



FOR GASTRO & HOTEL

6th INTERNATIONAL TRADE FAIR FOR HOTEL AND RESTAURANT EQUIPMENT, FOOD AND GASTRONOMY

FINAL REPORT

PVA
EXPO PRAGUE

www.for-gastro.cz

29 Sept - 2 Oct 2016

FOR GASTRO & HOTEL

The FOR GASTRO & HOTEL 2016 Trade Fair, with the largest exhibition area as well as the largest number of exhibitors so far, belongs, in the history of the PVA EXPO PRAGUE Exhibition Centre, among the most important event of its kind organised in the Czech Republic. Already the 6th edition of the trade fair was suitably complemented, within the sector presented, by the 1st edition of the contract-oriented food and beverage trade fair of the JIP wholesale company, which freely followed up to FOR GASTRO & HOTEL - specialised trade fair for technologies and equipment for the HORECA, food and beverage sectors. Both the events offered its visitors an integrated overview of products and services from manufacturers and suppliers in the field of gastronomy and hotel industry.

STATISTICS OF THE FOR GASTRO & HOTEL TRADE FAIR IN COMPARISON WITH LAST YEARS:

POČET VYSTAVOVATELŮ

| | |
|------|-----|
| 2014 | 160 |
| 2015 | 205 |
| 2016 | 250 |

ČISTÁ VÝSTAVNÍ PLOCHA (m²)

| | |
|------|------|
| 2014 | 3078 |
| 2015 | 4445 |
| 2016 | 4920 |

The FOR GASTRO & HOTEL Trade Fair was organised simultaneously with the autumn trade fair for furniture, interiors and design "FOR INTERIOR". The two trade fairs were visited by **28 235 people**.



MAIN PARTNERS:



ASOCIACE HOTELŮ
A RESTAURACÍ
CESKÉ REPUBLIKY



mediatel

CULINARY
art of living

LA CUCINA ITALIANA

aramark

PEREG



MASO·PROFIT®

WWW.gastro-obaly.cz



The trade fair supported important projects on a partnership basis. One of them was the project of the Association of Small and Medium-Sized Enterprises and Crafts of the Czech Republic.

ROK ŘEMESEL 2016 "YEAR OF CRAFTS 2016"

This event is focused on increasing the prestige of classical occupations in the sector of gastronomy, such as chef, pastry chef or baker.



The ceremonial opening on the occasion of commencement of the trade fairs focused on living and gastronomy took part at participation of some of the representatives of the exhibiting firms. The ribbon-cutting ceremony was up to Alena Schillerová, Deputy Minister of Finance; **Jiří Šír**, Deputy Minister of Agriculture; **Karel Havlíček**, Chairman of the Management Board of the Association of Small and Medium-Sized Enterprises and Crafts of the Czech Republic, **Martin Čudka**, President of the Association of Czech Furniture Manufacturers; and **Tomáš Kotrč**, Chief Executive Officer of ABF, a.s. Mrs. **Daniela Písářovicová** was the moderator of this exceptional event.

AUSPICES:



Ministerstvo financí



ZÁSTAVĂ MINISTERIA ZEMĚDĚLSTVÍ
MARIANA JUREČKY



OFFICIAL CARS:



"The Czech Ford is a proud titular partner of ABF a.s. and as such it has a possibility of presenting its cars at all large events held in the areas of the PVA EXPO PRAHA. We are very glad to use this privilege because we have already verified that both trade fair visitors and exhibiting firms are very interested in our models during individual trade fair events. For this reason we try to present especially our latest news suitable for business purposes as well as for private and family use to our potential customers. Moreover, these cars are always equipped with modern technologies – and even in this area we can see suitable harmony with the exhibitions held at PVA EXPO PRAHA. For this reason we consider the cooperation with the ABF company to be ideal symbiosis in which we want to continue, of course."

Libor Beneš, Marketing Manager FORD MOTOR COMPANY, s.r.o.



sector of technologies and equipment for gastronomy and the hotel industry

Professional visitors appreciated the wide range of technologies and equipment for restaurants and hotels. This year's trade fair welcomed chef champions awarded with the Michelin Star awards from Denmark, who presented Scandinavian specialties by using Danish technologies of the HOUNÖ brand.



