COMPANY PORTRAIT

"A Passion for Quality" – this motto is the key to the success of the Käfer fine foods company. Out of a family business in Munich has grown an international enterprise with almost 1500 employees and a yearly turnover of € 136 million in 2017. In the event catering sector, Käfer is the European market leader.

Elsa and Paul Käfer laid the foundations for this success on May 16, 1930, when they opened a "colonial stores with wines, liqueurs and bottled beers" in the Amalienstrasse in Munich's Schwabing quarter. Just three years later, the shop moved into larger premises on the junction of Prinzregentenstrasse and Schumannstrasse, where the parent branch is located to this day. In the 60s, the sons Gerd and Helmut took over the well-established delicatessen with its midday offers and developed it into a gourmet meeting point with the emphasis on quality and service.

Michael Käfer (60) joined the management in 1988 and became CEO in 1992. When his father Gerd Käfer left the executive in 1995, he took over his shares and became sole shareholder and managing director.

Today the Käfer company economically is based on four divisions: Catering, gastronomy, retail and licensing.

The Party Service

In the space of almost 50 years, the Käfer Party Service has risen to become an international market leader within Europe with a yearly turnover of around € 47 million. The service was "invented" by Gerd Käfer, who offered a perfect form of service. All-round top-level customer support from planning through realization made the Käfer Party Service famous. There is hardly a renowned company, which hasn't worked with Käfer. 2012 the “Leaders of the Year Award” decorated the Käfer Party Service as “Caterer of the Year”.

With the Party Service, anything is possible, from a candle-lit dinner through events for up to 10,000 people. Location, decoration and musical accompaniment are included in the service, as well as food, drinks and staff. Of course, individual customers decide which of the range of features they wish to take advantage of. Today, the Käfer Party Service looks after around 220,000 guests a year at around 1200 events, both in Germany and abroad.

In 1991, Käfer established its Parsdorf site 20 kilometers east of Munich to satisfy the logistic demands of a constantly growing enterprise. The site covers 25,000 square meters and has since developed into a service center. In 2011 it has been completely rebuild and is now a modern large-scale catering establishment in the newest technical status. Here the Party Service prepares for all events that take place in Germany and the rest of Europe. Since the renovation also the sales department works here with the benefit of the perfect interdigitiation between conception and kitchen. The Käfer Party Service faced its biggest challenge yet in summer 2006 with the Football World Cup in Germany: it has been commissioned by iSe-Hospitality (FIFA’s exclusive
hospitality partner) with providing food and drink to the particularly high-class “Sky Box” and “Elite” hospitality programmes in all 12 World Cup match stadia, together with support for the “Prestige” and “Premier” programmes in Munich and hosted 174,000 guests during the games.

The Restaurant Käfer-Schänke

In 1970, Käfer extended its parent branch by the opening the "Käfer-Schänke" restaurant on the first floor above the delicatessen. The elegant farmhouse style restaurant can seat 250 guests. With 12 separate rooms for two to 50 persons, it can accommodate undisturbed business dinners and private occasions.

The open plan kitchen allows a boundless communication between chef and guests. Designed in the style of an old castle kitchen with luxurious materials, its technical equipment powered by conventional energy sources offers perfect cooking conditions. At "Käfer-Schänke" – as in all other parts of the company – top quality and perfect service are the number one priority. The cuisine based on regional products is captivating with its perfect harmony of flavour composed in the minutest details. The seasonal menu is rounded off by classics such as the crispy Käfer duck.

Käfer Wies'n-Schänke

Since 1971, Käfer Wies'n-Schänke has been an institution at the Munich Oktoberfest. Due to increasing popularity, the authentic Bavarian farmhouse has been extended from its original capacity of just 40 to the current figure of 1,100 indoor and over 1,950 outdoor guests. At Käfer Wies'n-Schänke, the fittings, menu and atmosphere are all based on the Bavarian tradition of the Oktoberfest. Here too, the crispy Käfer duck is a specialty.

Catering for Museums and Theatres

In the late 1950s, Paul Käfer opened up a new field of business for the company when he began catering in the foyer of the Prinzregent Theater. Today, Käfer is present in the Museum Villa Stuck and the Kunsthalle Munich.

Trade Fairs

Käfer Service GmbH has maintained a presence at the new Munich Trade Fair Centre in Riem since the site opened in February 1998. Until 2015, it managed restaurant outlets on the eastern side of the complex. Since the restructuring of trade fair catering services, it has been responsible for the ICM (International Congress Centre Munich), the restaurants Käfer am See and C1 - C2, the Westside Café and several snack & drink units on the West of the site. Furthermore the ICM with its flexible room structure is also the ideal location for general meetings, congresses and events of all kind and the Käfer Service GmbH supports all customers as a competent and creative catering partner.
Exhibitors at the Munich Trade Fair are, of course, also able to use the party and delivery services for catering requirements at the stands.

Since spring 2018 the Käfer group is the new catering partner of the Hamburg Messe und Congress GmbH (HMC). At the HMC Käfer operates the restaurants and cafés and offers any kind of stand catering for the exhibitors. When the CCH Congress Center Hamburg is completed, the portfolio will also include all gastronomic services there.

**Käfer Berlin GmbH**

In January 1997, the Bundestag parliamentary advisory committee gave Käfer the catering contract for the German Parliament building in Berlin. Käfer Berlin GmbH operates restaurants for the members of the German Parliament and the public rooftop garden restaurant next to the dome (Berlin is the only parliament building worldwide with a public restaurant) With a unique view over the city guests can enjoy modern German cuisine with fresh regional products.

