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Special Features: 17th European Foodservice Summit, Top 99 Operators in Europe



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Photo: Thomas Fedra



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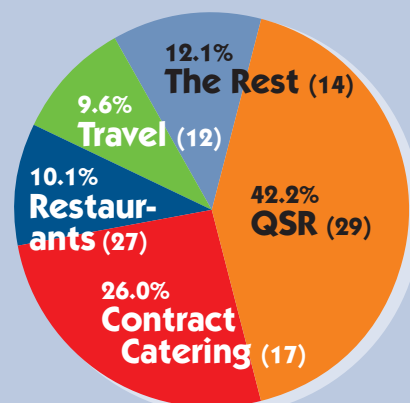
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Turnover 2015: Top 99

– by Sector –



() = no. of companies

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Europe & Middle East

24 With combined sales of €107.5 bn in 2015, Europe's Top 99 foodservice operators rang up the best results in the last 8 years. While total growth of the Top 99 reached 6.3%, the dominant QSR sector, representing a market share of 42.2%, grew by 7%.

Front Cover

Held for the 17th time, the European Foodservice Summit in Zurich again succeeded in bringing together great content with a genuine sense of community. One of the top speakers was Douglas Rushkoff from New York, acclaimed media scholar, author and expert in media, technology and culture.

Photo: Thomas Fedra

8 Vegetarism and veganism have developed from an esoteric niche to a highly respected lifestyle. Particularly young people tend to give up food and beverages that may cause harm to animals. More and more gastronomic start-ups reflect the trend.



Javier Medvedovsky, Barcelona

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5 Lorette

VEGAN CUISINE



Betty Nu Food



Betty Nu Food



5 Lorette

this kind; we hope that in a few months from now, these few specialised supply chains will extend their ranges of vegan products in response to this ever growing demand."

How, then, can we recognise a 'true' vegan restaurant concept? "If you want to go down the 'healthy' path, you go organic," confirms Rina Azria, owner of the **5 Lorette** restaurant in Paris (9th arrondissement). Her 35-seater restaurant has been open for a year and is full every lunchtime. The menu is 100% organic and offers no meat at all. All products are gluten and lactose free and all cooking is done from scratch on the premises ('fait maison'). The menu, which changes every fortnight, is built round 4 starters (€8), 4 mains (€15.5) and 4 desserts (€8). Velouté, gazpacho, salad and savoury tarts: the ingredients of the starters change according to season. During the week, there is a set lunch menu with starter and main, or main and dessert at €21. The restaurant opens three times a week in the evening. "Vegan customers are gratified to find a

Business Characteristics

- **Chains.** Most purely vegan restaurants tend to be small individual outfits. Many concepts, however, report a significant ambition to grow, or have already multiplied.
- **Culinary spectrum.** From street food to fine dining.
- **Locations.** Veganism is a city phenomenon in Europe. Here a relatively large number of vegan offers come together. Vegans from the country often put up with long journeys to eat at a restaurant without animal produce.
- **The operators.** Most are vegans themselves, learned to cook without animal products for that reason, and have developed their own recipes in a creative way.
- **Mission.** The desire to convert other people to the vegan lifestyle is mostly not a central motive, but it does play a part and sometimes creates strong opposition from meat eaters. Veganism is a subject of political controversy.
- **Guests.** Frequently, despite giving up animal products, many vegetarians, allergy sufferers and even omnivores – in many places up to 80%.
- **Supply.** Strongly growing range of vegan convenience and ready-made products over the last few years. Nevertheless many restaurant operators place the main emphasis on their own production – for quality and price.
- **Meat-substitute products.** At snack counters they are vital (sausages, burgers, escallops). More sophisticated concepts rely rather on creative vegetable cuisine.
- **Transparency.** Of above-average importance. Questions about ingredients and additives must be answered by trained staff.
- **Vegan options.** Can be found on more and more menus, opening up new potential turnover.

menu that fits in with their philosophy. The others are content to eat vegan food; they know that there will be an appropriate nutritional balance on their plate and that they will not go hungry. On top of that, the fact that it's organic

and made from scratch is seen as a guarantee of quality," the owner explains. There are three indispensable items of equipment in pride of place in the kitchen of her chef Faical Ouertani: the cold extractor for juices, the mixer for

Good Food, Clean Conscience

Vegetarianism and veganism were long considered in Europe as ascetic and prohibition-obsessed lifestyles, propagated by only a small group. For some years now, however, the industrialisation of foodstuff production from animal sources and concern about diminishing resources have caused more and more people, particularly young people, often in urban environments, to give up food and beverages which may cause harm to animals. Restaurant owners offering their guests solely vegan food are niche operators, but they are growing in number, and now you can enjoy the best food and drink, not in self-denial, but with a good conscience.