With regard to the current topic of the electronic records of sales (EET), it was possible to see presentations of a number of firms specialising in this area at the trade fair, which came with their offers of optimum solutions. In connection with the EET, the INFO POINT for the professional public was opened for the entire term of the trade fair, within the framework of the exposition of the Association of Small and Medium-Sized Enterprises and Crafts of the Czech Republic.



food and beverage sector, specialised cooking competitions



In the part focused on food and beverages it was possible to see presentations of domestic firms and manufactures, as well as those of foreign companies, e.g. from Japan, Italy, Hungary, France, Slovakia, Spain, the Netherlands and Denmark with the offer of tasting of local delicacies.



Visitors could make themselves familiar with absolute news on the market, for example Bitter Sweet Cola, which also became the Drink of the Trade Fair and was awarded the Honourable Mention of the Trade Fair as well.



GRAND PRIX – technologies and equipment

GRAND PRIX

This year it was for the first time when the FOR GASTRO & HOTEL Trade Fair organised the GRAND PRIX competition. The participants competed for the best exhibit of the trade fair in two categories:

TECHNOLOGIES AND EQUIPMENT FOOD AND BEVERAGES

The Jury was chaired by **Bc. Miroslav Kubec**, President of the Czech Chefs Association; and the Members of the Jury were: **ak. mal. Nina Provaan Smetanová**, Museum of Gastronomy, and **Kateřina Reimitzová**, Chief Editor of LCI CZ, s.r.o. The criteria assessed included technical characteristics, progressive technology, material, energy performance, environmental aspects, strengths and application on the market.a uplatnění na trhu.

The following firms were awarded in the category of technologies of the GRAND PRIX competition:



1st place:

Galavito s.r.o.

For: Galavito Heating Table,
BISTRO model



2nd place:

First Catering Company s.r.o.

For: Capsule mobile ice cream
dispensing machine
ONE-SHOT



HONOURABLE MENTION

Company: **VÍNOSERVIS s.r.o.**

For: **TANIXX**,
an online wireless
system for temperature
monitoring



3rd place:

INTERIA Znojmo s.r.o.

For: Bottle box – with a possibility
of assembling a wine rack system,
Modular design



GRAND PRIX – food and beverages | TOP EXPO



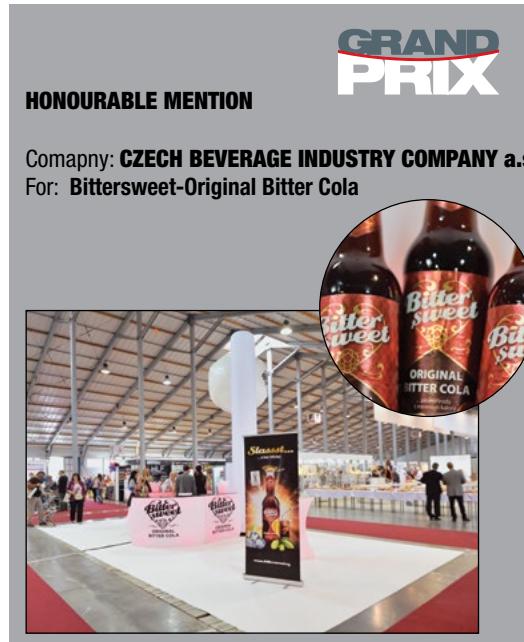
1st place:
Oldříška Foffová
For: Sugar beet syrup



2nd place:
Lihovar Lžín, spol. s r.o.
For: Lžín apple brandy
with caramel



3rd place:
Hungaro Delikates s.r.o.
For: Hungaro Delikates
Mangalica pork sausage



HONOURABLE MENTION

Comapny: **CZECH BEVERAGE INDUSTRY COMPANY a.s.**
For: **Bittersweet-Original Bitter Cola**



The winner of the competition of the trade fair organiser for the most impressive exposition "TOP EXPO 2016", which is at the same time also highly functional and meets criteria for communication with customers, was **SOLA Switzerland EU s.r.o.**

accompanying programme



GASTRO TOUR / T&MC CREATIVE s.r.o.

from the agency "T&MC CREATIVE" – composed interactive programme presenting news and trends in the field of gastronomy



CUKRÁŘ ROKU BIDVEST CUP 2016

"PAstry CHEF OF THE YEAR"

– nation-wide competition

Asociace kuchařů a cukrárů ČR

The winner is **František Buchal**
from Cukrárna Buchalovi, Prague 9 – Čakovice.

