



# easyFairs® FOOD-to-GO

2<sup>nd</sup> Edition Report

18<sup>TH</sup> and 19<sup>TH</sup> May 2010 - Krakow



On 18<sup>TH</sup> and 19<sup>TH</sup> May 2010 in Krakow a second edition of the trade show easyFairs® FOOD-to-GO took place, intended for small gastronomies, catering companies and fast-food restaurants. **69 exhibitors** participated in the Fair.



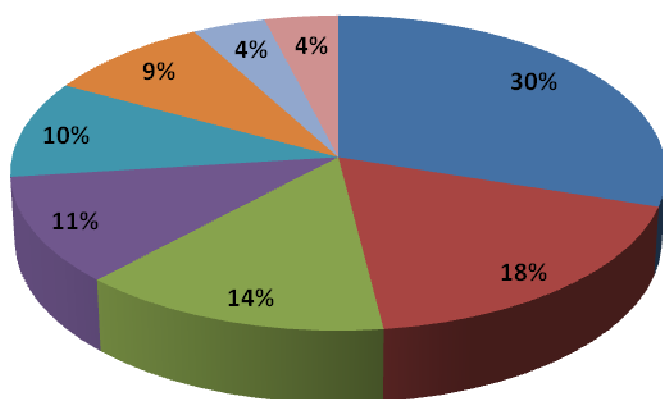
Despite the fact that the Fair days overlapped with a very difficult flood situation, serious hindrances in communication and dramatic news, the Fair was visited by 676 guests which is almost one third of the planned group. These were professional visitors, realistically interested in the Exhibitors' offers, persons determined to make a good business.

The visitors praised the Exhibitors' interesting and complex offer, good commercial preparation and exhaustive information. What is worth emphasising is the fact that this year there were 50% more Exhibitors compared to the last years, so both the event's formula, as well as its subject area gained approval among the participants. Short B2B meetings, focusing on strictly chosen subject area, organised according to uniform standards, with care for cost and time saving.

**THE FRANCHISING CENTRE, in which 9 networks presented their organisational solutions and business ideas, was also the integral part of the event.**

# EXHIBITORS

COMPANIES FROM THE FOLLOWING BRANCHES PRESENTED THEIR GOODS AND SERVICES ON THE STALLS:



- Fitment for Gastronomy and Catering
- Instant Food, Toppings
- Food Products and Intermediate Products
- Franchising networks
- Packages and Packing Devices
- IT Solutions
- Snack, Drink & Vending Machines Distribution Systems
- Cleaning Agents & Maintenance Systems

