


welcome & stay

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The background image shows the Hotel Belvedere in Locarno at night. The building's facade is illuminated, with the name "BELVEDERE" visible in large, glowing letters. In the foreground, a courtyard features a large, ornate stone fountain with a central statue. The courtyard is paved with cobblestones and has several tables and chairs set up for outdoor dining. The interior of the hotel is visible through large glass windows, showing a warmly lit restaurant with tables and chairs. The overall atmosphere is cozy and inviting.

Regionalisation Working in, with and for the location

Those who rely on local people and supplies help both the locality and themselves. The Hotel Belvedere in Locarno does not just focus on serving up regional cuisine, attracting regular guests from Switzerland and on local events; it also cooperates with other local companies – Read more starting on page 4.

welcome & stay



Dear readers,

Fresh, sustainable and hand-crafted ... are just a few of the qualities we associate with the word “regional”. As a descriptor, it carries a plethora of meanings like no other. Those who use regional products are able to give modern consumers exactly what they want. And that is because these products not only have a smaller CO₂ footprint, but also make people feel at home. Peter Weichhart, Professor of Human Geography, tells us more about this on page 8 and onwards.

Starting on page 4, the Hotel Belvedere in Locarno shows how strong local connections work in practice. The Miele Customer Service Department also relies on local relationships. Miele technician Hendrik Harms works with customers on the East Frisian mainland and islands, and knows their needs like the back of his hand. He has a very exciting work life that involves both a cargo bike and going on boat trips. His story starts on page 10.

Meanwhile, WeidenHof farm on Lüneburg Heath is committed to supplying fresh produce via the shortest possible distribution channels. The farm is run according to the community-supported agriculture (CSA) model and is championing the cause of sustainable farming for conscious consumption – the approach seems to be working, as you can read on page 14 and onwards.

I hope you enjoy reading this issue!

A handwritten signature in black ink that reads "A. Barduna".

Andreas Barduna

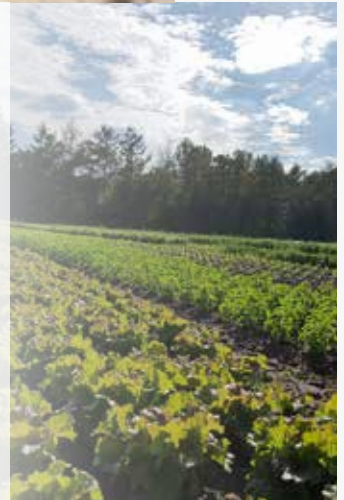
Head of Business Unit

Professional Sales, Service, Marketing



“Why roam so far from here
when good things
lie so near?”

Based on the poem “Erinnerung”
by Wolfgang von Goethe



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Contents

04 _ stay involved

A Swiss favourite: the Hotel Belvedere

08 _ stay sustainable

The Miele Customer Service Department is truly regional

12 _ stay local

Why consumers prefer regional products

14 _ stay fresh

Delicious CSA-farmed produce

18 _ stay informed

News and tips for top-class hospitality

stay involved

Strong roots

The Hotel Belvedere in Locarno

The Belvedere Locarno towers high above the popular holiday resort of Lake Maggiore. The four-star superior hotel has been a constant part of the Ticino landscape for 128 years and attracts many regular guests to the south of Switzerland. The hotel's close links to the locality and deliberate cultivation of local strengths are the key to its success.

This traditional hotel has a total of 90 rooms and suites, and the guests who stay here are in the capable hands of Director Michele Rinaldini and his 60-strong team. The hotelier, who was born in Como (Italy), has more than 25 years' experience in the international hotel trade and started managing the hotel in 2017. Like everyone else, he is passionate about the roots that have been put down over the decades. "We are firmly anchored in Locarno. Many of our guests come from the surrounding area and we have strong ties to the local market. Whenever someone has a reason to celebrate – whether it be a company event, a family get-together or a Christmas party – they head straight for the Belvedere. For buffets or à la carte dining and whatever the scale of the event, we are always the first port of call." For this reason, the hotel focuses intensively on this area of its business.