France

Ranging from flexitarians and vegetarians to the purist, hard-line practitioners that go by the name of vegans and who eat no meat, no fish, no meat products, no eggs or egg products and no dairy products, there is a growing proportion of restaurant customers who are looking for vegetable dishes as part of the food they eat away from home, either occasionally or on a permanent basis. With

a reputation for its uncompromising stance, the L214 association created the VegOresto site in 2015, which currently has 525 catering establishments on its books (restaurants, hotels, food trucks, bakeries).

They have all signed up to the **VegOresto** (www.vegoresto.fr) charter, which commits them to serve vegan alternatives every day; this entitles them to display the VegOresto symbol in the window to highlight their vegan and vegetarian dishes. Of this group, 187 restaurants are

100% vegan and/or vegetarian, with a minimum of at least one completely vegan option on the menu. 338 are 'mixed' – which means that they offer meat dishes as well as the vegan menu.

"Those chefs we have canvassed, who do not yet have menus with 100% vegan dishes, are concerned about exactly how to make it work. 'What food would I be able to offer?' There is often a trial period in the kitchen to start with, so as to be able to try out new techniques, new products, new textures and allow the staff to let their imaginations loose on this new approach," explains Bérénice Riaux, Campaign Manager at VegOresto. She continues: "The question that keeps recurring is that of sourcing: where do you find products that change things and that create a surprise? Where do you find practical alternatives for everyday things in a restaurant – mayonnaise, chantilly cream, ice cream? Where do you find vegetable 'milk', vegetable 'cream', vegan cheese? At the moment, in France, suppliers for the hospitality industry offer only a limited number of alternatives of

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saucers and smoothies and the dehydrator for slow cooking, which preserves the vitamins and nutrients.

Rina Azria is not going to be content to leave things as they are. "In the medium term, I should like to find another place, near to this one, to put in an organic grocery store and a take-away restaurant." She is also planning to develop a catering service; so convinced is she of the potential demand (especially from companies). www.5lorette.fr

"In my view, a genuine concept must be based on a personal lifestyle choice, so that it is something that lasts and is authentic. An ethical commitment is an absolute requirement, a sine qua non," adds **Thuy-Ha Bui**. Raw Chef for vegan cuisine and patisserie. She is the young woman who writes the blog at www.toques-de-cru.com; she provides catering services for raw vegan food in France and Switzerland. She continues: "A vegan concept for a restaurant absolutely must be based on

organic ingredients, so as to promote sustainable lifestyles that respect the earth and its people. The choice of gluten/lactose free and vegan also allows us to explore a new and extremely inventive kind of 'nouvelle cuisine', where vegetables are allowed to come into their own and where flavours are not masked through the addition of fatty animal products, not to mention the moral position vis-à-vis the animal kingdom." As far as the preparation is concerned, putting the principles into practice requires specific skills, all the more so if the food is served raw. "The main constraint is the need for extremely fresh vegetables, particularly if we are talking about raw food; an item that is not fresh stands out immediately, whilst cooking can hide a certain lack of freshness," stresses Thuy-Ha Bui. Cooks who want to put 100% vegan recipes on their menu must learn to "make vegetables the stars of the plate; vegetables are no longer the accompaniment, they are the centrepiece, and everything develops around and from their flavour, colour, texture and shape."

