

2nd EWA Industry Meeting
“Spa gastronomy - A necessary evil or an important profit centre?”



A warm invitation to the second EWA Industry Meeting!

**“Spa gastronomy –
A necessary evil or an important profit centre?”**

Soltau Therme, 9th October 2019

In 2018, we launched the first EWA Industry Meeting, which, back then, was about cash register systems. This year, we will focus on gastronomy in spas.

The aim of the meeting is to present innovations and trends from the gastronomy industry and to start a dialogue: which concepts work, and how do operators see the challenges that the industry needs to prioritise?

The event will take place at Soltau Therme (spa), where we will get to experience its new restaurant concept.

Please note: to make sure our industry meeting is as intensive as possible we have **limited the number of participants to 25**. You can register under “Events” in our **exclusive members’ area myEWA** on **www.ewa.info**. Due to the limited places, only 2 registrations per company are allowed. If places remain after the registration deadline, companies can exceed the 2 registrations limit.

Target groups:

Managing Directors, Managers, Gastronomy managers, Supportive members

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Programme

Tuesday, 8/10/2019 (optional evening programme)

- 18:00 Transfer from Soltauer Hof Hotel to Ralf Schumacher Kartcenter Bispingen
- 18:30 Come together in Ralf Schumacher Kartcenter Bispingen
- Go-Kart tournament for the “EWA GASTRO CUP 2019”
 - Dinner in the Kartcenter
- 22:30 Return to the hotel

Wednesday, 9/10/2019

- 09:00 Visit to Soltau Therme (spa) with a focus on gastronomy
- 10:00 Welcome and presentation of the participants
- 10:15 Björn Grimm, Björn Grimm Consulting, Jesteburg: **Leisure - Gastronomy “necessary evil or profit centre?”**
Gastronomy is often offered just for the sake of it. However, there is increasing pressure to make a profit in this area. The speaker will give a short introduction to the topic – with a different approach!
- 11:00 Michael Kuriat, Leaders Club Germany AG, Hamburg: **Innovative gastronomy – trends, developments and new concepts**

In addition to his position as Managing Director of the Leipzig-based TNC Group, with over 200 employees (in marketing, events and gastronomy), Michael Kuriat heads the marketing board of the Leaders Club Germany. The Leaders Club is an association of leading restaurateurs with active industry movers and shakers. Every year, the association awards prizes for particularly innovative gastronomy concepts. With previous winners such as “East” or Tim Mälzer’s “Bullerei” in Hamburg, the “Kitchen Guerrillas”, the pop-up concept “Pret Diner”, or the “Markthalle Neun” in Berlin, the winning companies’ ideas are great sources of inspiration for our spa restaurants.
- 11:45 Coffee break
- 12:00 Harald Gabriel and Ronny Dechau, GMF - Soltau Therme, Soltau: **The new gastronomy concept in Soltau Therme**

The classic three “external restaurant, a self-service restaurant in the spa, and a sauna bistro” were maintained in Soltau Therme when the gastronomy concept got a makeover in 2014. New creative statements were also made with the “therme lounge”, the “sauna lounge” and the new free-flow area in the spa restaurant, which are also accessible to external visitors. The talk will show how the operator’s view and the planner’s perspective came together to form a winning unit.



- 13:00 Joint Lunch
- 14:00 Burhan Schawich, UNDERDOCKS Hamburg: **Storytelling and emotionalisation as a success factor in system catering**
- The two managing directors of UNDERDOCKS serve fast food fish dishes. Their “Fischbude (Fish Stall)” in St. Pauli was awarded the “German Gastro Founder’s Prize” and won the competition “Cultural and Creative Pilots 2017/2018” by the Federal Ministry of Economics and Energy. In the lecture, we will learn why it’s no longer enough to simply serve delicious food. Our spa restaurants, especially, offer a wide range of possibilities for spicing up the restaurant experience.
- 15:00 Björn Grimm, Björn Grimm Consulting, Jesteburg: **“Secretly win-over guests”. Higher economic success through service quality!**
- In an exciting, inspiring lecture, the entrepreneur, business consultant and author Björn Grimm will introduce the participants to the secrets of service quality! There are several good reasons to familiarise yourself with the topic, as better performance results directly in business success. Your guests will certainly notice the difference and will want to spread the word – clear recommendation marketing through consistent, excellent performance! Using the example of his own company, it’ll quickly become clear how the commitment to guests and customers can pay off in hard cash. It’s worth it!
- 16:00 “Open Mic”: An open question-and-answer session and exchange of experience among our colleagues.
- 17:00 End of event

The programme may be subject to amendments!

To allow an intensive meeting, the number of participants is limited to 25! We, therefore, ask you to register as soon as possible. Registrations are first come, first served!

You can register on our members’ area myEWA (for EWA members), on our website www.ewa.info, or directly on the website under “Events” (for non-members).

Meeting fee for EWA members: €370 plus VAT
Meeting fee for non-members: €470 plus VAT

The meeting fee includes:

- Drinks and snacks in the breaks
- 1 x lunch including refreshments
- 1 x dinner and Go-Kart tournament with refreshments
- Documentation of the meeting



ACCOMMODATION:

We have reserved rooms at Soltauer Hof Hotel (Winsener Straße 109, 29614 Soltau) for the night from 8th to 9th October 2019 for €85 single, including breakfast. The rooms can be booked as part of the meeting registration.

VENUE ADDRESS:

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Mühlenweg 17
29614 Soltau

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The cancellation fee is 100% of the participation fee unless we can find someone else to take your place.

We look forward to welcoming you to this exciting meeting!