Refurbishment wins 13 Gault Millau points

A lot has happened in the hotel's 128-year history. After spending some time in the hands of a private owner and serving as the headquarters of an insurance company, the building became a full hotel again in the year 2000. Since then, a lot of effort has gone into renovating it. The last major project was the overhaul of the La Fontana restaurant. Now newly refurbished and with an open-plan kitchen, it is well on the way to attracting as much business as the event catering service itself. "When you make such extensive alterations in a traditional town like this, it is of course going to take a bit of work convincing people, but that is something we do very successfully indeed", smiles Michele Rinaldini. Even the professional gourmets have been won over: the restaurant was awarded 13 points by the Gault Millau restaurant guide in 2019.





In 2019, the La Fontana restaurant was awarded 13 points by Gault Millau.

In the kitchen, chef Carlo Ponti Greppi conjures up unique dishes.



People travel to experience places, including their culinary treasures

Regional ingredients form an important part of the cuisine. Chef Carlo Ponti Greppi uses them to create contemporary dishes with an irresistible Mediterranean slant. “Within the surrounding area, we have some fantastic products right on our doorstep. In addition to wine, these range from meat, maize and polenta right through to cheese and cold cuts”, enthuses Michele Rinaldini. “People travel to experience places, including their culinary treasures. That is why we think it is important to use products that come from here. Of course, we cannot make all the dishes on the menu purely from regional ingredients, but why – for example – should I buy cheese or meat in Italy when I can source such great products directly from the local area? This is also important to us from the perspective of freshness and sustainability.”



“As far as we are concerned, our relationship with our suppliers is just as important as the one we have with our guests.”

Michele Rinaldi



A partnership spanning more than 30 years

The hotel remains in very close contact with its suppliers. “As far as we are concerned, our relationship with our suppliers is just as important as the one we have with our guests”, insists the hotel manager. “It has to be open and honest. Locarno is a small town, where people connect on a personal level. Part of the key to the town's and the area's success is that we all work well together.”

The hotel enjoys a similarly close relationship with its partner Miele. “We have been using Miele equipment for more than 30 years. We and Miele go back a long way. The brand name speaks for itself and the quality and service are superb”, affirms the hotel director. The decision to operate an in-house laundry at the Belvedere is a historical one. “Years ago it was common practice for hotels to do their own laundry and the Belvedere was no exception in this regard. And we still refuse to rely on an industrial laundry service to this day because, for us, quality is the crucial factor. The final touch that we add to the laundry by hand is something that no service provider can offer – and it is this icing on the cake that makes the difference”, says Michele Rinaldini with conviction.



Providing a laundry service to external customers

On the basis of its extensive expertise in laundry care, the Belvedere has become a service provider itself. “We now provide a laundry service to various customers of our own in Locarno. This all came about by local word of mouth. We now have set days when we don't just do laundry for the Belvedere, but also for customers from the restaurant and hotel trades. We don't actually have any extra staff to do this work, but it helps finance the in-house laundry service perfectly. And our customers are highly satisfied with the quality of our work.”

Factors such as hygienic cleanliness and softness play a very important role, particularly when it comes to the laundry in the spa area. The Belvedere's wellness zone is another feature of regional importance. And that is because the facilities are not just for the hotel guests but also for local residents with an annual membership card. “We have got big plans for the spa area and intend to carry out a full renovation next year”, explains Rinaldini. Wellness zones are especially popular in the winter. “We are one of the few hotels in the area that stays open all year round. Of course, the summer months are our busiest period, with things calming down in the winter. Nevertheless, Locarno has a particular appeal.” That goes right back to the fifties and sixties. “The canton of Ticino was one of the most popular winter resorts for tourists from England who wanted to enjoy the many days of sunshine we get here. Times have, of course, changed but we have a strong feeling that the mild climate still draws people to the region. I am exaggerating a bit when I say this, but if the weather is bad on the other side of the Gotthard Pass, the guests flock across to us. That is something on which we want to build.”