The second place belonged to **Denisa Drahotská**
from the Secondary School of Food Technology in
Smiřice.

The third prize was awarded to **Tereza Minaříková**
from the Secondary Specialised School and Appren-
tice Institute in Horky nad Jizerou.



accompanying programme



PEKAŘ ROKU 2016
"BAKER OF THE YEAR 2016"
Nation-wide competition of
bakers organised by the
Svaz pekařů a cukrářů ČR.



The Czech Bartenders Association organised, on a daily basis, topical competitions and exhibition shows of bartender, barista and teatender specialists

Winners of individual competitions FOR GASTRO & HOTEL 2016:

29 September 2016
JUNIOR BEER COMPETITION – KOCOUR CUP
Matěj Brož – HŠ Plzeň
AMUNDSEN VODKA JUNIOR BARTENDERS CUP
Filip Jung – SSŠG Svídnická Praha

30 September 2016
OXALIS - JUNIOR CZECH TEATENDERS CUP
František Šutera – SOŠ a SOU Polička
JUNIOR BARISTA CUP
Anna Trčková – HŠVP a OA Jeseník



1 October 2016
BAILEYS PROFESSIONAL BARISTA CUP
Kamil Hégr – Kávovary.cz
PAMPERO ANIVERSARIO AFTER DINNER COCKTAIL
Jan Teska – Bugsy's bar

2. 10. 2016
HAVANA CLUB ESPECIAL FLAIR CUP
Junior – Šarlota Šomanová – SSŠG Adolpha Kolpinga
Professional – Martin Vogeltanz
– www.martin vogeltanz.cz

list of exhibitors



A3 Soft Bratislava s.r.o.
ACCOM Gastro s.r.o.
AKCIOVÝ PIVOVAR DALEŠICE, a.s.
Albikon, a.s.
Almeco, s.r.o.
ALUPRESS DESIGN s.r.o.
Amax com s.r.o.
AMEREX trade s.r.o.
ARAMARK s.r.o.
Asociace hotelů a restaurací České republiky z.s.
ASOCIACE KUCHÁRŮ A CUKRÁŘŮ ČESKÉ REPUBLIKY, o.s. CUKRÁŘ ROKU BIDVEST CUP 2016
Asociace malých a středních podniků a živnostníků ČR
ASW Systems a.s.
ATELIER - S a.s.
Atoz marketing services s.r.o.
AWIS Holding, a.s.
AXIS distribution, s.r.o.
BANCIBO
Barry Callebaut Czech Republic s. r. o.
BitterMan s.r.o.
BLANCO Professional CZ, spol. s.r.o.
Blážek Gastro s.r.o.
Bloomissimo, s.r.o. (šmakujto.cz)
BONECO, a.s.
BRAVILOR BONAMAT
Buchal František, Dekorační ozdoby z cukru s.r.o.
Café Majada s.r.o.
CARDHOUSE s.r.o.
Care Trade s.r.o.
CATENATE KG
Clean Art, s.r.o.
coco loco s.r.o.
CODEWARE, s.r.o.
Cortina Park s.r.o.
CZECH BEVERAGE INDUSTRY COMPANY a.s.
Česká barmanská asociace - obchodní s.r.o.
Congrády s.r.o.
D-MEDIA, s.r.o.
Dacaffe
Delonghi
DEZAL PLUS SP Z O.O.
Dotykačka s.r.o.
DREVEK EU s.r.o.
DrinkGAS s.r.o.
E M P O R I O s.r.o.
E.E.T. One, a.s.
ECO Krabičky s.r.o.
EcoStep s.r.o.
EG capital s.r.o.
Ego dekor s.r.o.
ELCOM, společnost s ručením obmedzeným, Prešov
Elettromec CZ s.r.o.
Espresso Professional, s.r.o.
EUROPAGROUP s.r.o.
Eva Sedláčková
FAGOR GASTRO CZ, s.r.o.