Cécile Van Lith is a caterer in Paris. Her brand – '**Betty Nu Food**' – relies on high-quality vegan dishes, both cooked and raw. Bright, sumptuous and colourful, her culinary creations drive a coach and horses through traditional ideas of veggie cuisine and are set off to best advantage by appropriate presentation. Launched at the beginning of 2014, the business has made steady progress, efficiently supported by word-of-mouth recommendation, particularly in artistic and fashion circles. A young female entrepreneur, her strategy to keep ahead of the numerous competitors, who are trying to position themselves on the vegan bandwagon, is to move even further upmarket and to diversify. She is giving herself about a year to adjust her focus. "We are going to open up a bit towards a more individualised target group. We have a plan for home deliveries of lunch boxes," Cécile Van Lith explains. At the same time, she expects, in the medium term, to open an outlet for ready-to-go food. "I want to perform a little magic on people, surprise them and get them to actually like recipes that would never have attracted them spontaneously," explains Cécile Van Lith, a former naturopath, who trained with professional chefs. "We currently work to order, for a minimum of around fifteen people." All the preparation is done in the production laboratory, with the finishing

touches often being added at the last minute in the venue, where the food is being served. "Everything is done by hand; of course, there is a cost to it, but our customers fully understand that," she continues. www.bettynufood.com At 55 rue des Archives à Paris (3rd arrondissement), the **Hank** concept promotes vegan cuisine through one of the iconic items of fast food, the burger. Behind it is Pierre Doléans, a vegetarian globe trotter turned committed vegan, who launched his restaurant idea in 2013. With five associates – Virginie Pelletier, Agnes Billet, Julie Huguen, Alexandre Fiault, Cyril Bouthors – he opened Hank Vegan Burger in January 2014. On the menu are vegan burgers, i.e. without any animal or animal-related products whatsoever. They are made with a lightly toasted fresh bun, thin slices of fresh tomato, finely chopped red onion, pickled gherkins and crunchy salad, with melted vegan cheese. Inside is an organic 'steak' made with fresh vegetables (carrots, beans, mushrooms) and tofu. Five different sauces individualise the burgers.



Spain: Restaurants with Mainly Vegan Offers

Madrid: Botanique ■ La Encomienda ■ Loving Hut ■ Punto Vegano ■ Rayen Vegano
Barcelona: Celeri ■ Espiritual Chef (book) ■ Gopal ■ Soda ■ Vegetart ■ Veggie Garden
Valencia: Copenhagen ■ Kimpira ■ Mio Bio ■ Nomit ■ Sonka
Bilbao: Bohemian Lane ■ Gustu ■ La Camelia ■ Txarloska



Open 7 days a week from noon to 10 pm, the 25-seater restaurant reports an average of 300 customers a day, of which a third buy take-aways. There are two set offers: burger + side order (salad or potatoes) + organic beverage at €12, or €13 with a dessert. "The burgers are made to order, the salads, potatoes and desserts are prepared on site – all except for the sorbets," explains Agnès Billet. She goes on: "Ours is a mixed clientele. We want to bring vegans together round our vegan food, but we also want to see people who aren't vegans, but who enjoy trying something different, that is good quality and full of flavour." H.A.N.K.? It stands for Have A Nice Karma, a theme echoed by **Hank Vegan Pizza**, a second establishment opened by the six partners, two months ago, in the same district. This time they have chosen to operate with pizza based on vegan cheese. www.hankburger.com

Spain

Fad? Fashion? Trend? Or more? The last! For both players and experts are convinced: the vegan style of diet is here to stay – even if, or precisely because, in a land of enthusiastic meat-eaters, it's not having an easy time. So devotees are particularly devoted and part-time fans have needed to come to terms actively with the maxims of purely vegetable diet. There are no purely vegan all-Spain formulas as yet, but vegetarian or flexitarian concepts like **Teresa Carles** or **Flax&Kale** in Barcelona are competing all the more briskly with special offers for vegans. Many of these have been founded recently or very recently, most are managed by individual entrepreneurs who, located in districts with a high visitor ratio, have targeted mainly local, diet-aware people and people working nearby, not primarily tourists. Their

guests tend all to be young to middle-aged, they are of both sexes and prepared to shell out €20 for a visit. It is interesting that the conceptualisation of the vegan streaming, unlike other trends, has not taken its rise in the major cities of Barcelona or Madrid, but in Valencia. This may be due to the fact that the East of the country is rich in fruit and vegetables, enticing for a cuisine based on foodstuffs without animal contents. Pioneering status in this area goes to the formula **Mio Bio**, which describes itself as an "organic healthy restaurant and school". Opened in 2010 by vegan chef Emanuela Gornati and Sergio Brisa in a central location, this casual-dining address, furnished in warm colours like beige, white and black, influenced by feng-shui principles and built in sustainable materials, is a restaurant as well as a teaching centre. Balanced, healthy cuisine is served – the products are 100%



Photos Celerí: Bea Schulze

Veganism in Europe

"Since the 2000s, if not before, vegetarianism has been a 'blossoming field of study' in the cultural and social sciences. Today, the Gallup Institute and other major national opinion poll research institutes are talking about 'only' 1% vegans, 5% vegetarians and around 10-15% flexitarians in Western Europe and the USA. But it is clear that discussion of the topic is becoming more and more widespread in the media and that the number of products sold in the retail trade has grown significantly in recent years.