Up to 800 kg of laundry per day

Executive Housekeeper Monica Martinelli and her team of four handle the daily pile of laundry, which usually amounts to around 400 to 500 kg. To help them with their housekeeping tasks, there are a total of twelve Miele Professional appliances consisting of washing machines, tumble dryers, ironers and folding machines. In addition to the washing generated by the hotel itself, they also regularly deal with around 300 kg of laundry that gets sent to the Belvedere by nearby hotel and restaurant owners. The Miele Professional appliances offer a high degree of flexibility to ensure that the various textiles (such as towels, uniforms and kitchen linen) can be handled effectively and with proper care.



“It is only by having our own in-house laundry that we can maintain the high standard of quality and service that we demand.”

Michele Rinaldi

When the world descends on Locarno

One attraction that brings new guests from all over the world to the region every year is the town's popular film festival. “The film festival transforms the town. It makes Locarno unbelievably vibrant and you can hear languages from all over the world”, explains the hotel director. “This calls for flexibility on our part as hosts, but we must never forget our roots in the process. After all, the guests who come to stay with us in Locarno look forward to the authentic and home-grown experience that we can offer and our traditions.” That is the heart of the Belvedere – so beloved by both local and international guests alike. Nevertheless, the hotel still welcomes the colourful atmosphere created by the festival. “Naturally, it is a very strenuous ten days, but incredibly lovely at the same time”, asserts Michele Rinaldini. “If it were up to us, we'd be happy for the festival to go on for a little longer each time.”



Further information: www.belvedere-locarno.com



Where history and modern design intersect: the recently completed, extensive renovation project was carried out in several stages.

stay sustainable

Hendrik Harms is a qualified mechatronics engineer and has been working for Miele as a service technician since 2016. From his home town of Wittmund in Lower Saxony, he visits customers in nearby towns, such as Wilhelmshaven and the towns of the East Frisian islands.

Since autumn 2019, Hendrik Harms has been using a cargo bike as often as possible to get to his appointments on the islands. It comes in particularly handy on the pedestrianised islands of Wangerooge, Langeoog, Baltrum and Spiekeroog. The bike has a very large load capacity. As a result, the total permissible weight for the bike, its rider and the cargo is 280 kg. And this is truly needed because Harms regularly carries 70 kg of luggage with him in the form of tools and spare parts.



THE MIELE CUSTOMER SERVICE DEPARTMENT IS TRULY REGIONAL

En route to the next job by cargo bike

Riding along the dike with the wind at your back sounds idyllic. But lousy weather and squalls are the other side of the story. Getting about on the East Frisian islands is not all sunshine and roses. Nevertheless, service technician Hendrik Harms still thinks that he has got one of the best jobs in the world.

The qualified mechatronics engineer started working for Miele in 2016. "That was a real stroke of luck. I wanted a change of career and it just so happened that Miele was looking for a service technician in East Frisia at the same time." It was the perfect region for family man Harms, who is based in Wittmund. Since then, he has been travelling around the north east of Lower Saxony every day, providing support to Miele Professional customers and their appliances. From the little café with its single dishwasher through to hotels with their own laundries and commercial kitchens – he covers an impressive range of scenarios. "The one thing they all have in common is the high level of reliability they require; after all, that's why they decided to purchase Miele appliances in the first place. But other than that, every appointment is different", reports Harms. As a service technician at Miele, he not only carries out regular maintenance on existing machines to help ensure a long product life, but also commissions new products, adapting them to the customer's needs and the local conditions.

Harms' journey is often anything but ordinary. You see, not only does he have to travel around the mainland; he is also responsible for customers on the East Frisian islands: "Primarily, I look after Wangerooge, Spiekeroog, Langeoog and Baltrum. But if I have to stand in for colleagues while they are on holiday, the islands of Borkum, Juist and Norderney sometimes also get added to the mix." As a result of having island-based customers, Hendrik Harms has become an avid weather watcher.