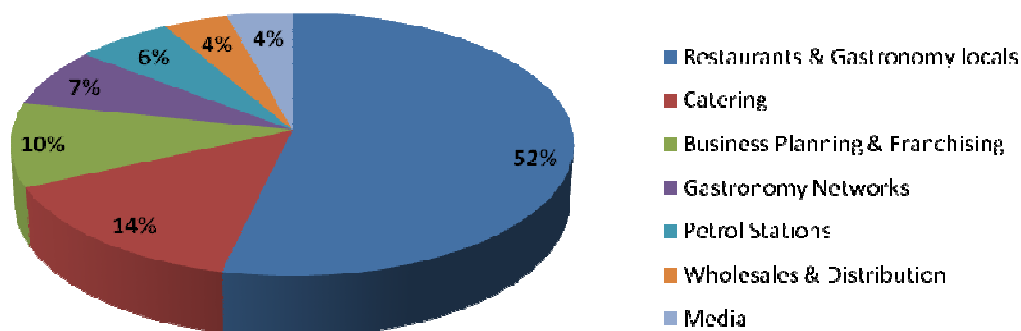


## LIST OF EXHIBITORS

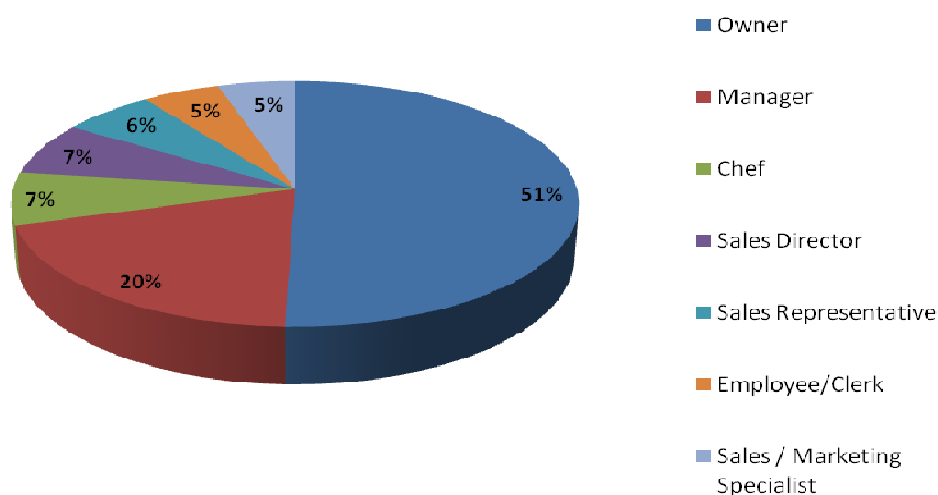
- ADITH Technologies
- AGIW Sp. z o. o. Sp. K
- Akademia Rozwoju Systemów Sieciowych Sp.z o.o.
- Alfatec Sp. z o.o.
- ALVA Sp. z o.o.
- ARRIBA S.C.
- BALTICA
- Bartscher Polska Sp. z o.o.
- BCC Polska Sp. z o.o.
- Biesiadowo
- Bonduelle Polska Sp. z o. o.
- CATERING SERVICE PRODUCTS
- Centrum Handlowe FORUM w Gliwicach
- Crazy Pyramid Pizza
- Develey Polska Sp. z o.o.
- DORA METAL Sp. z o.o.
- EASYSOL - PIOTR KACZOR
- Eko - Cykl Organizacja Odzysku S. A.
- ESC S.A.
- Fabryka Maszyn i Urządzeń Gastronomicznych Kromet Sp. z o. o.
- F. H. P. Roma Tomasz Koziel
- Fanex Żerań Sp. z o.o.
- FOOD PACK Sp. z o.o. (Coopbox Group)
- FORNETTI POLSKA Sp. z o.o.
- FVZ Deli Meat Polska Sp. z o.o.
- GALAGO POLAND Sp. z o. o.
- Firma Grześkowiak Sp. J.
- HAZI S.C.
- HJ HEINZ POLSKA S.A.
- Inter Auto Wiesław Siwek
- JG Gastro
- Joker-Bis ZIELONY SMOK s.c.
- KOGA - Kompleksowa Obsługa Gastronomii
- KOLIBER SP.J.
- KOMPLET Polska.
- Lamb Weston
- LANTMANNEN UNIBAKE POLAND Sp. z o.o.
- LEVANT
- Lody Bonano
- LOT CATERING Sp. z o.o.
- "M.J.K." MARIA JOLANTA KRÓL
- Makro Cash & Carry Polska S.A
- MARTIN BRAUN sp. z o.o.
- McCAIN Poland Sp. z o.o.
- MERCO S.C.
- Mesko - AGD
- METRO - PLAST Sp. J
- Mr Hamburger
- "NIEWIADÓW" S.A.
- Petit Forestier Polska Sp. z o.o.
- Piekarnia MIKOŁAJ
- PPUH VOIGT Sp. z o.o.
- PRIMA - TECH S.C.
- PRIMULATOR Sp. z o.o.
- PRZETWÓRSTWO ROLNO- SPOŻYWCZE "SZNURA"
- ROBOT COUPE SNC
- SOFTECH Spółka z o.o.
- STUDIO ARLEKIN
- SUBWAY
- ŚWIAT LODÓW
- Targi w Krakowie Sp. z o.o.
- TEDMARK Sp. z o.o.
- TELEPIZZA POLAND Sp. z o.o.
- Tomra Orwak Polska Sp. z o. o.
- Z.P.H "ULA" Spółka Jawna Przybylscy
- VERIPLAST POLAND
- Victor Tenderizer
- VORWERK POLSKA THEROMIX
- ZAKO S.C

