



Swiss Coop flagship restaurant St. Annahof, Zurich:

How to successfully present – and sell – food today!

In Switzerland's most famous and exclusive shopping street – the Bahnhofstrasse in Zurich – lies one of the flagships of Swiss Coop's gastronomy: On the fifth floor of the long-standing St. Annahof department store, guests can enjoy culinary delights prepared in strict compliance with the rules of the latest Swiss food ordinance. The new directive prompted Coop to standardise their gastronomic concept throughout the country. The resulting synergies pay off – last not least thanks to the Culinario Easy food presentation showcases from Beer Grill AG.

Text: Katia Corino, Photos: Sheryl Fischer und zVg.

The heritage-protected building in Zurich's Bahnhofstrasse houses the St. Annahof department store. The establishment was created by the *Lebensmittelverein Zürich*, the grocery store cooperative known today as Coop. The restaurant on the fifth floor is a flagship of Coop's gastronomy, completely refurbished in 2016

following the latest insights into guest guidance. The modern design with light colours and wood gives the restaurant a fresh feel-good note. The new concept is now successively being realised at all 205 Coop restaurants in Switzerland.

Food-Staging



Images of the Coop flagship restaurant at the heritage St. Annahof department store at Zurich's Bahnhofstrasse

Under the management of Guido Müller, approx. 35 employees prepare up to 600 meals and dishes per day at the Restaurant in Zurich's Bahnhofstrasse. The 360 indoor seats are located in three zones – from fast food at high tables to the more comfortable dining tables with matching chairs to the cosy area with lounge seats. In the warm season, there are 80 more seats on the surrounding terrace.

Practised sustainability

The Coop cooperative take their responsibility for sustainable entrepreneurship in several areas: the tables for the new Coop restaurants are exclusively made FSC certified oak, sustainably grown wood is used for the buffet areas, and the lighting concept was realised with energy-saving LED illuminants. As a member of ENAK, the association for enhancing the energetic qualities of industrial gastronomic appliances, Coop are engaged in deploying energy-saving measures in their gastronomy, resulting in a 20 to 30 percent reduction in energy costs. When buying groceries, Coop respect sustainability, e.g. by buying Swiss beef, pork and veal almost exclusively, fish from sustainable sources according to WWF and coffee, sugar fruit juices with fair trade label.

Measurable success of the new gastronomic concept

Kaspar Wittwer became the head of Coop gastronomy at the beginning of 2015. The trained cook is an absolvent of the Swiss Hotel School in Lucerne. When he joined Coop, he met with a new gastronomic concept that was still in the development phase and not yet well established. The presentation was not sufficiently appealing, and the quality was not completely satisfying. «Keeping the warm food at optimum temperature and the presented amounts are the be-all and end-all of warm cuisine», Kaspar Wittwer told GOURMET. The existing concept was optimised, the employees trained accordingly, and the guest frequencies increased by an average of 20 percent.



with its various guest areas and the mandatory kids' corner.

The new food law as an inspiration

The new Swiss food law that became effective in May 2018 stipulates the duty to verbally declare allergens on demand and the existence of a detailed recipe for every dish. This requires that everything be produced and prepared according to an exact recipe. The Coop gastronomy took the new rules as a cue to fundamentally scrutinise and prune their gastronomic selection. Today, conception and production of the gastronomic selection are based on approx. 2000 recipes that were developed in cooperation with Betty Bossi, Coop's label for cookbooks and a range of food items.

Clear guardrails and room for manoeuvre

The new design code for the gastronomic selection rests on five pillars and defines the guardrails as well as the room for manoeuvre:

- clear concept
- less is more
- different every day
- reflect the season
- higher efficiency

In daily routine, this translates to more variety, seasonality and higher quality of the culinary selection. Two daily menus – one international and one Swiss dish, with one of the two always being vegetarian – plus a pizza or pasta of the day and a wok dish. The budget menu stays on the list for a week, and the all-time favourite Pizza Margherita is a permanent standard. «With our new selection, we cater to the habitual guests who want to eat their schnitzel on Fridays, but also offer more variety, so that even daily guests will find attractive alternatives.»

Increased efficiency and safety

The recipes developed in cooperation with Betty Bossi clearly define ingredients and amounts, resulting in a reliable basis for cost calculation. In addition, the clear and open guest guidance in the free-flow area enables every guest to get a quick overview of the selection.

