



Prepared by:
U.S. Embassy

Date: 11-Jun-1999
GAIN Report #AU9027

Market Brief - Sector

Austria : Catering Market

This report was prepared by the USDA's Foreign Agricultural Service for U.S. exporters of food and agricultural products. This information is in the public domain and may be reprinted without permission. Use of commercial or trade names does not imply approval nor constitute endorsement by USDA/FAS.

Vienna [AU1], AU

Catering Market

Summary

Catering has become an important part of the gastronomy sector. Continued outsourcing of enterprise canteens and rising demand by institutions and individuals for catering services will further increase the significance of catering companies. In general, these companies purchase the needed raw materials from wholesalers who also serve the retail food trade. However, larger catering firms often import for themselves. U.S. exporters interested in serving catering firms may want to contact the catering companies listed in this report. End summary.

Strict EU regulations, high salaries and expensive fringe benefit programs, as well as the general trend towards outsourcing peripheral functions, means that more and more company canteens are being operated by catering organizations at fixed prices. Through this outsourcing of canteens, entrepreneurs can save costs and administrative overhead, while at the same time providing complete hot meals which are widely regarded as beneficial to the working environment and communication among employees.

Austria's population of 8.1 million particularly appreciates daily, diversified, hot lunches, which is reflected in the large number of meals consumed at working places. According to the Working Association of Catering Organizations, from Monday to Thursday 1.6 to 1.8 million persons are furnished with meals by catering companies each day. Due to the shorter Friday working day in many companies, this number declines to 1.5-1.7 million. Even on weekends, 0.8 - 0.9 million persons receive meals from catering firms. It is believed that about 25% of all Austrian enterprises, banks, and public institutions are supplied by caterers. Compared to other European countries this share is small and thus indicates considerable growth potential.

Today, only large companies can afford their own kitchens. After the number of meals served per day becomes greater than around 300, it becomes more cost effective for a company to prepare meals itself. In general, freshly cooked meals are becoming more important to employees, and are becoming increasingly rare. Due to lack of labor, large company canteens must use rising quantities of processed or semi-processed products in order to fulfill demand.

In general, lunches are heavily subsidized by the companies, usually 50 - 70% of the cost. Sometimes caterers take over entire company canteens, including employees, or supply fresh or frozen meals daily, or in periods of 8 - 14 days respectively. Quality requirements are high. The meals should have the character and taste of home cooked products, and should be prepared according to EU guidelines. They must also consider recent scientific discoveries and knowledge. For all foods, clear information concerning nutritional value, additives, and shelf life must be given. Caterers should also take into consideration the current, distinct trend towards low-calorie meals by providing more vegetables, salads, and fruits, according to season, as well as in between meal snacks. Additional services have been well received by consumers. For example, some caterers provide information about proper nutrition, low calorie nutrition (brochures and presentations), and in cooperation with company doctors, information

on exercises to do after eating. In recent years, organic products have also gained significance in the catering sector. Kindergartens and retirement homes in particular are showing increasing interest in organic meals.

In general, Austrian catering and gastronomy have to a large extent replaced the traditionally heavy dishes served with more vegetables, salad buffets, and low calorie meals. This is true for most meals served to office workers who currently constitute the majority of these consumers. In order to comply with EU directives, a quality and hygiene management program is necessary, which requires testing and documentation.

There are various active branches in the Austrian catering sector. There are special catering firms, which supply meals to companies, schools, hospitals, etc, as well as restaurants, cafes, and delicacy shops for whom catering is a side line. Most of the larger upper class restaurants are also involved in the catering business.

At present, the domestic catering market has an annual turnover of only around AS 5 billion but the industry is growing fast. The largest caterer is Eurest, a daughter company of the British concern Compass. It prepares meals on location in various company canteens or delivers fresh meals. In addition, they also periodically deliver frozen meals. Eurest's main targets are company and institutional canteens. Wigast is the main caterer for parties and other events. Gourmet is the market leader in the catering sector of frozen meals. Do & Co serves many airlines and has a more exclusive party service. However, it is only slightly involved in services to company canteens.