Change in the weather = change of plan

"I have to check how to get from A to B every day and sometimes even every hour. Sudden fog or storms result in ferries and flights being cancelled, regardless of any bookings you have made", explains the service technician. "Flexibility is an absolute must when travelling on the islands. Because of the high and low tides, the timetables change every day anyway."

Harms remains in very close contact with his customers. "It is true cooperation. But that is absolutely essential because the unusual nature of the journey means that I need to be able to plan tools and spare parts in advance whenever possible. In this regard, it helps to remain in close communication and have an opportunity to ask detailed questions. If, for example, I discover that I need some special socket spanners or sealing rings, I can add them to my standard island kit beforehand."

The seals that say hello

Although the journey by boat has become part of the daily routine, it has lost none of its magic. "Instead of sitting in traffic in Hamburg, you will find me leaning on the ship's rail watching the seals on the sand bank. It may sound like a scene from a film, but it really is my commute to work", says the service technician enthusiastically. "OK, I only really see the beach in passing and am out and about in all weathers, but that doesn't take away the fun of the job."

BIO HOTEL Strandeck

- Built in 1959
- Owned by the Recktenwald family since 2007, run as a bed and breakfast hotel
- 36 rooms, 76 beds, 14 employees, 1 swimming pool
- The only organic hotel on Langeoog
- From its green electricity and its certified laundry, dishwashing and room cleaning products through to the organic breakfast, natural cosmetics and recycled paper – the Strandeck puts sustainability at the heart of everything it does
- Officially organically certified since 2014 (100 % organic, member of the BIO HOTELS Association, inspected every six months, www.biohotels.info)
- www.biohotel-strandeck.de



Hendrik Harms loves his home region so much that he even spent his last autumn holiday on an East Frisian island: “The whole family hired a cargo bike and we spent a week touring around Borkum. It was fascinating to discover how easily you could clock up dozens of kilometres.” In fact, he found it so fascinating that – in addition to launching a year-long family project that meant having to complete all day-to-day household tasks within the local rural area without a family car – he also pushed for the purchase of a cargo bike to help him in his job. His efforts proved successful: “I received the full support of my line manager. That kind of respect is not something that you can take for granted and I am chuffed to bits.”

A cargo bike instead of a sack truck

The purchase of the cargo bike makes the service technician's work substantially easier. “Previously, I would often use a hand-pulled sack truck on the pedestrianised islands, but with the cargo bike I now have significantly more load capacity for my equipment and I can get around more quickly.” His tool box has been specially adapted to the wheel requirements. “It's not as if I can just pop to the car to fetch a set of spanners. And so I always make sure I have the key things I need and I rely heavily on universal pliers or spanners.”

The matching multi-functional Miele uniform was supplied with the bike and is appropriately sporty. “Even if you had an electric bike, you wouldn't be able to ride for 25 kilometres in a thick down jacket”, smiles Harms. As soon as the schedule allows him to do so, he also switches from his van to the cargo bike when on the mainland. “After a bike ride like that, I am all smiles when I arrive at the customer's site; all that fresh air and exercise does me so much good. And even though I am absolutely shattered by the end of the day, I come home with a grin on my face because I have had a chance to switch off a bit during the return journey.”

Sustainable mobility

The new service is going down well with Miele customers: “Many of them think it's great that I get around by bike.” The people who run the BIO HOTEL Strandeck on the island of Langeoog are a good example. The Recktenwald family have been managing this certified organic hotel (BIO HOTEL) since 2014. “We focus holistically on sustainability and so it is wonderful that our customer service representative uses such an environmentally friendly form of transport as well”, explains owner Maike Recktenwald. This hotel overlooking the dunes is not just powered by green electricity, but – among other things – only uses certified cleaning products throughout the entire complex. For breakfast, the guests are served sausage and cheese specialties from East Frisia, home-made seaberry quark and freshly baked rolls – and, of course, those are all organic as well. The family's attention to detail reflects a desire for greater sustainability and responsibility when it comes to the natural life of the island. Therefore, they attach a great deal of importance to every little contribution made, such as a service technician with an environmentally friendly cargo bike.

