

Munich, November 21, 2014  
**Press release**

## Star chefs to cook for Messe München

- As of August 2015, Alfons Schuhbeck, Michael Käfer and Josef Able will share the restaurant business at the trade-fair center
- Soccer chef Holger Stromberg advised CEO Klaus Dittrich
- New concept to feature international cuisine

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**November 21, 2014. In the future, guests attending events at the Messe München trade-fair center will be spoiled by Munich's star chefs: As of August 1, 2015, Michael Käfer, Alfons Schuhbeck and Josef Able will take over the various restaurants and eating establishments at the trade-fair center in Riem. "In doing so, we are setting a unique culinary standard that is second to none in this industry," explains Messe München CEO Klaus Dittrich. "We want satisfied customers who say: That is really good in Munich."**

After 16 years, a new concept had been developed for the trade-fair center's important food-service operations. Holger Stromberg, the chef for Germany's national soccer team, advised the trade-fair center's CEO. A total of 18 restaurant proprietors were approached. They all had to take a special aspect into account in their calculations: The restaurants are not open the entire year and, until now, have only been open when trade shows and other events are being held. In the end, three Munich chefs made the cut: Michael Käfer has been at the trade-fair center since it relocated to Riem 16 years ago, and Alfons Schuhbeck and Josef Able are new.

Asia, Italian, American or regional Bavarian cuisine—In the future, meals served at the trade-fair center will be as international as the more than two million

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guests who attend events there every year: From gourmet meals to wok vegetables, tortillas, Alsatian "Flammkuchen" and a hearty burger. Naturally, vegetarian dishes will also be available. And there is only one requirement: Everything must be made fresh.

Alfons Schuhbeck is hoping his business at the trade-fair center will give him a new pillar in addition to his restaurant in downtown Munich and his dinner-theater operation. He will move his two kitchens for his catering business to the trade-fair center. He wants to give cooking courses in his "Restaurant am Messeturm" and hold cooking parties and live cooking events for conferences or weddings there. Schuhbeck will also sell his spices and books there and open an FC Bayern Munich Shop.

Josef Able has been a service partner who has had an "Impulse and Catering Service" at the trade-fair center since 1998. His motto is "The best food and drinks at fair prices for customers in a hurry."

Trendsetter Michael Käfer has been in Riem since the trade-fair center relocated there in 1998. As part of the new food-service concept, Käfer Service GmbH, which includes a restaurant at the trade-fair center as well as Käfer Party Service, will take over the banquet business at the ICM Internationales Congress Center München. As a market leader for upscale event catering in Europe, Käfer satisfies the best prerequisites. His objective is to use innovative catering concepts to further enhance Messe München's international reputation.

### **Photographs**

What's cooking? Michael Käfer (with spoon), Alfons Schuhbeck (with FC Bayern emblem) and Josef Able are cooking together for Messe München.

Apparently, cooking together at Messe München is fun: Munich's leading restaurant proprietors Michael Käfer (2<sup>nd</sup> from left), Alfons Schuhbeck and Josef Able get help from Holger Stromberg (right), who cooks for Germany's national soccer team, and Messe München CEO Klaus Dittrich (left).

### **Messe München International**

Messe München International is one of the world's leading trade show companies. In Munich alone it organizes around 40 trade shows for capital and consumer goods, and key high tech industries. Each year more than 30,000 exhibitors and around two million visitors take part in the events held at the Messe München exhibition center, the ICM – International Congress Center München, and in the MOC Veranstaltungszentrum München. The leading international trade fairs of Messe München International are all independently audited.

In addition, Messe München International organizes trade shows in China, India, Turkey and South Africa. With a combination of affiliates abroad – in Europe, Asia and in Africa – and over 60 foreign representatives actively serving over 100 countries, Messe München International has a worldwide business network. The Group also takes a pioneering role as regards sustainability: It is the first trade-fair company to be awarded energy-efficiency certification from the technical inspection authorities TÜV SÜD.