



# The perfect combination of innovation and impeccable presentation

CATERING CONCEPT

FOOD - DRINKS - DECORATIONS - STAFF - FURNITURE - EQUIPMENT

FAST - FLEXIBLE - PROFESSIONAL



Meal time!

# Dear clients,

for unique events, catering is also an important brand ambassador and offers the opportunity to perfectly reflect the theme of your event. This is why regional, seasonal and fresh products, innovative and creative preparation, as well as presentation and attention to detail are our priority.

On the following pages we would like to give you a preview of our catering concepts and hope that you will like our first offer. Please contact us at any time if you have any special wishes and please consider the next pages as a first basis for a conversation. If you are interested we can send you our meeting packages as well.

And if you do not find any concepts on the following pages that suit you both in terms of content and budget, we will be happy to provide you with an individual offer.

## SERVICE HOTLINE

Telephone +49 40 35 69 32 17

Monday to Friday, from 09:00 am to 17:00 pm

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Kind regards,

Your team at Käfer Service Hamburg GmbH



Our catering offer



# Banquet

We take care of everything for you, so that you can concentrate on your visitors and business partners.

Whether for a conference, an annual general meeting or VIP catering. Our offer includes food corners, à la carte meals, stand-up receptions with finger food or flying buffets, gala evenings, catering for breaks and much more.

A dedicated contact person on site always takes care of the trouble-free operation and can react quickly at any time.

**Please be aware that the prices quoted are to be understood as a guideline. Depending on the event or room concept and number of people, there may be changes.**





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# Facts and figures

**1930** Company foundation  
of Feinkost Käfer

**1.500** Employees in the Käfer group

**14** Subsidiary companies

**18** Restaurants and snack bars

**4** Delicatessens with over  
**8.000** products in the assortment

**10** Shops in Japan and in the  
Mitsukoshi department stores

**1** Restaurant in Shanghai  
The Binjang One by Käfer

**600** Employees in  
holding companies



# About us

Outstanding quality, motivation, dedication to our profession and 90 years of experience have made us one of the world's leading companies in gastronomy and catering. This applies to both food preparation and service.

Our professional and experienced team are our guarantee that you and your guests will enjoy a smooth-running, outstanding event.

We work exclusively with regional and predominantly seasonal products. We always look for inspiration in new products, as well as taking inspiration from kitchens around the world.

**1997** gastronomic partner at thr Reichstag in Berlin

**1998** gastronomic partner to Messe München GmbH

**2013** gastronomic partner at BMW World in Munich

**2015** gastronomic partner at Messe München GmbH exhibition sites and ICM

**2018** gastronomic partner at Messe Hamburg and Congress GmbH



# Our philosophy

## Passion

We carry out every task with the greatest care and meticulous attention to detail.

## Perfection

For us, quality is a combination of tradition, innovation, creativity and good service.

## Sustainability

We are committed to sustainable business practices, a responsible approach to the environment and respectful interaction with our employees. We act for our generation and for all who will follow us.

## Emotion

Our service and conduct are personalised and authentic – our thinking and approach based on a mutual relationship.

## Innovation

We can only achieve success if we are relentless in our quest for continuous development.

# Our promise to you

- ✓ certified product origin
- ✓ genuine purity
- ✓ responsible actions
- ✓ premium quality
- ✓ awareness for sustainable actions

*lovely  
unique*

*surprising*

*high-quality*

*emotional*

*sustainable*

The background image is a photograph of a catering event, overlaid with a dark red tint. It shows a hand pouring wine into several glasses on a table, with trays of food in the background.

# Our catering offer

Our catering offer

## BREAKFAST



### Breakfast

Estimated for an event duration of 45 min. and starting from 50 participants

Your guests arrive early in the morning, meet each other for the first time of the day and can discuss the day ahead over a freshly brewed coffee & french croissants.

Prices vary between € 10.90 and € 17.50 per person.



### Coffee break

Estimated for an event duration of 30 min. and starting from 50 participants

To keep your guests alert throughout the day, coffee breaks are just the right energizer for in-between. With a hot or cold drink, sweet, savory or revitalizing snacks, you can get back to the event program full of energy.