Hendrik Harms carries out maintenance jobs mainly in the winter months. “It is then that I often end up spending several days on the islands in a row. At that time of year, things are quieter for my customers and so they can schedule maintenance appointments effectively.” In December and January, the weather can sometimes put a spoke in his wheel because ice and snow prevent him from using the cargo bike. “Conditions like that are just too dangerous for the bike, although the wind and rain don't stop me from getting about”, explains the service technician. “They don't bother me at all. I just love the journey itself. When I ride across the dike from Bensersiel to Esens, I see the dew glistening on the grass to my right and the canal on my left ... and there's nothing better.”



Further information: <https://www.miele.co.uk/professional/customer-support-52.htm>



Marketing tool and quality pledge in one

**Why regional offerings are often the
thing that tip the balance in consumer decisions**

Fresh, regional produce. Labels like this can be seen everywhere. But what does “regional” actually mean? When you take a closer look, it becomes clear that the meaning of this word is anything but clear-cut. And yet it remains a valuable marketing tool for the restaurant and hotel trades – that is one thing of which Professor Peter Weichhart is sure. This professor in human geography from Salzburg has spent more than four decades studying the interrelationships between people and their environment.

“Region is an enigmatic term”, explains Peter Weichhart, “however, strictly speaking, it is a specialist term from the field that we call Raumwissenschaften in German, sometimes translated as the spatial or regional sciences. The crucial thing to understand is that “region” always refers to an area of some kind and the attributes attached to it.” The characteristics that we subjectively associate with a region play a key role in creating what is known as the region-of-origin effect.

Legendary Swiss watches

“The original term on which this is based is the country-of-origin effect, which will be familiar to us from the fields of marketing and consumer research”, explains the academic from Salzburg. “This involves taking positively loaded imagery that people associate with a country of origin and using it to position and promote products and brands. In this process, the image of the country is transferred across to the image of the product. Swiss watches are a well-known example. However, the same effect can also be applied to smaller geographical units, i.e. regions. A good example of this is Tyrolean ham.”

The key to the purchase

This positive image transfer plays a crucial role in our decision making. In everyday life, we have an instinctive tendency to reduce complexity. “That is why we often only rely on the key infor-

mation. The region-of-origin characteristic falls under this category of information. Anyone who has a positive attitude towards a particular region will tend to view the products from this region positively as well.” And so they will decide to purchase or book these without considering all sorts of other factors. However, regionality works on another psychological level as well. “Another reason why the concepts of region and regionality are so important nowadays is that they act as a kind of antidote to the threat that people feel from globalisation”, explains Peter Weichhart. “Within this context, the region becomes a safe haven that takes away our sense of alienation. But, at the same time, regional positioning also accommodates the ideas currently held by late modern consumers”, adds the human geographer.

Regionality = quality, craftsmanship and sustainability?

We associate various positive characteristics with the term “regional” and these then get transferred to the product. For instance, regionality is taken as a sign of high quality. “An obvious catch phrase comes to mind: it's “quality rather than quantity” that counts. Moreover, regionality conjures up ideas of traditional agriculture and artisan production. Regardless of whether or not it is actually true, we interpret the origin of something as providing key information about its manufacture”, explains Weichhart. “Regionality also implies proximity. We take it as a sign of short transport routes and, in turn, of freshness and sustainability. The latter are particularly important nowadays: regional products are an expression of an ecological lifestyle and a sound sense of green awareness”, clarifies the professor. Those who consume regional products and services are confident that they are doing something good for the environment.

In addition, regionality is a way of standing out from the crowd. “Consumers use it to paint themselves in a particular light by saying: I know what is good and I am a connoisseur.” Having said that, a person's inner stance is also important. “Regionality



is used as a means of showing solidarity: we feel that we are supporting the region via the purchase we are making”, explains Weichhart.