**Käfer in the BMW World**

Since October 2012 the world of Käfer is also situated in the BMW World, where the cars are presented to the public and customers collect their new BMWs. In this exclusive location Käfer runs the bistro Coopé’s on the ground floor, the Biker’s Lodge and the restaurant Bavarie on the 1st floor and the fine dining restaurant EssZimmer on the 3rd floor. The Biker’s Lodge is the perfect place to take a coffee break or get a bite to eat. In this inviting setting, Käfer serves a range of cake specialities as well as tasty pit-stop snacks. The restaurant Bavarie is a French-style brasserie offering the finest in regional Bavarian products. A range of international, contemporary dishes made from sustainably produced, regional ingredients.

EssZimmer is the realm of top-class chef Bobby Bräuer - a place where you instantly feel at home due to the exclusive, inviting ambience you feel the moment you enter. Bobby Bräuer’s own distinct interpretation of classic French cuisine promises an exquisite culinary experience. First-class service, excellent wine consultation and the highly elegant design of the premises make this gourmet restaurant a stylish venue for epicureans. Only eight months after the opening Esszimmer was decorated with 1 star by the Guide Michelin followed by the 2nd in 2014 and 18 points by Gault Millau.

**The Kaltenbrunn Estate by Käfer**

The Kaltenbrunn Estate is a magical place which offers a perfect combination of Bavarian lifestyle, tradition, culture and indulgence. Boasting a history stretching back as far as the 15th century, it is set at an attractive location on Lake Tegernsee, not far from the small town of Gmunden. In 2013, Feinkost Käfer took over the running of the unused site from owner Blue Lion GmbH. Just two years later and following extensive renovation works, the first stage of construction was complete and the estate was ready to open for business.

The “Königsbau” complex comprises an inn, the “Wittelsbach Parlour”, a ballroom on the first floor, a new pavilion, an inn garden with table service and a self-service family
beer garden set on the terraces looking out onto the lake. The food served is based on traditional meat dishes, seasonal products from the estate itself and barbecue specialities.

The second stage of construction, which was completed in autumn 2016, provides event locations in the Cow Barn and Hay Barn as well as various other mixed-use areas in the Old Stables. The inner courtyard at the Kaltenbrunn Estate will then also be available for open-air events.

**Käfer Delicatessen**

Shopping in the Käfer delicatessen is a sensual experience. Since decades customers find here on 1,200 sqm the most exclusive food in a comfortable atmosphere. The store offers over 8,000 products, 350 varieties of cheese, 800 different wines and liquors, 69 species of mineral water, 25 different oils, 20 different vinegars and 50 grades of beef.

Many products from Europe and Overseas Käfer sources directly from the central market in Rungis near Paris, the biggest and most important market of the world. Small, regional manufacturers exclusively produce many other top quality products for Käfer. An exclusive selection of this variety can be ordered online on www.feinkost-kaefer.de.

**Käfer Delicatessen Market**

Käfer Delicatessen Markets are local gourmet stores for all lovers of fine food. The range spans around 2,000 products, which are hard to find in conventional food stores. Käfer sources these products from own production operations, from regional suppliers and from selected international manufacturers. The self-service markets display these goods in a simple loft-style decor, enabling to keep prices low.

The start of this concept was the former staff sales in Parsdorf, which was opened to the public. It was so successful that Käfer decided to run affiliates. In the meantime there are Käfer Delicatessen Markets in Brunthal, Solln and Planegg near Munich as well as in the central district Schwabing.

**Licenses**

During the 1980s, the name Käfer established itself as a byword for top quality to such an extent that renowned manufacturers became interested in selling their own products on the food market with the Käfer logo. Since 1986, a range of products have been sold with the motto "Quality For All" at German supermarkets, making them available to a wider clientele, including wine, salmon, bread, spices, snacks and coffee. In this sector, Käfer works with the most suitable partners, those capable of guaranteeing the extraordinary quality that the name Käfer stands for.

In 1992, Käfer launched a further partnership with the Japanese Mitsukoshi group. In 15 department stores, separate Käfer shops were created, successfully selling typical Käfer wares and other German fine foods, as well as gift articles.
In 1999, Käfer awarded its first catering license to the Allresto Flughafen München Hotel und Gaststätten GmbH, a company that now runs the "Käfer Bistro" at Munich Airport. Directly opposite the Lufthansa departure desk in the general-access area of Terminal 1, the bistro allows air passengers, those who come to fetch them, and other airport guests to relax in the Käfer atmosphere. Since the opening of Terminal 2 in June 2003 Käfer runs a second Käfer Bistro in the transfer area.

In June 2011 Käfer opened a new restaurant in the Chinese metropolis Shanghai. KÄFER by The Binjiang One is located on the Huangpu river near the centre of trade and finances Lujiazui and presents a main dining room, a living room, a snow bar, two Bavarian separate rooms and a wine cellar. KÄFER by The Binjiang One is operated by BLN Restaurants & Caterings, a subsidiary company of the Taiwanese Namchow Group.

**Visions**

Käfer's over 80-year development from a colonial stores to a solid medium-sized business, with turnover increasing from € 50 million to over € 136 million between 1988 and 2017, points the way forward. The delicatessen with an unusual range of products and perfect service all round making it Europe's best purveyor of fine foods. The Party Service is growing steadily in the international markets. Also in the third millennium, Käfer's motto will continue to be "A Passion for Quality".