Since the first vegetarian society was founded in 1847 and the first vegan society in 1947 – both in Great Britain – the veggie movement has often been labelled as a rigid form of asceticism and anti-hedonism by traditional gourmets. Whilst this label for the founders of the movement, with their strong connection to the anti-alcohol and raw-food movements, was probably right, today only a few religiously strict veg* gastronomes keep to this ascetic path.

The intensified public debate about vegetarianism and veganism first came to prominence on the cover of Time magazine in 2002 with the headline, 'Should we all be vegetarians?' However, it was not until the autumn of 2009, with the publication of J. Foers' book 'Eating Animals', that this topic became the subject of fervent debate in all the relevant feature pages round the world.

Over the last 20 years, vegetarianism and now veganism have become a trendy lifestyle choice for the younger middle class and city

ternoons the restaurant is transformed into a school, with courses on healthy diet, including exclusively vegan diet, plus dietary advice. Estimated turnover is €350,000. www.miobio.eu

From an individual enterprise to a multiple idea with a Scandinavian name, despite Spanish 'authorship.' After all, the units run by Celia Aragó and Olga Vazquez since 2009 operate under the

name of **Copenhagen** (Valencia and Madrid), **Malmoe**, **Oslo** and **Helsinki**. In the casual-dining restaurants, furnished altogether in a highly minimalist style, avowedly based on healthy, vegetarian diet and a symbiosis between a pleasant Danish-style spatial feeling and a culinary feel-good maxim, a creative Mediterranean cuisine is served which can easily be interpreted as vegan. Popular dishes are the 'Oslo salad' of pumpkin, potato, dried tomato, quinoa, (vegetarian) soy mayonnaise and boletus, or the 'quesadilla', stuffed with cheddar cheese, seitan and seasonal vegetables on Lebanese bread, served with pisto. The average bill is less than €20; estimated system-wide turnover €1.1 m. grupocopenhagen.com

In the North of Spain Bilbao is the area for vegan formulas. One of these is **Gustu**, opened in 2010 by Nieves Urrutia in the city centre. Under the motto 'organic healthy cuisine', the pharmacy graduate advises, teaches and cooks for her guests in a small room with student-type, self-made wooden benches and in an adjoining 'school.' It is interesting that Urrutia employs only female staff. The daily menus, the weekend menu and the tasting menu are based on local, seasonal products, which are refined creatively. There are 100% vegetarian or 100% animal-free dishes. Best sellers are the vegan 'Gustuburgers' for €13.50. The guests? 'Millennials', meaning aged 35 and younger. Turnover? Estimated at around €300,000.

www.gustubilbao.com

dweller. There is a growing range of vegetarian and vegan gourmet food on offer – if we are to believe the website HappyCow.net/europe, there are now 10,000 outlets in Europe alone. According to the food experts at the British Guardian newspaper, this also means that, whilst, up to now, vegetarian food has never really been synonymous with fine dining, vegetarians have recently acquired many more options for upscale gastronomic experiences.

So, in recent years, a number of vegetarian restaurants have been recommended in the Gault Millau and Michelin guides for the first time. In 2015, there followed the first distinction to be awarded in Europe to a purely vegan restaurant.

What is particularly interesting economically for the restaurant trade as a whole, however, is the specific group of so-called flexitarians: people who still eat meat and fish, but who also find considerable appeal in high-quality, creative veg* dishes and who are willing to pay for them. Thus the inclusion of creative vegan dishes can help the restaurant trade to foster stronger brand loyalty amongst a consumer segment, that loves to experiment with new food and that also has, for the most part, high purchasing power."