# VISITORS

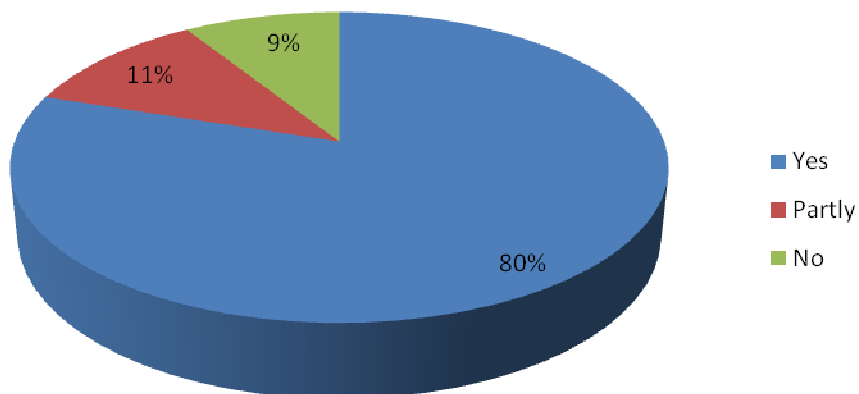
## THE STRUCTURE OF VISITORS ACCORDING TO BRANCHES:



## THE STRUCTURE OF POSTS OF PERSONS VISITING THE FAIR:

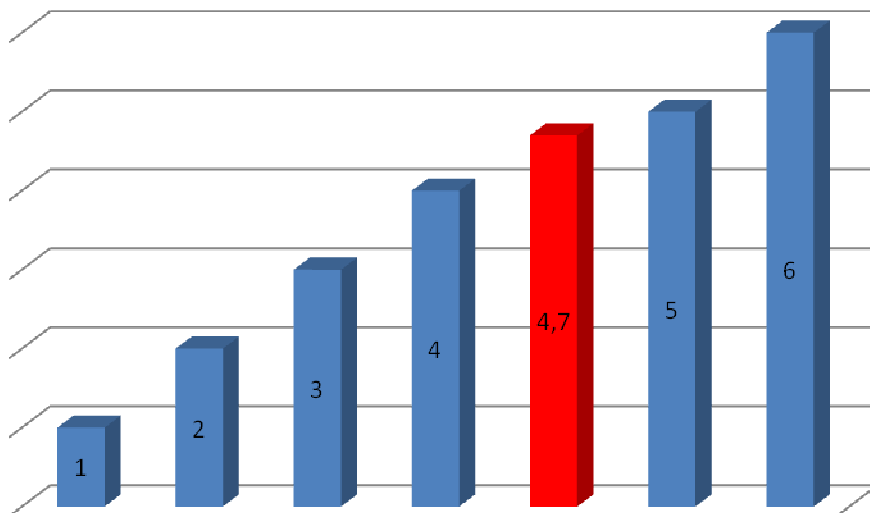


## THE VISITORS' ANSWER TO THE QUESTION "DID YOU FIND WHAT YOU WERE LOOKING FOR?"



## THE VISITORS' EVALUATION (IN A SCALE 1 – 6) 1 – the worst , 6 – the best

The average evaluation: 4,7



## **FAIR easyFairs® FOOD-to-GO WAS VISITED among others BY THE REPRESENTATIVES OF THE FOLLOWING COMPANIES**

<b>AUTO-Bar, PUB-Braks</b>	Owner
<b>BURGER KING</b>	Manager
<b>Caffee BAR RAFAŁ S.C</b>	Chef
<b>Enso Restaurant</b>	Owner
<b>ESPRESSO SERVICE s.c</b>	Owner
<b>Firma cateringowa Leśniak</b>	Owner
<b>Galeria Smaku</b>	
<b>Gradskie pijace</b>	Vice manager
<b>Hotel Polski Pod Białym Orłem</b>	General Director
<b>Jacks Restaurant</b>	Manager
<b>Jadalnia Cicibala (Restaurant)</b>	Owner
<b>Karczma Hulaj Dusza P.P.H.U. Hadwiczak</b>	
<b>Kurczak Catering</b>	Owner
<b>Magillo</b>	Owner
<b>MARCO-OIL</b>	Sales Representative
<b>Maxi Pizza</b>	Member of the Managing Board
<b>Mini-bar.pl</b>	Owner
<b>New York HOT DOG Original</b>	Director
<b>OKTAN (Petrol Stations)</b>	Manager