Building trust instead of using advertising gimmicks

If you want to use regionality effectively as a marketing tool, you have to adopt a considered and deliberate approach. “Regionality can be put to particularly good use by incorporating regional elements into the furnishing style, by drawing on regional festivals or customs but, above all, by serving regional food”, explains the academic.

“However, simply sourcing the food from the farm next door is not enough; you also have to publicise this fact.”

This works particularly well when you combine it with a personalised reference to the place of origin. “For example, you might communicate the following: Our beef comes from farm X and our baked goods from organic bakery Y. Even if the consumer doesn't know the farm or bakery in question, it still builds trust”,

says Weichhart before adding: “This type of communication is very effective. I recently visited a restaurant in Salzburg that had included exactly this kind of information on the menu. This stimulated lots of thoughtful conversations that could be heard emanating from nearby tables. It was not being shrugged off as an advertising gimmick, but was the topic of serious conversation.” This illustrates how powerful a marketing tool it can be to have a well-thought out focus on regionality.



University Professor Peter Weichhart (retired) taught Human Geography at Vienna University's Institute for Geography and Regional Research from 2000 to 2014. He is continuing his academic work while in retirement.

 Further information: <https://homepage.univie.ac.at/peter.weichhart>

stay fresh



“We can easily imagine having a hotel or a restaurant on the list of shareholders as well.”



White Polled Heath sheep amble across the heath, Coffee and Cream hens peck for food in the yard and out in the field, the savoy cabbage is trying to outdo the lettuce.

At WeidenHof farm on Lüneburg Heath, it is high season all year round.

Under the management of David and Anke Goertsches, the farm is now in its seventh financial year of operation as a community-supported agriculture (CSA) scheme.

This is a special concept whereby private shareholders divide the costs of the farm between them and receive everything it produces in return. As a sustainable regional and collaborative concept it is one that is gaining more and more supporters worldwide.

From the field straight to the plate

Anke Goertsches sees her life as a shepherdess as a calling. Together with her gardener husband, David, she has been managing WeidenHof farm on Lüneburg Heath as a community-supported agriculture scheme since 2012. The CSA farm is now in its seventh financial year of operation. Three employees and two trainees throw themselves into the daily duties to ensure that all 230 annual shares of the harvest get delivered to the members.

A vast array of vegetables without the packaging waste

WeidenHof produces a huge variety of food: “We grow around 60 different types of herbs and vegetables in an area measuring approximately five hectares. From protected cultivation through to open field cultivation, we have got it all: tomatoes, aubergines, different varieties of cabbage, onions, parsnips, pumpkins, sweetcorn, and plenty more besides”, explains Anke Goertsches. The staple vegetable crops are supplemented by eggs and, on special occasions, by meat from the chickens and sheep. “The reason why people do not always receive sausages or chicken as part of their weekly share of the harvest is that we have committed ourselves to sustainable production”, explains Anke, who is also a shepherdess. At WeidenHof, CSA represents the opposite of factory farming and industrial production. “Conscious consumption coupled with nature conservation and guilt-free enjoyment are the hallmarks of our concept.”

Once a week, members can collect their share of the harvest from six different depots in the surrounding area. WeidenHof organises this in a way that is as environmentally friendly as possible. “As you would expect from us, our distribution channels are short and we don't use any plastic packaging.” And, in recognition of this, the Rotenburg depot has already managed to bag the Rotenburg environmental prize. Using the delivery notes that have been hung up at the depot to guide them, members fill the containers that they have brought along with potatoes, carrots, and so on.

Hotels and restaurants are welcome to join the scheme

The shareholders do not necessarily have to be private citizens. “We can easily imagine having a hotel or a restaurant on the list of shareholders as well”, affirms Anke Goertsches. “After all, Lüneburg Heath is a popular region for tourists. We would be delighted if a hotel decided to use regional products from WeidenHof farm. We realise, of course, that hotels and restaurants have to plan ahead. That isn't easy to reconcile with how the farm works. We do have a crop plan, but ultimately the weekly delivery consists of whatever is ripe for harvesting at the time. Therefore, flexibility is an absolute must. On the other hand, such fresh organic products aren't always that easy to come by. And the menu could, for example, include a WeidenHof dish that could be changed according to which ingredients were available. It would certainly be a great piece of public relations for us and for the CSA concept; after all, they say that the stomach is the best way to a person's heart, don't they?”, laughs the managing partner.

