community. Ideas and recipes are posted via social media and on the group's own homepage and YouTube clips that have been self-directed or produced in collaboration with partners are also shared. Cooking courses that reflect the project's approach were also offered alongside the book, partner projects and online communication. Each course involves the participants skinning game, precisely dissecting it into the cuts commonly found in the butcher's trade, and then preparing it using various different recipes.



Wild approach

The recipes are a world away from standard goulash. “We take a creative and modern approach towards preparation instead of constantly firing up the overworked juniper cannon. For example, we like to use a blend of spices commonly used for barbecuing.” But the project also has a passion for revamping traditional recipes, such as Berghaus’ grandmother’s recipe for braised hare. The Wild Kitchen Project purposefully plays with the ambiguity of its name. “Wild” can also mean being adventurous, experimenting and using new techniques – a fundamental part of their recipe for success. “The haut gout, the typically strong flavour of game meat which used to develop as a result of prolonged ageing, is now no longer an inherent feature thanks to high hygiene standards. Game is a tender and delicious meat that can be prepared in many different ways using modern methods – whether that is sous vide, in a Dutch oven or simply on a grill,” insists Berghaus.

Forest dwellers meet pasture grazers

The inspiring success of the first book provided the basis for volume two: Wild Kitchen Project 2.0 was published in 2018 – “Wild & Weide” (Game & Graze). “With this book, we not only wanted to expand our niche, we also wanted to pay tribute to the work of selected farmers,” explains co-editor Berghaus. “There are farms in many regions that produce extremely high-quality meat while maintaining excellent welfare standards. This is another way to enjoy meat sustainably.” The positive feedback speaks for itself – book three is already in the works. Round three will feature wildlife in and around rivers. The first appetising glimpses into the new book will be available online in the coming months.

What does it encompass?

“Game” is a term that is used broadly in this project’s cookbooks. Readers will also encounter unusual dishes such as raccoon goulash and heron breast tortilla. The idea of incorporating these recipes came about through a collaboration with Paul Parey publishing house, but they were right up the team’s street. “This was the perfect next step for our sustainable utilisation concept. It gives meat from animals that were not originally shot for consumption a logical purpose,” explains Stephan Berghaus.



Stephan Berghaus

Stephan “Bonsai” Berghaus is a paramedic and barbecue expert. As the owner of Bonsai’s Wild BBQ, he offers catering, events and BBQ courses. His grilling career started with a birthday present from his wife: his first Weber barbecue awoke a passion which eventually led to competition victories and a serious business model. This expertise runs in the family. Berghaus learned how to make sausages from his grandfather who was a butcher and at American barbecue events, he has been known to enter as a team together with his wife, daughter and dog. In 2015, he founded the Wild Kitchen Project together with Jana Rogge and Michael Schlecht and he has put his blood, sweat and tears into the project as an organiser, communicator and BBQ expert ever since. In his hometown of Wipperfürth in Germany, he is better known by his nickname Bonsai.





From the Dutch oven:

Venison Osso Buco

Ingredients:

Fore and hind knuckle of the deer, sawn into thick slices, plus the two rose cuts from the haunches (approx. 2.5 kg in total including bones)

- Clarified butter for searing
- 6 celery stalks
- 4 carrots
- 4 onions
- 6–8 cloves of garlic
- 4 large tomatoes
- One tube of tomato purée
- 100 ml maple syrup
- 1.5 litres of red wine
- Rosemary, thyme
- Salt and pepper


Bonsai: "I am a big fan of stews and I especially love the Italian dish osso buco. "Osso buco" literally translates as "bone with a hole" – referring to the marrow bone, which gives the sauce its incomparable flavour.

Game knuckles can be obtained cheaply from a gamekeeper because they usually can't find a use for them and they are difficult to sell in the traditional game meat trade. If you are buying entire haunches or shoulders, you can ask for the lower leg pieces to be kept on. If there isn't enough meat, simply add the ribs from the same animal, which are also cheap to buy.

