

4 Editorial

6 Statistics
Europe by Numbers

8 Pan-European Survey
Fast, Healthy and Fresh: Young Burrito Concepts – a Trend-setting Alternative to Burgers & Co

24 Hot Trend
In the Middle of Nowhere or in the Midst of Buzzing Cities like Paris, London or Berlin: Restaurants with their Own Garden

Market Analyses

30 Coffee Bars
Top 80 Brands in Europe 2016 – Exclusive Ranking and Comments

38 UK Coffee Bar Market
12% Growth in Turnover in 2016

42 Interview
Henry McGovern, Founder and Member of the Supervisory Board, AmRest, Wrocław, Poland

Middle East Section

50 Japanese Cuisine
From Sushi Bars to Fine Dining Venues, Japanese Restaurants Are Highly Popular throughout the Middle East: a Study Tour

56 Visions
Ambitious Project: Eataly World, an Innovative Edutainment Park Slated to Open this Autumn in Bologna

58 Home Meal Replacement
Transformation: Founded 1998 in Spain, the Nostrum HMR Concept Has Been Transformed into a QSR Formula with 130 Outlets

59 Contributing Authors

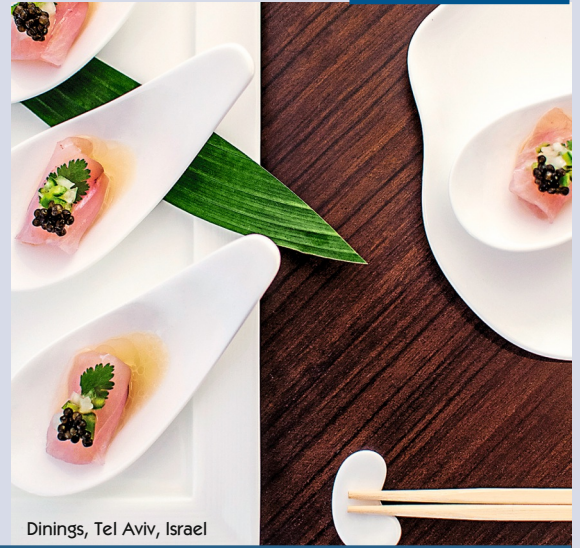
62 Management
The Challenges of Size: Part II of Our Series on Multi-Unit Chain Restaurant Management

64 Suppliers
Call Systems Technology, the UK's Leading Technology Supplier for the Hospitality Industry

66 Top Trend Products
Suppliers Present their Latest F&B and Equipment Solutions

68 Show Dates
Major International Trade Shows and Events

50 Japanese restaurants of all kinds have sprung up like Shiitake mushrooms throughout the region within the last ten to 15 years and the popularity of Japanese cuisine in the Middle East continues to increase. We explore some of the most exciting concepts from Doha to Beirut.



Dinings, Tel Aviv, Israel



Photo: Thomas Fedta

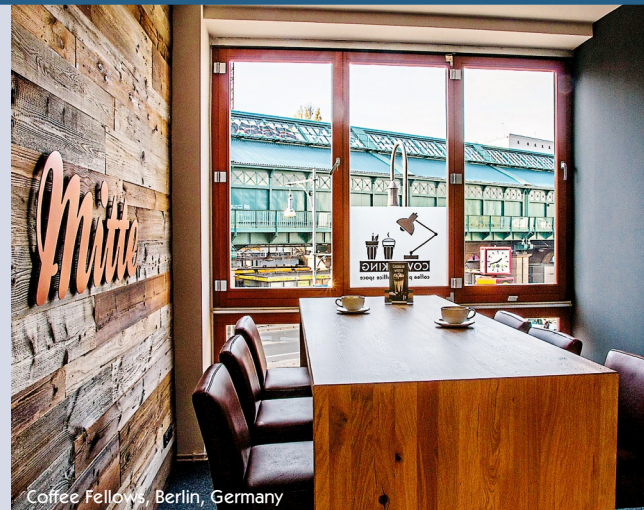
42 In our interview, founder Henry McGovern – who served as CEO until 2008 and is now a member of the advisory board (as well as Central Emotional Officer) at €964 m sales-strong, Wrocław-based AmRest Group – talks about the early beginnings, his visions and the key role of a strong and trustful corporate culture.

Front Cover

More and more European foodservice players, particularly start-ups, are discovering contemporary variations of the Mexican burrito as a trend-setting alternative to burgers & co. Read more in our Pan-European Survey starting on page 8.

Photo: Fuumi Sushi-Burrito, Paris, France

30 In 2016, the 80 biggest coffee-bar brands in Europe added a respectable 5.5% more units to the field, to make a total of more than 14,000 outlets at the end of the year. As our exclusive ranking reveals, Costa Coffee remains the leader of the pack, while McCafé had to resign its second place to Starbucks, which posted nearly 10% growth.



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