FANY Gastroservis s.r.o.
Fiala
FIRST CATERING COMPANY s.r.o.
Flatlanders CZ s.r.o.
FOMI s.r.o.
Food 21
FORMAT 1 spol. s.r.o.
Frigotherm s.r.o.
FUTURE-TECH, spol. s.r.o.
G.Benedikt Karlovy Vary s.r.o.
Galavito s.r.o.
GAMA HOLDING Praha a.s.
GAPA MB s.r.o.
GASTRO HOLDING CANDOLA s.r.o.
GASTROART CZ, spol. s.r.o.
GASTROFRESH, s.r.o.
GASTRO SHAKY 24
GASTRO-OBALY.CZ
GCX s.r.o.
GEO CENTRUM s.r.o.
Giancarlo Mansella
GO IN AUSTRIA GmbH
GOZ GASTRO s.r.o.
HALBERSTÄT - servis, s.r.o.
HOFMANN BOHEMIA - Partner gastronomie s.r.o.
HOFMANN BONDUELLE
Honey, s.r.o.
Hospitality and Retail Systems, s.r.o.
Hospodářská komora České republiky
Hungaro Delikates s.r.o.
HydroClean s.r.o.
HYKRO s.r.o.
HyperMedia, a.s.
Chaudry & Goraya s.r.o.
CHOCOGASTRO, s.r.o.
ILLE Papír Service spol. s.r.o.
Ing. Josef Elis
INPHA a.s.
INSTITUT INPRO, a.s.
InterGast a.s.
INTERIA Znojmo s.r.o.
ISMIC BOHEMIA, s.r.o.
ITTC STIMA spol. s.r.o.
Iva Raclová
J.J. Darboven s.r.o.
Ján Hudeček
Japan Livestock Products Export Promotion Council
Jaroslav Štěcha Štampast & Gurmán
Jaroslava Fojtíková
JAROSPOL Technology s.r.o.
JAV - AKC
JIP východočeská, a.s.
JVA - Jírat výroba velkokuch. zař., spol. s.r.o.
JPLUS.s.r.o.
JURA CEE VertriebsgesmbH
K M S, spol. s.r.o.
K.R.ELIXIR, s.r.o.
KAMENNY-KOBEREC.eu s.r.o.
Karamelový sen s.r.o.
KARMEB s.r.o.

KDS Sedlčany, nožířské výrobní družstvo
KREINER, spol. s.r.o.
L E D O C O M , spol. s.r.o.
LÁZNĚ JUPITER a.s.
LCI CZ s.r.o.
Lenka Nünning - SHATLER'S Lihovar Lžín spol. s.r.o.
LOGTRADE s.r.o.
LSI SOFTWARE SA
Lubomír Janhuba
M-ex Production s.r.o.
MAJVEJ 2012 s.r.o. CULINARY MARCO PŘEROV s.r.o.
MARKUJ s.r.o.
Marmeládová Zahradna s.r.o.
Martina Adámková
MASO-PROFIT s.r.o.
MATERASSO Slovakia s.r.o.
MB - SVING, s.r.o.
MC-DESIGN Produktion- und Handelsgesellschaft m.b.H.
MEDIATEL, spol. s.r.o.
MESAXO s.r.o.
Mia Coffee s.r.o.
MIELE spol. s.r.o.
Michal Karlík Světová vína Ministerstvo financí ČR
Ministerstvo průmyslu a obchodu Ministerstvo zemědělství
MIX-TEE VELKOBOCHOD s.r.o.
Monika Prouzová Vinotéka KARLA IV
MONTYCON gastro, s.r.o.
MP TOBACCO s.r.o.
MVP events s.r.o.
My Gastro s.r.o.
Nature Notea, s.r.o.
NEKTAR NATURA s.r.o.
Nestlé Česko, s.r.o.
NOBLE Princess spol. s.r.o.
Objekta s.r.o.
Od Macháčků s.r.o.
Oldřiška Foffová
Omega CZ spol. s.r.o.
Origin Soft s.r.o.
ORS, spol. s.r.o.
pan NN HYROUS s.r.o.
Papaya POS s.r.o.
PAPILLONS a.s.
Pascal s.r.o.
Pavel Hajn - výroba kožené galanterie
Pavla Kylarová - CHOCOME
Pekař a cukrář s.r.o. PEKAŘ ROKU 2016
PENTA CZ s.r.o.
PEREG WINERY s.r.o.
Pharmind Corporation s.r.o.
Pivoval FERDINAND s.r.o.
Plateňní systémy
POGRA s.r.o.
PORTUS PRAHA, občanské sdružení
POS Experts s.r.o.
Premium gastro