Usually, catering companies buy from domestic wholesalers but many of them also import food products. Among U.S. products, the following foods have sales opportunities on the Austrian market: rice, pulses, dried fruits, nuts, snacks, innovative items, and organic fruits and vegetables. For legal reasons, no poultry or beef products (except beef originating from cattle raised without hormone growth promotants) can currently be imported from the U.S.

Austrian Catering Firms

Do & Co Zentrale und Paryservice
Dampfmuehlgasse 5
A-1110 Vienna

Phone: + 43 (1) 74000/164
Fax: + 43 (1) 74000/180

Eurest Catering
Neulinggasse 29
A-1020 Vienna

Phone: + 43 (1) 712 46 21
Fax: + 43 (1) 712 46 21/34

Bristol Luxus-Catering
A-1020 Vienna

Phone: + 43 (1) 515 16
Fax: + 43 (1) 515 16/550

Gerstner Gesmbh, Partyservice
Kaernter Str. 15
A-1020 Vienna

Phone: + 43 (1) 512 49 63/48
Fax: + 43 (1) 512 49 63/41

Imperial Partyservice
Kaerntner Ring 16
A-1020 Vienna

Phone: + 43 (1) 501 10/300
Fax: + 43 (1) 501 10/355

Inter-Continental Wien
Restaurant Vier Jahreszeiten
Johannesgasse 28
A-1020 Vienna

Phone: + 43 (1) 711 22/114
Fax: + 43 (1) 711 22/312

Sluka Catering
Rathusplatz 8
A-1020 Vienna

Phone: + 43 (1) 405 71 72
Fax: + 43 (1) 406 88 964

Wigast
Henneberggasse 2 - 4
A-1030 Vienna

Phone: + 43 (1) 797 40/3153
Fax: + 43 (1) 797 40/3157

Wild Partyservice u. Delikatessen
Neuer Markt 10 - 11
A-1020 Vienna

Phone: + 43 (1) 512 53 03
Fax: + 43 (1) 513 95 19

P. und M. Friese KG.
Bognerg. 5
A-1010 Vienna

Phone: + 43 (1) 533 81 50
Fax: + 43 (1) 533 94 89

Oesterreichische Mensen- Betriebsges.m.b.H.
Taborstr. 46a/7
A-1020 Vienna

Phone: + 43 (1) 21 606 68
Fax: + 43 (1) 21 606 689

Lukesch G.m.b.H
Hoechstplatz 5
A-1200 Vienna

Phone: + 43 (1) 33 333 50
Fax: + 43 (1) 33 400 71

Rosenberger Hotels und Restaurants
Harlanderstr. 112
A-3100 St. Poelten

Phone: + 43 (2742) 881715
Fax: + 43 (2742) 881715/5

Arcotel
Industriezeile 35
A-4020 Linz

Phone: + 43 (732) 7626
Fax: + 43 (732) 76262

Kongressgastronomie
Auerspergstr. 6
A-5020 Salzburg

Phone: + 43 (662)889 87/710
Fax: + 43 (662)459 425 77

Pro mente Steiermark
Babenbergerstr. 104
A-8020 Graz

Phone: + 43 (316) 714245
Fax: + 43 (316) 714245/44

Josef Hermann Catering u. Betriebsverpflegungs Ges.m.b.H
Liebenauer Hauptstr. 317
A-8041 Graz

Phone: + 43 (1) 21 606 68
Fax: + 43 (1) 21 606 689

Pizzamann Restaurationsges.m.b.H
Pizzamannstr. 1
A-4050 Traun

Phone: + 43 (7229) 71 00 70
Fax: + 43 (7229) 71 00 7/70

Party - Loewe Service - Handels- und Vertriebsges.m.b.H.
Messegelaende Halle 1
A-4600 Wels

Phone: + 43 (7242) 77 451
Fax: + 43 (7242) 77 452

Meraner Catering Gmbh
Rennweg 3 - 5
A-6020 Innsbruck

Phone: + 43 (512) 570 389
Fax: + 43 (512) 570 586