<b>OTO!SUSHI</b>	Owner
<b>P. W. FABIO</b>	Owner's wife
<b>P.U.S Hut-Pus S.A</b>	President of the Board
<b>Pieprzne Kawalki</b>	Chef
<b>Pizzeria Banolli</b>	Manager
<b>PPUH La Primera (Network of Pizza Restaurants)</b>	Owner
<b>Ravioli sc</b>	Owner
<b>Restauracja pod Smoczą Jamą</b>	Manager
<b>Restauracja siedem smaków</b>	Cook
<b>Restauracja Toskania</b>	Owner
<b>Sandwich Paradise</b>	Owner
<b>Sfinks Polska SA</b>	Investment and Exploitation Department
<b>Stacja Paliw ZAF</b>	Owner
<b>Tribeca Coffee</b>	Manager
<b>U Przewoźnika</b>	Owner
<b>Umami Sushi</b>	Owner
<b>VERTA CATERING Sp. z o.o.</b>	President of the Board
<b>Zajazd Byczy Róg</b>	Owner

During the fair the visitors could take part in learnShops – short presentations on novelties and interesting solutions in the gastronomy branch .

## PROGRAM *learnShops*™

### 18.05 (Tuesday)

- 10:30** Subway: *Subway concept. Michał Piasecki*
- 11:15** Academy of Network System Development: *Franchising on the gastronomy market – current situation and perspectives for franchising development in segments: pizza restaurants, fast-food restaurants and casual dining restaurants. Michał Mazepa*
- 12:00** Telepizza Poland Sp. z o. o.: *Telepizza – a good idea for business Tadeusz Kościuszko*
- 12:45** The Forum Mall in Gliwice: *Modern food court in the Forum Mall in Gliwice – innovative approach for designing space for gastronomy in the Mall*
- 13:30** Martin Braun Sp. z o. o.: *New trends in cake industry. Wojciech Laśkiewicz*
- 14:15** Adith Technologies: *Benefits from conducting stores control with the use of computerised information systems. Piotr Stegmann*
- 15:00** Robot Coupe SNC: *Dynamic food processing as an answer to requirements of contemporary gastronomy. Andrzej Badziak*

### 19.05 (Wednesday)

- 10:30** Eko Cykle Organizacja Odzysku S.A.: *How to verify and implement the statutory obligations from the range of waste management. Mariusz Szablowski*
- 11:15** Academy of Network System Development: *Franchising on the gastronomy market – current situation and perspectives for franchising development in segments: food shops, cafes, bakeries and ice-cream restaurants. Michał Mazepa*
- 12:00** Primulator Sp. z o.o.: *Technology of accelerated cooking– MERRYCHEF. Marek Robacha*
- 12:45** Fornetti Polska Sp. z o.o.: *Franchising with Fornetti. Anna Tołwińska, Robert Mroziński*
- 13:30** Vorwerk Polska Thermomix: *Thermomix – answer to the challenges of contemporary world. Zofia Pajor, Agata Lic*
- 14:15** Inter Auto: *Special settlements.. Rafał Wiśniewski, Adam Kołodziej*

**We would like to invite you for cooperation next year, in which easyFairs has planned two editions of the event:**

**8<sup>th</sup>-9<sup>th</sup> February 2011 in Gdańsk  
easyFairs® FOOD-to-GO North  
1<sup>st</sup> edition**

**11<sup>th</sup>-12<sup>th</sup> May 2011 in Krakow  
easyFairs® FOOD-to-GO South  
3<sup>rd</sup> edition.**

**easyFairs® - JUST TURN UP AND DO BUSINESS!**