Our coffee breaks range from € 9.90 to € 18.00 per person.

Our catering offer

LUNCHTIME / EVENING

## Buffet: Chef's choice

Based on an event lasting 90 minutes. For 50 + participants

Various starters, main courses and desserts not only rounds off an event, but also pleases the guest's well-being.

The design is as individual as the composition of the dishes. Sitting, standing, finger food, with live cooking or a gala dinner? We can create anything from a classic meal arrangement to a perfectly tailored food concept to your wishes and needs according to your event.

**Prices range from € 49.00 to € 139.50 per person.**

Drinks are included in all packages.

We offer you a refreshing selection of soft drinks for a classic lunch.

We provide a selection of soft drinks, beer and wines to accompany an evening event.

We will be happy to advise you and create a suitable drinks offer to perfectly round off your culinary experience.



## Buffet: Vegetarian and vegan

Estimated for an event duration of 90 min. and starting from 50 participants

### Example

#### Appetizers:

Vegetarian stuffed zucchini | quinoa | maple syrup (vegan)

Avocados gratinated with Gruyère | cherry tomatoes (vegetarian)

Rocket-strawberry salad (depending on the season) | (vegan)  
Pumpkin and apple soup (vegan)

#### Main courses:

Flaky pastries | filled with beans

chickpeas | tomatoes (vegan)

Lentil Curry | mango | coconut (vegan)

Pasta | stewed date tomatoes | herbs (vegan)

Fig ravioli | liquid turnip | parmesan  
fried rocket (vegetarian)

#### Sweet:

Käfer raspberry dream | Pear tart | candied walnuts

#### Drinks:

Mineral water still | sparkling  
Coca Cola | Coca Cola light | Apple spritzer

**€ 55.50 per person**

*The mentioned price for the duration of the event includes the costs for equipment (table top) and staff costs for the set-up and dismantling as well as the operation of the event.*

Our catering offer



# Packages

*Approximate prices per person for  
the following event variants and starting from 100 participants:*

**Half-day event (4 hours)**

Lunch|Chef's choice

Half-day beverage package

*starting from € 76.50 per person*

—

**Full day event (7 hours)**

2 coffee breaks, lunch Chef Choice

All-day beverage package

*starting from € 89.00 per person*

—

**All-day beverage package (7 hours)**

Filter coffee, various teas,  
mineral water still and sparkling, apple spritzer

*starting from € 23.50 per person*





# Hamburger Kiez Food

At home in Hamburg - influenced by the whole world

## From the meat hook: or the desire for meat

Hamburg's wholesale meat market is located just a stone's throw from the Hamburg trade fair. Today, it is still home to one of the largest meat trading centers in Europe. Parts of today's trade fair grounds were once part of the meat market area. Short delivery routes, high quality and freshness are thus guaranteed.

## The hamburger

This bears its name not without reason. German emigrants are said to have invented the hamburger in America. Because meat production in the U.S. was not so advanced at that time, the meat was imported from Germany and due to the port, from Hamburg.

## Original hamburger (finger food)

Wafer-thin slices of beef fillet | white bread | lettuce | onions | tomatoes

€ 12.50

## Hamburger Deluxe (Finger food)

Mini brioche bun | smoked duck breast | caramelized onions | red cabbage | cranberry jam

€10.50





### Drunk rooster

Astra beer chicken | spicy marinade | rosemary potatoes | root vegetables € 12.50

### Beer, beans and bacon

Typical stew from hamburg | pears | beans | bacon € 9.50

### Curry sausage

Hamburgers and Berliners still disagree on who actually invented the currywurst. According to reports, this delicious specialty already has been served at the Großneumarkt in Hamburg in 1947. In Berlin, a patent was registered on 21.02.1958 under the number 721319 as a trademark of a special sauce.

Hamburgs currywurst in a jar € 7.50

### Kebab

What is indisputable, however, is that the doner kebab has its roots in Berlin. In 1972, a Turkish guest worker invented the popular snack and revolutionized the history of fast food in Germany. Over 400 doner kebab stores in Hamburg speak for the success of this delicious snack. We have changed the doner kebab changed a little...