Community-supported agriculture (CSA)

Community-supported agriculture is a model whereby private shareholders finance the costs of running a farm (in advance) between them and receive the crops produced in return. This means that the growers are not dependent on subsidies and world market prices and that the subscribers receive fresh, seasonal and regionally produced food. The concept facilitates biodiversity, sustainable production, nature conservation and social interaction. In German-speaking countries, it is known as "solidarische Landwirtschaft" (SoLaWi).



Find a CSA scheme near you

In Germany, more than 250 farms have joined the Solidarische Landwirtschaft network. On the network's website there is an interactive map that prospective members can use to find schemes in their local area: www.solidarische-landwirtschaft.org Similar networks also exist in other parts of the world, such as the UK: communitysupportedagriculture.org.uk/

The reality, not rose-tinted glasses

For Anke and her husband, public relations form an important part of what they do. "The picturesque fantasy of farm life still persists. The one where the farmer calmly goes to feed the hens, then spends a bit of time hoeing the vegetable field before stroking the sheep and heading home to sit with his dog by the fireplace. Of course, the reality is completely different." The couple wants to create a comprehensive understanding of what farming conditions are really like. That is why, for example, Anke Goertsches has started her own blog about her work as a shepherdess (<https://schaeferin.weidenhof.de>). WeidenHof also hosts try-it-out days and farm festivals on a regular basis. "Together with our members, we want to look at the real-life conditions on the world market and discuss what we can do as growers and consumers with a shared desire for greater sustainability. As a CSA venture, we have a massive opportunity to achieve something locally."

In view of how it is run collaboratively and independently of the market, WeidenHof is a place where you can try out concepts that are not (yet) commercially feasible under standard market economy conditions. "This year, for example, we started keeping Coffee and Cream hens. They are a new dual-purpose breed. Although the laying hens produce slightly fewer eggs, there is enough meat on them by the end of the laying period for slaughter. We are feeding back the experience we have gained with this free-range breed to the breeding organisation. In the long term, this will hopefully create alternatives to the intensively farmed breeds associated with traditional poultry keeping." So far, Anke is extremely happy with the level of egg and meat production.

Gourmet meat from the heath

When choosing their herd of sheep, the Goertsches once again opted for a particular breed. "For us, having a regional focus is not only important when distributing the products, but also during actual production. We wanted sheep that would be able to cope with the conditions and poor soil here on the heath and, if possible, a breed native to the area. That is why we decided on White Polled Heath sheep." Another advantage is that their meat is also traded in the gourmet sector. "It is highly digestible and full of flavour. So, not only do we get our hands on an old regional breed; we also help ensure sustainable consumption."

The latest project at WeidenHof farm relates directly to the sheep. "Previously, we used to compost the wool after shearing because the revenue from selling the raw wool was not even enough to cover the costs of shearing the sheep in the first place. These days, all the wool required to meet German demand is produced cheaply in New Zealand and Australia. But that's crazy when you think about it. Here I am wanting to conserve natural resources and to work in an environmentally friendly way, and what do I do? – I go and throw out a fantastic and renewable raw material like wool! We wanted to do something about it." And so Anke Goertsches started looking for allies and found a partner to process the wool in the form of a nearby sheltered workshop. "Now, for example, we can have the wool made into woven wool blankets or seat cushions, which we can then sell", says the shepherdess delightedly. This is yet another step towards increasing the number of regional and sustainable products.