Alliance for quality

For presenting and dispensing food, Coop gastronomy rely on the expertise of the takeout specialists from Beer Grill AG with their proven Culinario Easy presentation



The spacious takeout area with its sophisticated guest guidance: the takeout counter with the warm dishes are equipped with Culinario Easy food presentation and sales showcases from Beer Grill AG. Key Account project Manager Willy Iten from Beer Grill AG (left) with René Knup, regional manager Coop Gastronomy, and with Guido Müller, manager of the Coop Restaurant St. Annahof (picture at lower right).





The Culinario Easy presentation and sales showcases from Beer Grill AG feature individually controllable climate zones for each GN unit that can be comfortably set by revolving switches.

and sales showcases. With support from Willy Iten, key account manager at Beer Grill, Kaspar Wittwer and his teams brought about that the presentation of warm dishes is made in a successful, appealing manner and smaller amounts. No more deep 1/1 GN containers that remind you of military canteens and do no good to the quality of food. Presenting and preparing smaller amounts requires a greater logistic effort, but definitely enhances the quality of warm dishes. Kaspar Wittwer and Beer regional manager René Knup are confident that: «When the organisation and the infrastructure for the “warm cuisine” are running smoothly, you achieve an attractive margin with warm specialties.»

Grill AG specialise in sales concepts, preparing, presenting and dispensing warm and cold dishes. Not only Coop's restaurants, but also their retail department relies on Beer Grill equipment. In Villmergen in the Canton of Aargau, the company produce their made to measure electro-thermal appliances. When Kaspar Wittwer worked on optimising the presentation of “warm cuisine” at Coop's gastronomic food outlets while preserving its quality, he contacted Willy Iten, Beer Grill's expert in this field. Wittwer: «It pays to ask the professionals and buy a complete solution from them, even if you've been in the business for a long time yourself.»



Food-Inszenierung



The Culinario Easy showcases feature nearside mirrors and set-back supports for the upper structure, which gives guests a better overview of the food selection and makes handling easier for the service personnel.

Culinario Easy – really easy

The Culinario Easy food dispensing showcase features four individually controllable climates for each GN unit: warm & steamy, warm & dry, neutral and contact cold on crushed ice. The revolving switches are ergonomically located on the light channel for easy handling. Kaspar Wittwer prefers the manual controls to the optionally available touchscreen. The self-explaining revolving switches allow you to set the temperature for a change of dishes quickly and simply further advantages:

- Upper heat dimmable in 5 steps by revolving switch;
- Neutral lighting for each GN unit, additional warm light can be switched automatically;
- Various design's and many different versions – just as you like it;
- Optional water replenishing reminder;
- An optional integrated mirror for optically enlarging the selection.

Beer Grill AG were founded in 1922 and in the course of time developed into specialists for solutions for presenting and dispensing food, completely configured to the requirements of the customer and modern gastronomic culture. Beer Grill's philosophy and aim is to present as perfectly and profitably as possible – a claim that always enjoys priority at the Swiss company. From the beginning, Beer Grill AG have relied on Swissness and Swiss made, developing and building their tailor-made solutions at the company headquarters at Villmergen.

As a leading system, provider, Beer Grill AG offers a range of products perfectly aligned to the customer's location, space and environmental conditions. Even extravagant wishes can be successfully fulfilled by custom-made appliances and systems. All our equipment features state of the art technology. Intelligent design and compelling benefits. By their great variability, the food presentation and dispensing solutions from Beer Grill AG guarantee high profitability – they are true and rewarding investments in the future!

Two Culinario Easy presentation and sales showcases with seven GN 1/1 units each are deployed at the Coop restaurant in Zurich's Bahnhofstrasse. Their standard configuration was implemented at the warm self-service counter. For the warm dispensing counter for pasta and wok dishes, however, a special version with slimmer supports for the upper glass that were also set back was fitted – which makes work easier for the personnel serving at the showcase.

Get more information

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Successful supply partnership (from left to right): Willy Iten, key account project manager of Beer Grill AG, René Knup, regional manager Coop gastronomy Zurich, Géraldine Schön, marketing manageress of Beer Grill AG, Kaspar Wittwer, head of Coop gastronomy, and Guido Müller, manager of the Coop Restaurant St. Annahof.