### Doner kebab Deluxe (finger food)

Strips of beef fillet | pita bread | sautéed mushrooms | lettuce | tomatoes | port wine onions € 9.50



### Susi's Spicy Stuff

Who is Susi by the way? A little tip: A visit to the Große Freiheit provides clarity.

Meatballs   coconut chili sauce   ginger carrots   sweet potato mousse	€ 9.50
Gnocci   fiery tomato sauce   chorizo   fried scampi	€ 9.00

### No fish - No meat

Peanut chili   fine vegetable strips   rice	€ 8.00
Fig ravioli   sage butter   pecorino	€ 10.50
Spaghetti puttanesca   spicy tomato sauce   capers   olives   anchovies	€ 8.50

### "Butter bei de Fische" (Fish dishes)

Crispy pollock   truffled mashed potatoes   spinach leaves	€ 11.00
Shrimp pot   crispy baguette	€ 12.50
Original "Labskaus" based on an old sailors recipe   rollmops   beetroot   mustard gherkin   fried egg	€ 11.50
Hamburgs pan fish   bacon fried potatoes   pommery mustard sauce	€ 12.50



## Gateway to the world

Hamburg has always been known as a place of trade and a harbor. Food and spices from all over the world have ensured that Hamburg's gastronomy was marked early on by unusual and exotic influences regarding its cuisine.

Indian fish curry   coconut sauce   almond rice	€ 12.00
Thai red curry   basmati rice	€ 10.50
Chicken tikka salad	€ 8.50
Chicken meatballs   edamame   pak choi	€ 9.50
Mole poblano   tranches of turkey breast   chocolate chili sauce   tomato almond rice   buttered corn	€ 13.50
Braised shoulder of lamb   vegetables   jerusalem artichoke	€ 15.50

## Große Elbstraße (Large Elbe Road)

The "Große Elbstraße" road begins at the Hamburg fish market and continues parallel to the Elbe river. In the past it was known for the highest prices per square meter in the northern part of Germany. Luxury has literally moved in.

Frothy lobster soup	€ 14.50
Pan-fried fish   bacon fried potatoes   pommery mustard sauce	€ 12.50
Roasted turbot   nut butter   north sea prawns   salt potatoes   fresh leaf spinach	€ 28.50
Tagliatelle   black winter truffle	€ 18.50
Salad   orange ginger dressing   fried herb gambas	€ 16.50
"Elbdeich" lamb fillet   green beans   truffled potato gratin	€ 22.00

## Sweet temptation

Hamburger red fruit jelly   half whipped vanilla cream	€ 3.90
Cinnamon roll baked in a jar	€ 3.90



## „Grab and Go“

The Grab & Go range consists of well-known and completely new ideas. From the standard Grab & Go to the vegan superfood Grab & Go, everything is offered - so that no wishes remain unfulfilled and custom needs can be individually compiled. This replaces the classic lunch box.

A balanced assortment that consists of healthy foods and small sweets, creates a special experience also for people with food intolerances.

Of course, the issue of sustainability plays a decisive role, in order to jointly bear more responsibility for our environment. That's why we do not offer any lunch boxes or bags at our Grab & Go to counteract food and packaging waste.

*Our sense of responsibility is dedicated in a special way to the quality of our products, the traceability of their origin and guaranteeing a high level of enjoyment without regret. So that you can enjoy this experience to the fullest, in the future we will abstain from using packaging materials as much as possible by offering our products in a buffet style. In addition, we will not offer the lunch box for the sake of the environment. You are welcome to use our Käfer cloth bag instead.*

*Additional costs for the issue:  
Service staff € 39.00 per hour  
Disposal fee € 0.50 per person  
Handling fee € 2.00 per person  
Equipment fee € 0.75 per person*



# Equipment, furniture, decorations

When we organise your event, we make sure that we provide ample equipment and material. We rely exclusively on high-quality porcelain, crockery, cutlery and glassware. It goes without saying that we provide all necessary accessories for your event, such as napkins, buffet and bar utensils, kitchen and service equipment, etc.