Profesní sdružení - Sanitace nápojových cest
Professional support s.r.o.
PROHOTEL s.r.o.
RAIN CZ, s.r.o.
RATIONAL International AG
REGENT PLUS Žlutice spol. s.r.o.
Reischl & Sohn Gesellschaft mb.H.
RETIGO s.r.o.
rmGizmo - Ing. Pavel Kovalenko
Rodinná firma s.r.o.
RÖSLER Praha spol. s.r.o.
ROYCE BOHEMIA a.s.
S U P R E M U S, spol. s.r.o.
SERENA GS s.r.o.
SIESTA SOLUTION s.r.o.
SIT-IN CZ, s. r. o.
SlevaDne.cz
Smart software s.r.o.
SoftInes, s.r.o.
SOLA Switzerland EU s.r.o.
SOLUTER s.r.o.
SOLUTION FACTORY, s.r.o. - Gastro Jobs
spoint distribution s.r.o.
STARÉ MĚSTO NEMOVITOSTI A.M., s.r.o.
Státní zemědělský intervenční fond
Střední škola hotelovictví a gastronomie Praha - Klánovice
Studio Moderna s.r.o.
Šiba Plus s.r.o.
T&M CREATIVE, s.r.o. GASTRO TOUR
T-Šperky s.r.o.
TAJNYK s.r.o. - PETITE FRANCE BOULANGERIE
TECHNOLOGY s.r.o.
Tenesito s.r.o.
TEPLÍČKY PIVOVAR MONOPOL TeS, spol. s.r.o. Chotěbor
Tip-Ex Partner, s.r.o.
TOKO AGRI a.s.
Tomáš Havlíček GASTRO BOHEMIA
Tomáš Stanek Tommys Food Truck UDANAX, s.r.o.
UNOX DISTRIBUTION, s.r.o.
UVM interactive, s.r.o.
Van Beek Intercheese VARIA - PLUS spol. s.r.o.
VECTOR INTERNATIONAL spol. S.r.o.
VIKI FRUIT s.r.o.
Vinařství Veverka VÍNOSERSV s.r. o.
VinoVinoVino s.r.o.
VITAL Czech s.r.o.
Vladimír Tůma GASTROFEST.CZ
Winco Nixdorf s.r.o.
Winterhalter Gastronom s.r.o.
WM Profi s.r.o.
WPC CZECH s.r.o.
YESOVENS SRL.
ZANZIBAR, s.r.o.
ZÁRUBA FOOD a.s.
ZUMMO

media campaign

RADIO STATIONS | Evropa 2, Frekvence 1, Rádio Bonton, Rock Zone 10.5.9, Dance radio, Blaník, City, Oldies, Beat

EVENTS | vernisáž, doprovodné programy, odborné konference a semináře, konference Ministerstva financí ČR o EET, tisková konference AMSP ČR

SPECIALISED MAGAZINES | Topi Profesional, Art&Antiques, Home, Tina bydlíme, Pražské zlaté stránky, Dům a zahrady, Květy, Dolce vita, Harpers Bazaar, Golf, Domov, Pěkné bydlení, Sofie bydlení, Adresář polygrafie, LUXURY GUIDE, Udělej si sám, Real city, Nové bydlení, Byty, domy, zahrady, Panel plus, Terra, MOJE bydlení, Recepty prima nápadů, Parlament - vláda - samospráva, Nové proměny bydlení, Fany info, La cucina italiana, HOREKA VOICE - ATOZ, Gastro&Hotel profi revue, AHR Forum, Gastro Report Minutka, Culinary, Adresář potravinářství a gastronomie, Pekař a cukrář

DAILIES, WEEKLIES, MONTHLIES | 90 dní v Praze, Pražský express + Ruské zlaté stránky, Metro, Letňanské listy, Ekonom, Deník (celostátní vydání), Právo Víkend, Uniform Inzertní časopis, E 15, Doma Dnes, Grand Reality

DIRECT MAIL | Distribution to the complete database of ABF clients, Distribution to the database of specialised organisations (JIP, MASO-PROFIT, Czech Chefs Association, Czech Association of Hotels and Restaurants, Association of Bakers and Confectioners of the Czech Republic, Association of Small and Medium-Sized Enterprises and Crafts of the Czech Republic, Professional Association - Drinks Piping System Sanitation, G-servis, ARAMARK, etc.)