Making changes that are effective

"As humans we have basic needs in the form of food, warmth and shelter. That's just a plain fact. There are certain things that we cannot do without, but by adopting a sensible approach to our consumption, we can bring about change in the long term", reflects Anke. "The important thing is not to get too dogmatic about it. None of us is superhuman. We cannot change everything in one go. But that's OK. We think it is better to take small steps so that the changes we make will actually last."



Further information: www.weidenhof.de



“For us, having a regional focus is not only important when distributing the products, but also during actual production.”



FANG & FELD



Fine dining is out! Fresh fish from a North Sea fishing cutter is in! The restaurant at The Westin Hamburg hotel (located inside the building of the Elbphilharmonie concert hall) has undergone a full refurbishment and is now serving freshly caught fish and regional fare cooked in the North German style without any fancy frills. This also meant coming up with a new name. Instead of “The Saffron”, it is now more fittingly called the “Fang & Feld”, which means “Catch & Field”. All the products, from the meat and fish right through to the fruit and vegetables, come from the surrounding area. This fresh start is a bold move on the part of the restaurant, which wishes to send the message: even an international hotel such as The Westin is capable of going “regional”.

 Further information: www.fangundfeld.de



The good from the hood

The slogan of the ‘me and all hotels’ shows what the group wants to offer: good things from the neighborhood. Lindner Hotels AG have already launched two hotels under this second brand name and have plans for six more. The idea that lies at the heart of the overarching concept is to get local artists and brands involved at every location. They say of themselves: We are always closely connected to the local heroes of our city to present their art on our stages, to conjure their meals on your plates and their mixing skills in your glasses. And to catapult them right into your hearts. Even non-tourists are able to get their money’s worth, e.g. by attending concerts in the lounge or using the coworking space.

 Further information: www.meandallhotels.com





Ancient varieties rediscovered

Fruit and vegetable varieties that had almost faded from memory – such as Finkenwerder Autumn Prince, Champagne Rennet and Black Oxford apples – are currently making a comeback. Why not introduce your guests to long-forgotten treasures that are often unique to your own area? They could be included in an apple dessert on a restaurant's menu or be used as part of a tasting session at a distillery where brandy is made from ancient pear varieties – the possibilities are endless.



Write to us!

Do you have any suggestions, tips or questions? Do you want to contribute with topic suggestions, criticism or your own stories? We'd love to hear from you at professional@miele.com! Also, if you no longer want to receive this magazine, simply write to us.

“Matchmaking” for farmers and restaurateurs

Finding regional suppliers is not always easy. And that is something that platforms like www.wirt-sucht-bauer.de want to change. These sites are intended as a rendezvous point for restaurateurs, farmers and anyone else who is a champion of regional food production and consumption. Restaurateurs can use them to network with suppliers in their region and find nearby sources of supply. Conversely, growers can look for restaurateurs in the surrounding area to promote the sale of their products. Similar platforms are being set up across the world, such as the Veg Cooperative operated by bristolfoodproducers.uk.

 Further information: www.wirt-sucht-bauer.de; <https://bristolfoodproducers.uk/>



Looking ahead: welcome & stay 2 | 2020


» Networks «

Influence, reach, perception: by connecting with others you can achieve more. Sometimes teamwork is even more important than competition. It won't be long before we publish the next issue, which will be on the topic of networks.



welcome & stay

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The background image shows the Hotel Belvedere in Locarno at night. The building's facade is illuminated, with the word "BELVEDERE" visible in large, glowing letters. In the foreground, there is an outdoor courtyard with a large, ornate stone fountain in the center. The fountain is lit from below, and water is flowing from its tiers. Several tables and chairs are arranged in the courtyard, and people are seated at some of them. The interior of the hotel is visible through large glass windows, showing a warmly lit restaurant or bar area with tables and chairs. The overall atmosphere is cozy and inviting.

Regionalisation Working in, with and for the location

Those who rely on local people and supplies help both the locality and themselves. The Hotel Belvedere in Locarno does not just focus on serving up regional cuisine, attracting regular guests from Switzerland and on local events; it also cooperates with other local companies – Read more starting on page 4.