The dish takes quite a long time to cook, but doesn't require a lot of attention. Heat enough coals for moderate heat and arrange them in a pile so that you can heat up the pot on top. Now sear all the cuts of meat in clarified butter and sprinkle over salt and pepper. You only need to give the meat a stir every now and again. While this is cooking, you can finely dice the onions and then add these to the pot together with the tomato paste and maple syrup and lightly brown them. Then add the diced vegetables and the "homeopathic dose" of garlic and douse everything with wine. Use as much wine as needed until the meat is almost fully covered.

The meat needs to cook for around 3 hours with a low bottom heat and a moderate top heat. Cooking for longer won't do the dish any harm. If in any doubt, giving it a taste will help you decide if it's ready. Having a bit of patience will make the meat wonderfully tender. Osso buco – like goulash – is a dish that tastes even better when it is heated up a second time. So don't worry if you make too much!"



 For more information:
www.wild-kitchen-project.de

Man's best friend



Going on holiday without their trusty companion is unthinkable for many dog lovers. There are now quite a few animal-friendly options for accommodation, but hardly any make our four-legged friends their top priority – a gap in the market that the four-star Hotel Magdalena in Zillertal in Tyrol has filled. They offer wellness and beauty treatments for holiday-makers and their dogs. They have thought of everything – dog bowls and leads in the bedrooms, a special menu just for dogs, talks about our four-legged friends, dog-sitting services and a dog swimming pond.



For more information: www.magdalena.at

Find your niche ...

Choosing to specialise isn't a spur-of-the-moment decision. In order to find the right niche and play to your strengths effectively, close observation and precise research is required. Is there a particular requirement that I can meet authentically, a particular area with a promising future, or a specific target group that will show continual interest in what I have to offer? Market analysis should not only consider the current situation, it should also focus on future developments because moving your business in a specific direction takes time. In the meantime, potential should not be exhausted prematurely. Once you have discovered your niche, critical analysis is essential. Is there actually enough demand for my idea? Is there enough financial potential and potential to expand if it is a success? How big is the competition? In a preliminary general analysis, for example, the search volume on Google can provide useful information and show how frequently individual keywords already appear.

just one ingredient



Deciding on one particular food and building an entire culinary concept around it is a very special kind of specialisation. The Mashery Hummus Kitchen in Cologne, the Haferkater in Berlin, Dresden and Cologne, and the Bagelboys in Zurich are excellent examples of how well

this can work. The Mashery Hummus Kitchen is entirely dedicated to mashed chickpeas and offers hummus meals paired with vegetables or traditional "Sephardic" eggs. Haferkater specialises in Scottish porridge with seasonal toppings. Bagelboys sells all kinds of bagels and also hosts baking events, for example for company outings.



For more information: haferkater.com;
mashery-hummus.de; mybagel.ch

Write to us!

Do you have any suggestions, tips or questions?
Do you want to contribute with topic suggestions,
criticism or your own stories?

We'd love to hear from you at welcome@miele.de!
Also, if you no longer want to receive this magazine,
simply write to us.

Magnetic meet-ups

Special interest trade fairs ensure full halls despite the rather strained trade fair market. They allow you to make personal contacts with little diversification and, in addition to providing industry information, they are a good opportunity for you to make a name for yourself in the right environment and to exchange ideas with other providers working within the same field. Numerous examples, such as the Wild Food Festival in Dortmund (28/01/2020–02/02/2020) or the Cake Fair in Wels, Austria (24/04/2020–26/04/2020), demonstrate that there is a prevalent trend towards specialisation at trade fair events.



For more information: wildfoodfestival.de ; kuchenmesse.at



welcome
& stay

Looking ahead: welcome & stay 2 | 2020

» Regionalisation «

Regional is the new organic. Those who concentrate on what is local to them are helping the environment and themselves. It won't be long before we publish the next issue, which will be on the topic of regionalisation.



VB: HOTEL
MOBILITÄT ERLEBEN.
ÜBER NACHT.