

Summer General
Assembly 2017

30/07/2017 - 01/08/2017

Basel

Switzerland

EPCAS
European Event Caterer Association

new ideas. We are calling this concept the 'Future on Stage'. The speakers have '10 minutes of passion' to tell us their story."



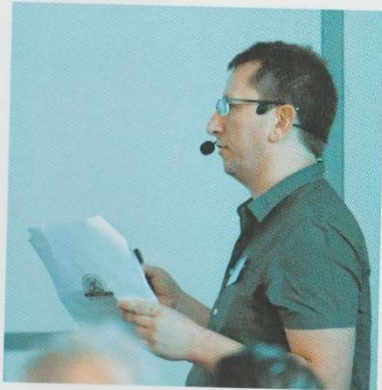
Future on Stage

by Manuel Wagner – Rent a cook

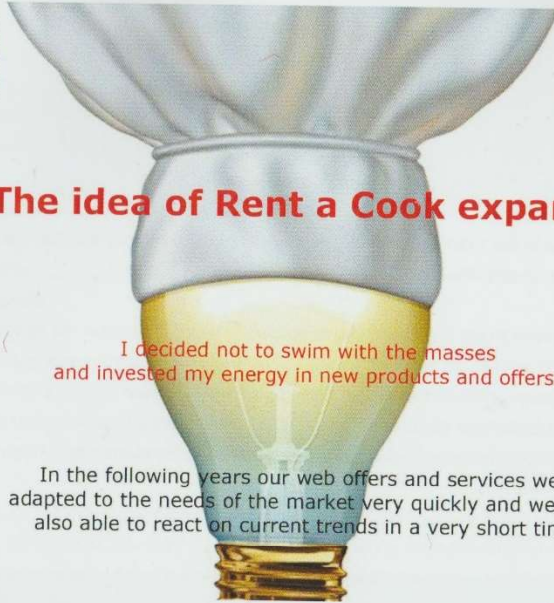
A wide offer as a solution to the prevailing price pressure

Manuel started his presentation introducing himself and his company: "I'm a traditional cook and I made my apprenticeship in Switzerland. I stayed in Norway and Canada for a couple years as well. Being a passionate cook, as a newcomer in Austria, my network was very small and I didn't know many people there. Then I saw a chance to grow the business further on the internet. My brother helped me to make my website. It cost me many nights, and I spent a long time during the nights to learn about website design and SEO optimisation. Nowadays, I still make our website myself and for me it's a chance in the market. Most of you have to outsource your website with an agency and I can make it all by myself. It's a big advantage for me!"

After the brief overview of his company, shown in a video, Manuel continued by mentioning that he first started as a one man show, as a rental cook. Over the years his business grew and he invested his money in equipment and new staff. For a long time, he organized parties from 2 persons up to 1.200 people. Next to that, he also organizes sports events, normal catering and plenty of catering for companies. Manuel used to do private catering but not anymore. He always focused on live cooking and fresh food.



The issue that Manuel wanted to tackle in his presentation is the price pressure. After 10 years, he experienced the strong price pressure. "A lot of people don't want to pay for good work; they only like to eat cheap things. So I thought, what can we do about this? I had question after question in my head. Should we reduce the quality? Should we make cheaper prices? Should we abandon profit? Should we take a lot of time to write too expensive offers without getting the job? So I decided to change our concept and we renewed our entire company."



The idea of Rent a Cook expands

I decided not to swim with the masses and invested my energy in new products and offers!

In the following years our web offers and services were adapted to the needs of the market very quickly and we were also able to react on current trends in a very short time.

He then showed us his concept and how they renewed the entire company. Nowadays, the smallest part is actually catering. They started with cooking courses, and then grew an online shop out of this business, where they sell products from the cooking courses. They also sell chocolate fountains, they go to companies for 3 or 4 days to make catering with chocolate fountains. For the cooking courses they specialise on companies and don't do a lot for private companies.

As Manuel mentioned: "I'm a lucky guy, because in the cooking course people pay a lot of money to actually cook for me. We made cocktail workshops twice with European champions, and we have partner locations in the whole Northern region of Austria."



chocolate caviar, named Schokokaviar, and make their own tins. A few years ago there was a new rule that nobody cannot put anything in Caviar tins anymore. Now, they make branded tins that can be used for company events, amongst others. Manuel ended his '10 minutes of passion' by giving us an actual taste of his products.

