

Freshly served - tips and tricks from pros for pros

The GASTRONOMIA 09 will come on the scene from **1 to 4 March** as the first Austrian professional catering trade fair in 2009. The perfect time to inform yourself before the start of the season about **current trends in the catering and hotel industry!**

At the GASTRONOMIA, national and international exhibitors will present what you absolutely should have in your range of offers – and in your saucepan! You should also not miss the exciting supporting programme, which is on the GASTRONOMIA menu plan daily!

The spicy offer for you:

- ⊙ Professional clothing
- ⊙ Industrial hygiene
- ⊙ Guest garden – winter garden
- ⊙ Beverages
- ⊙ Large-scale kitchen facilities
- ⊙ Hotel organisation, EDP
- ⊙ Hotel textiles
- ⊙ Interior furnishings
- ⊙ Children's playground equipment
- ⊙ Foodstuffs and stimulants
- ⊙ Porcelain and glass
- ⊙ Sanitary products and facilities
- ⊙ Deep-frozen foodstuffs
- ⊙ Entertainment and vending machines
- ⊙ Wellness



⊙ **Organiser / Location**

Messe Congress Graz Betriebsgesellschaft m.b.H.
A-8010 Graz, Messeplatz 1 / Messeturm
T. 0043 316 8088 - 0, F. (direct dial) - 249
E. messe.graz@mcg.at, www.mcg.at

⊙ **Opening hours**

Sunday, 1 March to Tuesday, 3 March 2009 (from 10:00 – 18:00)
Wednesday, 4 March (from 10:00 – 17:00)

⊙ **Contact**

Project assistance: Mag. (FH) Michaela Strahwald-Just
T. 0043 316 8088 - 251, F. DW - 249
E. michaela.strahwald-just@mcg.at

⊙ **Overnight accommodations**

Graz-Tourismus: Almut Fuchs-Fehringner
T. 0043 316 8075 - 42, F. 0043 316 8075 - 55
E. af@graztourismus.at

⊙ **Admission fees**

Daily admission	€	11,-
Season ticket	€	20,-
Colleague Ticket* (for 2 people)	€	15,-
Online pre-registration	€	8,-
Student admission**	€	8,- / student

*Take a colleague from your business enterprise along with you and save € 3,50 per person! / ** Only in groups with escort (teaching person free)

messe  graz

GASTRONOMIA
Trade fair for professional hosts
With Federal Apprentices' Competition for Tourism Trades

1 to 4 March 09

Daily from 10:00 am

Stadthalle Graz



New ingredients for your success!

forum:
tourism-
marketing with
top lectures
included!

www.gastronomia.at

Pick up the right ingredients for your personal recipe for success at the GASTRONOMIA 09.

- ⊙ **More than 120 exhibitors:** At the GASTRONOMIA, the trade fair for professional hosts, you will be served the suitable “recipes” for your corporate success.
- ⊙ **Assorted variety of offers:** Renowned exhibitors for the catering and hotel industry – plus offers you should not miss out on!
- ⊙ **Exquisite supporting programme:**
 - Austrian Federal Apprentices' Competition for Tourism Trades (daily)
 - forum: tourismmarketing with top speakers incl. in the trade fair admission! (Mon. & Tues., 2 - 3 March)
 - Innovations: international recipes for success from the catering and hotel industry
 - Show Bar Award with the best 8 show barkeepers in Austria (Mon., 2 March)
 - Special presentation – Styrian oil pumpkin (Tues., 3 March)
 - Presentation of the brand new Holidaymaker Study 2009 (Wed., 4 March)



Daily treats at the GASTRONOMIA 09



45th Austrian Federal Apprentices' Competition for Tourism Trades

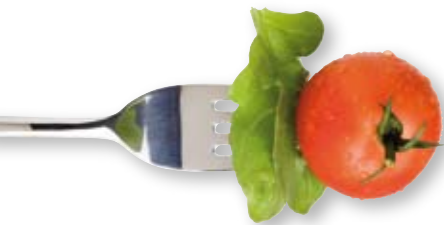
28 February – 4 March, Hall C

Austria's best apprentices compete as cooks, restaurant specialists and hotel & hospitality assistants, and also face the stringent scrutiny of a professional jury as well as the interested trade fair audience. In the preliminary selections of the nine federal provinces, a total of 117 apprentices have qualified for the grand finale in Graz!
More info: www.blwb.at