Erwin Lengauer, member of the cultural and social-science department's vegetarian studies focus group at the University of Vienna, with a special research interest in bioethics.

fewd.univie.ac.at

Now where shall we go in Madrid? One idea is the **Botanique**, managed by Nacho Sánchez, at which the most popular dishes include the algae salad, the noquis with tomatoes, the lasagne, and the 'tarte velvet.' The graduate psychologist opened this vegetarian jewel under the umbrella of the market hall of Antón Martín in April 2015 as a result of his passion for healthy diet, and its menu includes numerous 'raw' ingredients, meaning only cooked under 42 degrees, because in this way all the characteristics of the foodstuffs are best respected and come to the fore. As for price, Sánchez's offers will cost €9.50 (without dessert) and €11 (with dessert). botanique.es

Earlier in the market was the **Loving Hut** chain under the direction of Ching Hai from Vietnam, which, along with the capital, also runs branches in Valencia and Málaga. The international formula of vegan Asian cuisine is a pioneer of a setting consisting of 'relaxed' internal decor and a menu adapted to the tastes of the local clientele. The outlet in Madrid can accommodate 45 guests – the average bill there is around €10.

www.lovinghut.es

In Barcelona, along with notable concepts, it is above all the young Argentine chef **Javier Medvedovsky** who, following jobs at well-known Spanish establishments, has been increasingly the main ideas man in 'crude vegan cuisine' through his recipe book, 'Espiritual Chef', published this year. In this work, along with the right treatment, processing, germination and dehydration of vegan and vegetarian raw ingredients, he describes the extraction of juices and fermentation, plus suggestions for macerating, marinating and steeping. "Diet is a spiritual journey," he says and teaches this view on courses and through his mobile street-food outlet. His recipes have already found a favourable response on the menus of numerous restaurants which now offer dishes featuring algae, humus, avocado, cabbage, linseed seeds or tamari.

espiritualchef.com

If you don't want to cook yourself, in the capital of Catalonia you will have for instance an opportunity to taste vegetarian and vegan food in **Sopa**. The casual-dining formula, launched in 2010, with a local atmosphere, offers vegan sandwiches and baguette snacks even at breakfast – for instance with date jam or tofu paste, and in the meantime there are tartlets, biscuits or desserts – plus a daily menu for €9.90 with a selection of two courses, consisting of four soups, two salads and three hot dishes, some of them with a 'micro-organic' slant. The popular dishes are soups, particularly those with pumpkin, carrots, ginger and cinnamon, lentils or artichokes. Of the main courses, the most frequently ordered is the seitan hamburger with plum and almond spinach. Along with the restaurant, Sopa has a shop selling organic products, a children's section and a yoga-practice area. Along with Barcelona, the concept has an outlet in Madrid and two on Bali. sopa.vg/en

Likewise not purely vegan but definitely noteworthy is **Celerí**, adjacent to the Avenida Diagonal, the brainchild of Guido Weinberg, owner of the Woki restaurant chain and the Woki organic supermarkets, which retail organic products. Directing the kitchen is Xavier Pellicer, who trained at various Michelin restaurants and who, using selected organic vegetables, provides the menu jointly with other cooks. Dishes feature about eight seasonal vegetables, which Pellicer reinterprets in three versions, one vegan, one vegetarian, and one third for those who eat animal protein. Food is prepared not out of sight but visibly in the eating area – including maximum transparency and interaction with the guests. Pellicer, influenced partly by the doctrines of the Ayurveda, sees diet in a holistic way, which does not preclude the biodynamic cultivation of raw ingredients in accordance with the lunar calendar. The environment is relaxedly modern – iron, wood and stone predominate in the selection of materials.

Save the Dates!



Appointments for your diary 2017:

16 March	36 th International Foodservice-Forum · Hamburg
9 – 11 May	Seminar 'Successful Multi-Unit Restaurant Management' · Zurich/CH
30 – 31 May	2 nd Restaurant Real Estate Congress · Berlin
(25), 26 & 27 September	18 th European Foodservice Summit · Zurich/CH
7, 8 & 9 October	Anuga FoodService Power Breakfast · Cologne

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VEGAN CUISINE



Tables are shared here, and the exchange of ideas is encouraged to flow. The lunch menu costs €25, the tasting menu €50, and the à la carte is available for about €45. Frequently ordered are the cereal gazpacho with vegetable cubes, grilled cabbage, served cold with Indian mustard oil, radish and marinated onions, or brioche made of coco-rice milk. Estimated turnover? €400,000 – the share of vegan dishes is estimated at 90% of food earnings. www.tribuwoki.com/en/restaurant/celeri

The future outlook for the concepts based on vegan diet is promising: young people are more motivated to practice a meat-free and/or purely vegetable diet; it is obvious that people are re-thinking. More than any price reduction directed to the guest, the task currently is to optimise purchasing. And vegan and vegetarian concepts should dare to move more into the centre of towns and cities. Along with tapas bars and big players in the fast-food business, the USP of such formulas could enjoy a far higher profile.

