

PRESS RELEASE

Double: VAPIANO wins the Mapic Award for the second time in a row

Bonn, 20th November 2015 – VAPIANO has won the “Best Retail Global Expansion” category at the 19th Mapic Awards in Cannes. This is a new phenomenon, as the German company based in Bonn already won the title in the “Best Food & Beverage Retail Concept” category last year. This means that for the first time the Mapic Award has been bestowed on the same company for two consecutive years. The jury, consisting of well-known celebrities, recognises through this award the company’s successful positioning in 31 countries, and honours the stringent market expansion with 162 VAPIANO restaurants worldwide.

“Chi va piano, va sano e va lontano”: “Those who approach life in a casual and relaxed way live more healthily and longer”, according to an Italian proverb. This love of life is reflected in all facets of the VAPIANO concept: in the fresh pasta and pizza, the Vapianisti, the locations and the design. The international Mapic Jury, featuring well-known celebrities, awarded the German company in November for its outstanding global expansion strategy in 31 countries with 162 restaurants.

“Der Mapic Award 2015 honours the commitment and the perseverance of all our employees to develop VAPIANO into a globally successful company in 31 countries with 162 restaurants. Without the assistance of our joint venture and franchise partners and the tenants who believed in the success of our brand, this success would never have been possible. This award is dedicated to the entire VAPIANO Family”, says Mario C. Bauer, CEO VAPIANO Franchising International & Global Expansion, who accepted the award.



Mario C. Bauer, CEO of Vapiano Franchising International GmbH / Rob Wickenden, Vapiano Real Estate Development UK & Europe

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VAPIANO'S recipe for success is freshness – in terms of the ingredients, the preparation and the concept. In over 160 VAPIANO establishments worldwide, guests can enjoy Mediterranean relaxation in a cosmopolitan and communicative atmosphere. In the show kitchen, the Vapianisti prepare all meals fresh in full view of the guests according to their individual wishes. The lifestyle brand harmonises with the flexible and urban lifestyle of the guests, whatever their age. There is no dress code and reservations are not necessary – just as if you were to go to eat at a good friend's house. Large oak tables, which encourage communication, an olive tree, fresh herbs and the light-coloured interior decoration characterise the urban feel-good ambience at VAPIANO. The design and colour concept were created by the Milan-based designer and architect Matteo Thun.

The Mapic Awards 2015 were awarded in 14 categories for the best concepts and projects in the field of retail properties. The award ceremony took place on 19th November within the scope of the international trade fair for retail properties, Mapic, in Cannes.

The Mapic represents a meeting point for international retail traders and project developers. With its exhibitions, conferences and networking events concerning city and shopping centres, factory outlets, leisure time facilities and transfer areas, the trade fair received over 8,000 visitors.

You can obtain image material from:

www.pressebereich20.de/download/Vapiano/MAPIC_Awards_VAPIANO.jpeg.zip

About VAPIANO

The gastronomic lifestyle brand VAPIANO from Germany founded a new category in system gastronomy in 2002 with their innovative “Fresh Casual Dining” concept. It combines elements from “Fast Casual” and “Casual Dining”, thus permitting guests a higher degree of self-determination. Quality, freshness and transparency represent the basis of the restaurant concept. Vapiano uses almost exclusively fresh ingredients. In every single branch of VAPIANO, pasta, pizza dough, sauces, dressings and desserts are created in-house, in part even in the middle of the guest area in the glass Manifattura. Meals are prepared directly in front of the eyes of the guests in the show kitchen “à la minute”. This, coupled with a Cosmopolitan ambience, is the recipe for the success of the company. From its beginnings in Hamburg, the success concept quickly spread across the globe. VAPIANO currently operates over 160 restaurants in 31 countries on five different continents. The lifestyle brand will also in future continue to focus on consistent and constant growth, above all within the core European market, but also in new markets such as Denmark, the Czech Republic, Columbia and Abu Dhabi. Here market launches are planned for 2016. One special highlight to occur in the first half of the coming year is the opening of a flagship restaurant in Paris, which is currently being developed in

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the Rue Marbeuf (on the corner of the Champs-Élysées). You can find further information on de.vapiano.com, facebook.com/vapiano and twitter.com/vapiano.

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