## **Exclusive furniture**

We also provide all bar and buffet furniture that you'll need for your event. Upon request, we are happy to supply special fronting for buffet and bar furniture, unique room concepts to underline the theme of your event and exclusive dining tables and tall bar tables.

## **Comprehensive solutions**

As part of our event catering concept, we offer support throughout all organisational phases, including help with initial guidance and planning. For example, we can provide ideas and inspiration for creative room concepts, or help with choosing the right equipment in line with your communication objectives.

Are you still unsure what your forthcoming event is going to look like? No problem! We can create visual 2D or 3D simulations of your concept using professional CAD programs. This will give you the most realistic idea of what shape your event will take.



Et voilà!

# Staff

Not only in the areas of "food and beverages", but also in the topic of "staff", the highest quality is a priority for us.

Our employees are highly trained, present themselves confidently, well-groomed, always with a smile on their lips and always attend to the well-being of your guests with full attention - with foresight and always with the necessary eye for detail.

The staff costs for your event (incl. set-up and dismantling) are included in our prices. We base this on a standard time and procedure. We will be happy to discuss this with you in advance.

Upon request, we will provide you with an overview of our staff planning in advance, which we prepare according to our experience and performance standards.

## BOOTH CATERING

# Dear exhibitor,

as exclusive service partner to Hamburg Messe und Congress GmbH, we are here to take care of your guests well-being and ensure that your trade fair exhibition in Hamburg is a complete success.

If you have not placed your order for the booth catering already, you can do so at any time via our online shop at [www.standcatering-hamburg.com](http://www.standcatering-hamburg.com)

Another way to cater for your guests or employees is providing them with vouchers valid at any of the Käfer Service food & drink outlets on the grounds of the CCH.

If you would like us to prepare a proposal tailored to the individual needs of your meeting, booth party or conference, please do not hesitate to contact us.

### SERVICE HOTLINE

Phone +49 40 35 69 32 17

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Kind regards,

Your team at Käfer Service Hamburg GmbH



A photograph of fresh produce, including leafy greens, tomatoes, and onions, arranged in wooden crates and white bowls. The entire image is overlaid with a semi-transparent green filter. The text 'Sustainability report' is centered over the image in a large, white, sans-serif font.

# Sustainability report



# KÄFER QUALITY MANIFEST

Our sense of responsibility is particularly dedicated to the quality of our products, the traceability of their origin and the guarantee of a high pleasure experience without regrets. The Käfer Quality Manifesto is a binding set of rules for all our suppliers. For products and all services, quality always takes precedence over price.

- Our goal is to appeal to all the senses of your guests
- Sustainable action in all areas
- Innovative and surprising gastronomy and catering concepts
- Large selection of premium food & beverage products
- Hand-selected, local, fresh, sustainable and seasonal products
- Global thinking, local action
- In-depth knowledge gained from 90 years of experience in the food & beverage sector
- Passionate and experienced in the field of gastronomy and catering
- Leading management team
- Long standing partners in the catering industry, both in the food and non-food sectors
- On time, on budget, on quality



# GUIDELINE



## UNIQUE

... We take care of each customer individually and put him in the center. Our employees combine the perfection and exclusivity of selected products in a unique assortment as well as a perfect presentation.



## LOVELY

... We listen and offer a warm, reliable, attentive and sensitive service. Thereby naturalness and authenticity are our constant companion to win the trust of our customers and guests.



## HIGH QUALITY

... We attach great importance to the quality of our products and the expertise of our employees. For us, the good is not good enough and we strive every day for the complete perfection in service and our products.



## SURPRISING

... We always want to exceed the expectations of our customers as well as guests and surprise them with the unexpected. The shopping experience at Käfer always offers a special experience, also because of the personal service and the charming presentation in a distinctive environment.



## EMOTIONAL

... We create pleasure experiences and special Käfer moments. We do this with a passion for the highest level of enjoyment and put our hearts into every activity.