Austria

According to the Vegan Society, the proportion of vegetarians in Austria rose between 2005 and 2013 from 2.9 to 9% of the population. The Society believes that vegans account for between 10 and 50% of vegetarians, thus cautiously estimating the category of people who do totally without animal products at about 80,000 – 1% of the Austrian population. This includes more women than men, though the number of men, it says, is rising sharply: the ratio of young people and those with advanced educational qualifications in particular is higher in relation to the population as a whole. According to the Society, most vegans live in Vienna.

Accordingly the geographic focus of the 46 restaurants specialising in purely vegan dishes in Austria as listed on the Society's website likewise falls on Vienna,

with a good two dozen providers. But in other major cities such as Salzburg, Innsbruck, Graz, Klagenfurt and Linz, too, vegans will now find concepts in which every animal product is avoided.

One of the pioneers of vegan catering in the Alpine Republic was Charly Schillinger, who in 1988 converted his parents' two-hundred year old inn initially into a vegetarian restaurant, and ten years later into a vegan one. Jointly with his wife Irene he has developed alternatives to Austrian plain cooking which are free of animal products. His motto: vegan cuisine should mean healthy eating, not dogmatic rejection, and so at **Schillinger's** there are purely vegetable versions of schnitzel, goose and cordon bleu at moderate prices of between €10 and 15 for the main course. These are ordered by guests 80% of whom are not total vegans, come from all over Austria, and sometimes will wait several weeks for a table.

In 2015 in Vienna the Schillingers launched their vegan burger chain **Swing Kitchen**, and recently the third branch – the first to be managed as a franchise – opened in Vienna's Shopping City Süd. Experts with experience at McDonald's and Vapiano helped to develop the concept, and two further outlets are due to join the network next spring, one

of them in a former McDonald's branch in Vienna, the other in Graz. Berlin, too, is on the expansion plan, which expressly envisages international growth, abroad preferably via multi-unit franchising.

The menu includes four different burgers with soya patties or vegan schnitzel (solo from €5.20, as a menu from €7.90), plus wraps with falafel or vegan schnitzel filling, plus salads and side dishes. Wherever possible, the ingredients come from the region and from non-genetically modified cultivation; some carry the bio or fair-trade seal. All packaging consists of sustainable raw materials and is CO₂ neutral. The Swing Kitchen website shows the visitor the resources saved since the first restaurant was opened: thanks to purely vegetable ingredients, around 43 ml of water, 260,000 t of CO₂, 560,000 kg of grain and leguminous plants, and more than 900,000 sq m of agricultural land (as of November 2016) have not been needed or have not been produced.

With this morally-aware cuisine Swing Kitchen is attracting a broad public, mainly women aged between 20 and 40 – only a few of whom, however, are complete vegetarians or vegans. According to the company, the restaurants – which have seating for at least 50 – place ten

times this number of covers between 11 am and 10 pm.

www.swingkitchen.com

Likewise designed for expansion is **Yamm!**, a chain of vegetarian and vegan restaurants founded in 2011, which opened its first outlet on 750 sq m on the Universitätsring in Vienna City Centre and now has branches at the Praterstern traffic intersection and on the Vienna Naschmarkt. Under the management of capped chef Walter Schulz, Yamm! interprets Mediterranean, Asian and classic Austrian dishes at a high level and without animal products.

The heart of the restaurant is the buffet island, featuring hors d'oeuvres, salads, main courses and snacks, which are charged by weight (in-house €2.95, take-away €2.75 per 100 g). Soups, bread, pastries and desserts are ordered directly from the staff. In the morning there is a selection of breakfasts (€7.90-9.90), which can be supplemented with individual components (e.g. vegan rice pudding). Sweets and cakes, frequently also vegan, come from the in-house patisserie. Since May 2015 some of the bakery products, plus a selection of Yamm! dishes, can be found in Merkur supermarkets.