PROMOTION IN AQUAPALACE, SHOPPING CENTRE OF LETŇANY | Aquapalace, FB Aquapalace Praha plakáty - A1, satní skříňky; LCD spot; OC LETŇANY plakáty - A1, rádio spot, FB, banner

OUTDOOR | billboards, bigboards, trams, B1 frames in the metro system, bus stop

TV stations | Dobré ráno s ČT 2, Snídaně s Novou, Sama doma ČT1

INTERNET | vkancelari.cz; svepomoci.cz; prague-express.cz; ceskestavby.cz; kdechcibydet.cz; homebydleni.cz; perfectwoman.cz; zlatestranky.cz; bydleninasbavi.cz; mediatele.cz + FB, travelguide.cz; managerka.cz; drevoprovizot.cz; jaklepebydlet.cz; nadacepartnerstvi.cz; wellnessnoviny.cz; romantickepobyty.cz; aquainfo.cz; borovice.cz; firemníkce.cz; buildingnews.cz; favi.cz; biano.cz; nejremeslnici.cz; receptyprimanapadu.cz; hyperinzerce.cz; hyperbydleni.cz; hyperbozi.cz; FB HyperInzerce, FB HyperSlevy, adresarfiriem.cz; aukro.cz; blog.aukro.cz; letnany.cz; letnanskely.cz; utulnydum.cz; stavimesen.cz; moje-bydleni.com; uniform.cz; trendybydleni.cz; bydletvpanelu.cz; forme.cz; enuby.cz; novepromenybydleni.cz; luxuryguide.cz; bydleni.cz; nadacedrevoprovizot.cz; real-city.cz; grandreality.cz; kafe.cz; czechfurniture.cz; Facebook.com/abf.veletrhy/bydleni; peknebydleni.cz; denik.cz; jenprozeny.cz; dumazahrada.cz; mezizenami.cz; novinky.cz; e15.cz; financhnovinky.cz; aktualne.cz; ihned.cz; oc-letnany.cz + FB OC Letňany gastro-obaly.cz; zivefirmy.cz; mistriremesel.cz; aramark.cz; food21.cz; stamgastagurman.cz; www.realizacebydleni.cz; realitymix.cz; www.bydleni cool.cz

SPHERE - LOYALTY PROGRAMME | sphere.cz, FB Sphere ČR, e application, e-NEWS, e-NEWS Sphere

SBD PRAHA | INFO PANEL – autumn 2016, sbdpraha

SUBSIDISED BILLBOARDS OF OUR EXHIBITORS

Najdete na veletrhu

FOR GASTRO & HOTEL
29. 9.–2. 10.

PVA
EXPO PRAHA

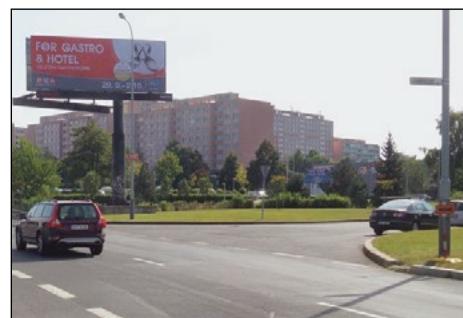
 **WÜSTHOF**

Kvalita – Made in Germany / Solingen

www.wusthof.cz

The exhibiting firms which register for participation in the trade fair obtain a possibility of using the massive advertising campaign of the trade fair and a possibility of obtaining subsidised billboards in the Euro-format at a price of CZK 4,300 + VAT per item, including the print and application for the entire calendar month. The only condition is publishing of the FOR GASTRO & HOTEL Trade Fair caption.

Example of the BB campaign



Tram posters





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Ing. arch.
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WE INVITE YOU TO THE AUTUMN TRADE FAIR 2017

FOR GASTRO & HOTEL

7th INTERNATIONAL TRADE FAIR FOR HOTEL
AND RESTAURANT EQUIPMENT, FOOD
AND GASTRONOMY