## SUSTAINABLE

... As a family business, we see sustainability as an investment in and for the future. We focus on sustainable management as well as a responsible approach to the environment and appreciative action with our employees. We act for our generation and all those who come after us.



# SUSTAINABILITY

## – KÄFER SUSTAINABILITY GOALS



### CLIMATE / ENERGY

- Käfer is climate neutral by 2025 at the latest (Scope 1+2).



### PACKAGING

- By 2023 at the latest, all packaging - where possible - will be converted to renewable raw materials (unless there is a risk to food safety).



### WASTE

- Food waste: food waste to be significantly reduced by 2025 at the latest.
- Residual waste: more than 90% of all waste will be fed into material recycling fractions by 2025 at the latest.
- That means residual waste < 10%.



### INNOVATION - DIGITALIZATION

- By 2025 at the latest, 50% of all analog processes will be implemented digitally (measured by paper consumption).



### PROCUREMENT (PRODUCTS & TRENDS)



- By 2025 at the latest, the largest possible proportion of the products used will be subject to strict Käfer sustainability criteria (regional, organic, animal welfare or vegan).
- All sustainable products are made visible to customers (transparency).

### EMPLOYEE - RESPONSIBILITY



- Key positions, in particular those in management (up to F4), will be filled equally by men and women by 2025 at the latest.
- Käfer is listed among the top employers in a competitive comparison by 2025 at the latest.

### SOCIAL COMMITMENT COLLABORATING



- Each site implements at least one regional social project with a positive social impact each year.
- Every employee can use one working day per year for their social commitment.

### FOUNDATION ENGAGEMENTS



The foundation increases its income and expenses by 100,000 € annually, to 500,000 € in 2025.

### SUSTAINABLE WORKING MATERIALS



- By 2025 at the latest, all mass-produced workwear items are sustainable (made from recycled materials, certified organic or socially certified).
- By 2025, at least 80% of (newly purchased) equipment is energy efficient.

# EXPERTS MEASURES

## EMISSION-FREE LOGISTICS

We deliver our customers emission-free with our E-transporter.

## REUSABLE OBLIGATED

We are committed to 100% sustainability and a traceable "Circular Economy".

## CO<sup>2</sup> OPTIMIZED EVENTS

We have the experts and the tools to make every event CO<sup>2</sup> optimized.





# PRODUCER & ORIGINS

Our goal is to inform our customers about the manufacturers as well as the origin of our products and to engage in an exchange about them. We prefer small and local suppliers with whom we have a long-standing cooperation - this gives us the opportunity to offer a unique selection of products, guarantee quick availability and support the manufacturer's region.

**We** reject foods that contain synthetically produced flavors.

**We** reject chemical additives and flavor enhancers in food.

**We** avoid genetically modified organisms.

**We** support species-appropriate animal husbandry.

**We** avoid unnecessary journeys and are active in the conscientious use of our world's limited resources.

## **BEVERAGES**

Bismarckquelle Mineralwasser / Coca-Cola & Fritz Cola / Lütauer lemonades / Holsten beers  
Bionaden spritzers / wines via central warehouse Käfer group, wine import Kemnitz / Hamburg  
Melitta coffee

## **FOOD**

Marker oHG – fruit and vegetable wholesale / Delta Fleisch Handels GmbH – meat products  
Deutsche See GmbH – fish and seafood / Chefs Culinar Nord - dry goods