"The Yamm! concept was designed for expansion from the very start. Though not as a restaurant chain with dishes as standardised as possible and uniform image and presentation. Instead, starting in Austria and abroad in a few years, various outlets will introduce the Yamm! philosophy, enjoyment of food and *joie de vivre*, to our guests," explains founder Dr. Markus Teufel. www.yamm.at

As a lighthouse of quality in vegetarian and vegan cuisine in Austria comes **TIAN**. At this restaurant in Vienna's Himmelfortstrasse, Austria's only star-capped chef specialising in meatless cuisine is in charge of the kitchen: Paul Ivic. 90% of guests are meat-eaters and, when visiting TIAN, deliberately do without it, to discover how very much vegetarian food can extend the culinary range. A branch was opened in

2013 in the Vienna Kunsthaus, in the shape of the TIAN Bistro, a more traditional and deliberately more populist outlet; a further branch has been open since 2015 on the Spittelberg. These restaurants interpret traditional Viennese plain cooking in a modern way, without meat. Traditional Viennese classics and examples of traditional sweet-flour dishes are as much a part of the menu as international evergreens. About half of all the food is vegan, including the soup of the week and the dishes of the day on Thursdays. And vegan diet is promoted through campaigns on World Vegan Day.

The TIAN business includes an organic market garden, where the ingredients are produced ecologically not just for the TIAN kitchens. In 2014 TIAN opened at the Viktualienmarkt in Munich, with chef Christop Mezger, one of Germany's most talented young entrants to the profession, in charge of the kitchen; he recently gained his first cap and 14 Gault-Millau points. www.taste-tian.com

A small but unusual niche is occupied by 'sushi pirate' Alexander Lengyel. His concept, **Pirata Sushi**, does entirely without fish, instead using avocado, mango, salad, cucumber, sweet potato and other kinds of fruit and vegetables. Neither a vegetarian nor a vegan himself, Lengyel – whose parents run a number of sushi restaurants in São Paulo – follows a simple principle: fish only if the quality is 100% right. "And good fish is very hard to find in Vienna."

The small restaurant in the Seventh District fills a gap for all vegetarians and vegans who so far have had to do without sushi. His creations, such as Honolulu maki (bananas, rucola, black sesame, 4 pieces at €4.50) or zuccamaki (pickled zucchini and sesame, four pieces at €4.80) are much appreciated by fish-eaters, too. With only six seats, the focus is on take-away business and a delivery service (foodora). Lengyel is in search of 'bold' investors and 'adventurous' franchise partners for expansion! www.pirata-sushi.at



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Switzerland

According to the Swiss Vegan Association, around one percent of the Swiss population is vegan. Independently of this, interest in vegan food has increased significantly over recent years, as shown by the growing range of vegan dishes in supermarkets and restaurants, says the society on its website.

At all events, Zurich has been a magnet for vegetarians for over 100 years as the birthplace of **Hiltl**, the western world's oldest vegetarian restaurant. Owner Rolf Hiltl represents the fourth generation of the family to run the business.

With seating for over 500 guests on two floors, the flagship restaurant in Zurich's Sihlstrasse was opened in 1898 and nowadays welcomes an average of 2,000 guests a day, who either serve them-

self in the Jelmoli department store in Bahnhofstrasse and, during the summer months, at the Mythenquai and Kilchberg lidos. Additionally, the company has its own Hiltl Shop with vegi-butcher's next door to the flagship restaurant. There, alternatives to meat, such as tofu, seitan, tempeh, Quorn and paneer are freshly prepared and cut to customers' requirements. The shop also sells a wide range of soya sausages, such as bratwurst and Frankfurters.