Innovation Park: International recipes for success from the catering and hotel industry

1 to 4 March, Stadthalle

Here you will encounter **innovative examples of success**. Among other things, these are: the "Catering Report" with 13 – 14 architectural models on the topic "Catering and Guest Garden"; the "Beer Bike" – a bicycle with beer tap, pedals and eight barstools; and many other innovative, successful and partially bizarre ideas from the industry ...



Specialities from the menu plan of the GASTRONOMIA 09:



Cost advantages through electronic data exchange in the catering industry

Sun, 1 March, Stadthalle Stage, 15:00

Ing. Mag. Gerd Marlovits

"GS1 project group for the harmonisation of catering interfaces", EDITEL Austria GmbH, Vienna
The developed GS1 standards for uniform business processes between catering enterprises and supplies will be implemented. *(german language)*

Show Bar Award – the somewhat different championship in show bar mixing

powered by ERISTOFF

Mon, 2 March, Stadthalle VISUAL LOUNGE, starting at 17:00

For the second time, the Graz Bar Society Graz is bringing the **8 best show barkeepers in Austria** to the competition in Graz. Here the Champion of the Year will be determined in a preliminary round and in a final round. The competition is a spectacular show and absolutely worth seeing!
More info: www.barsociety-graz.at

Special presentation – Styrian oil pumpkin

Tue, 3 March, North Foyer, starting at 16:00

Styrian pumpkin seed oil and more: special presentation of Styrian pumpkin seed oil producers and tasting Styrian pumpkin seed oils and products pertaining to Styrian oil pumpkin.

The brand new Holidaymaker Study 2009

Wed, 4 March, Stadthalle Stage, 14:00

Mag. Claudia Brandstätter-Kobalt
bmm GmbH

New holidays – in terms of tourism, the year 2009 brings many exciting things!
Do Austrians go on holiday? If so, where? What are they willing to spend money for? Which motives count? Who will have advantages? These are just a few selected questions which will be answered! *(german language)*



Lecture programme with top speakers incl. in the trade fair admission!

IDEAS + INNOVATIONS = SUCCESS

forum:
tourismmarketing

forum: tourismmarketing 2009

Mon 2 March and Tuesday, 3 March, Stadthalle

In lectures and podium discussions, high-calibre experts will show how innovative spirit and entrepreneurial farsightedness can be transformed into commercial success. Exciting lectures and lively discussions await participants from the tourism, hotel and catering sectors.
More detailed info about top speakers and lectures: www.gastronomia.at

forum:
tourismmarketing

Monday, 2 March

10:30-10:45 Welcome

10:45-12:00 Vitality times 10
Slatco Sterzenbach

Vitality & health expert, bestselling author, multiple Ironman finisher (Munich)

13:30-15:00 Worldwide catering trends and their effects on our market – a conceptual journey through Europe, Asia and the USA

Pierre Nierhaus
Restaurateur, consultant, trend expert and book author (Frankfurt)

16:00-17:00 The "Forget Me Not" Strategy
How you can inspire your 'best-agers' / premium customers

Wolfgang Ronzal
Specialist and practitioner for service quality and customer enthusiasm (Vienna)

Note: All lectures of forum: tourismmarketing in german language!



forum:
tourismmarketing

Tuesday, 3 March

10:30-10:45 Welcome

10:45-12:00 Food Design – why dining aesthetics and natural winners will determine the culinary market of tomorrow

Mag. Hanni Rützler
futurefoodstudio
Futurologist and expert on culinary pleasure and healthy nutrition (Vienna)

13:30-15:00 Success through strategically well thought-out target group appeal

Eva-Miriam Gerstner
Lifestyle entrepreneur and former star hotel manager (Berlin)