## **NON FOOD**

Bunzl Verpackungen GmbH – alldisposable items are recyclable or biodegradable

## **EQUIPMENT**

Profimiet GmbH Hamburg / Partyrent Hamburg GmbH

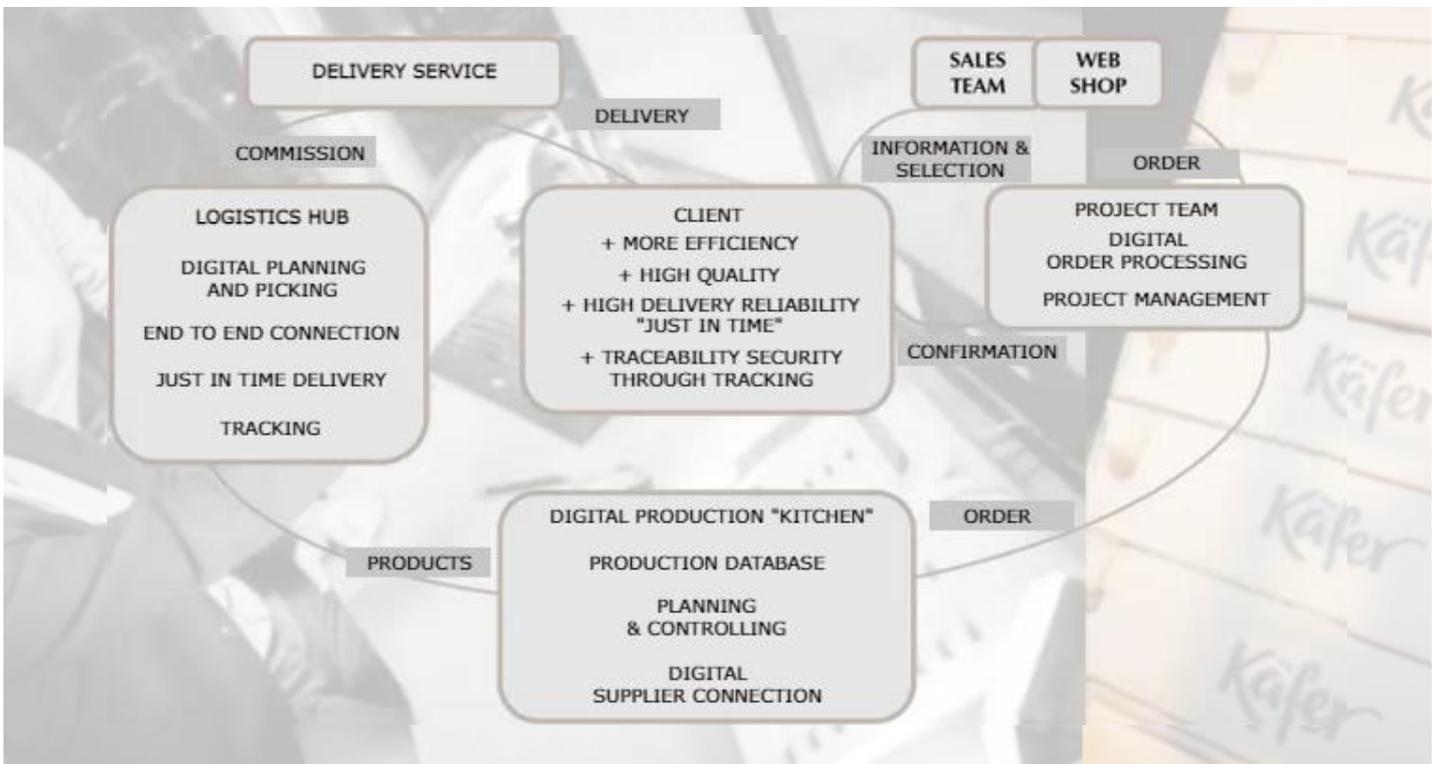
## **DECORATION**

FloristikArt Ute Reimers Hamburg / Terracotta Decorationen Hamburg



# PROCESS OPTIMIZATION THROUGH DIGITALIZATION

We focus on the triangle of productivity, sustainability and digitalization. We want to be optimally positioned for you and our customers. We work proactively on our operations and processes to be not only more efficient, but also even better and more sustainable.





# CATERING CONCEPT

Our catering concepts have a 30 percent share of vegan and vegetarian dishes, which we are constantly expanding. Two of our concepts are exclusively related to sustainability and regionality.



INNOVATIVE  
SUSTAINABLE



SOULFOOD



REGIONAL  
FROM  
HAMBURG



URBAN  
STREETFOOD





# PASSION

## FOR TRADE FAIR & CONGRESS GASTRONOMY

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