In the spring of this year, another Hiltl restaurant with buffet, take-away, bar-lounge and seating for 100 guests indoors and outdoors covering 250 sq m was opened in the 'Sihlpost' building, an old post office building on Zurich's future Europaplatz. This will be followed by a new outlet in the city's Langstrasse, also with buffet, take-away und terrace. Additional-

cluding vegan specialties such as Tandoori Tofu, Maniok Tikka Masala and Black Teff Burger. Customers pay by weight: CHF4.20 per 100 g or CHF3.70 for takeaways. Around 80 % of dishes are fully plant-based. On Vegan Tuesdays, all dishes from the buffet, including salads and desserts, are vegan from 10 in the morning. www.tibits.ch, www.tibits.co.uk

Radical & rock 'n' roll! Sisters Elif and Sibel Erisik come from a Turkish-Croatian family of restaurateurs and, since September 2014, have been serving vegan cuisine at **Elle'n'Belle**, their 120-seat, fullservice restaurant with its veteran furniture and innumerable knick-knacks at Zurich's Limmatplatz. Under their motto, 'It's vegan, Baby!', the sisters took third place in the Trends category of the 2015 Swiss Gastro Awards. Additionally,



selves at the buffet of home-made hot and cold dishes or enjoy being served vegetarian food by attentive waiters. According to Rolf Hiltl, the share of completely vegan dishes has been rising for several years.

Despite its venerable age, the restaurant is anything but old-fashioned. On the contrary, it offers something for everyone with take-away options, a bar-lounge and dance club. In addition to the Sihlstrasse restaurant, Hiltl can be found

ly, Hiltl is represented in all three classes on intercontinental flights operated by Swiss International Airlines. www.hiltl.ch In 2000, the Hiltl family joined forces with brothers Reto, Daniel and Christian Frei to launch the **tibits** vegetarian fast-casual concept, which currently has eight units in Switzerland and one in London. The concept is based on the buffet principle with a choice of over 40 home-made vegetarian and vegan salads, hot dishes, desserts and soups, in-

Elle'n'Belle came first in the Best Restaurant category and was the overall winner at this year's Swiss Vegan Awards. Fast food, Asian cuisine, superfoods, 'veganised' classic und traditional dishes are mixed with gay abandon at Elle'n'Belle. The only prerequisite: the food must be fresh, organic whenever possible and, in particular, tasty. "For us, pleasure and quality are more important than strict adherence to the super-healthy principle," explains Sibel Erisik.

"And that's the reason why many non-vegans – from bankers to punks – come to us – some of them even turn up wearing a fur coat!" She estimates that around 60% of guests are meat eaters and around 30% vegetarian.

The modest menu is changed four times a year. The signature product is the vegan 'Daddy Cool' wheat gluten doner kebab, which uses a secret blend of spices created by the sisters' late father. 'Daddy Cool' is served with 'Funky Fries' and costs CHF21.50. At lunchtimes, there is a special menu (depending on ingredients, the prices range from CHF19.50 to 23.50) with new creations being introduced every couple of months.

In the afternoon, the assortment is supplemented by cake, muffins, tarts and tiramisu. From 6 pm, a variety of set meals are added to the menu. At the 'Burger Bash' on Saturdays (11 am to 3 pm), the menu includes savoury snacks, breakfast and desserts in addition to three burgers with wheat buns. www.ellenbelle.ch

Opened in 2013, it claims to be Switzerland's first vegan bio-res-

as well as soup, salad, desserts and a daily special dish. The operator is Soyana, a company that has been producing alternative milk drinks, tofu and other vegan products for over 35 years. There is also a choice of around 100 Soyana products for sale in the restaurant.

The ice cream is made without white sugar, preserving agents and artificial colour using soya or rice milk, almond purée, dates and whole-cane sugar. For hot dishes, Soyana products, such as spelt-based meat substitute Dinki, and vegan cream-cheese alternative Soyana are used.

www.vegelteria.ch

"No imitations. Just creative cuisine" is the motto of the **Marktküche** fine-dining restaurant, opened in August 2014 in Zurich. Accordingly, the vegan restaurant (48 seats inside, 30 outside) uses no meat-substitute products whenever possible, preferring top quality vegetable and regional ingredients, such as home-made bread and pasta. The restaurant is aimed at a cosmopolitan clientele and focuses accordingly on light and quick lunches and an evening



taurant: **Amazing Strength** and the associated **Vegetateria** in Zurich. The people, animal and nature-friendly concept philosophy is based in the spiritual teachings of Sri Chinmoy. In addition to more than 20 different varieties of vegan ice cream, seven to ten vegan dishes are offered every day at the 75-seat restaurant, e.g., bio-quality 'Zürcher Geschnetzeltes' from the buffet (100 g à CHF3.90),

5- or 7-course menu with an optional accompanying wine selection that is changed monthly. Prices start from CH89 for a five-course meal, which usually focuses on a special story or motto. www.marktkueche.ch

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