

*New catalogue by BAUSCHER:*

## **High quality porcelain and personalised solutions for professional catering**

Weiden, February 2013. – With its new program for ‘Professional Catering’ BAUSCHER now impressively showcases its expertise and many years of experience in this segment. The catalogue offers a comprehensive overview of the history, expertise and product portfolio of the long-established porcelain manufacturer that has always combined functional but economical solutions with an aesthetic look.

After the catalogues for the hotel and gastronomy target groups as well as for hospitals and nursing homes, the new reference book for professional catering completes BAUSCHER's brand alignment. "In the new catalogue we illustrated our variable, intelligent and economical solutions tailored to a wide range of culinary uses within the catering industry: a school cafeteria has completely different requirements compared to a staff canteen, a rail buffet car, a stadium or event catering," says Manuela Kűfner, Marketing Director at BAUSCHER. "With a diverse product portfolio and comprehensive service, we are the right partner for our customers."

### **Quick orientation with key themes**

The structure of the catalogue is oriented especially towards the needs and wishes of customers who are looking for the right tableware for their gastronomic concept. BAUSCHER has therefore deliberately organised the content according to the key themes that are most important for professional catering:

- **Tray set-ups:** Here is a prime example of how standard tray sizes can be set up functionally and attractively with BAUSCHER pieces for a variety of food combinations.

- **Free-flow:** this section displays diverse, appealing variants in the presentation of food in the free-flow area and is sorted for professional catering according to relevant themes: soup/stew, salad, wok/asia, pasta, dessert, hot beverages and snacks.
- **Catering:** from conference service and finger food to (flying) buffet, here customers will find helpful pointers and suggestions for an attractive and functional application of porcelain pieces in professional catering.

This service section is supplemented with interesting practical examples that showcase BAUSCHER's customised solutions. Additional inspirations on article combinations are provided in a separate overview supplement – organised consistently according to product groups and across collections.

### **Professional catering at [www.bauscher.de](http://www.bauscher.de)**

BAUSCHER will utilise the new catalogue's user-friendly structure at Internorga and at its website at [www.bauscher.de](http://www.bauscher.de) too: under the heading "Professional Catering" you can navigate to the key themes, including tray set-ups, free-flow and catering as well as practical applications and an overview of selected articles. Additional information on individual articles and collections can be found with just a few further clicks. The new "Professional Catering Program" is already available for viewing in the "Service & Contact" section as an e-book and can also be downloaded in PDF format under "Downloads."

#### **For further information:**

Engel & Zimmermann AG

Franziska Schutter and Nadine Hofer

Schloss Fußberg, Am Schlosspark 15, 82131 Gauting

Tel. 089 / 893 563 511, Fax 089 / 893 98429

Email: [f.schutter@engel-zimmermann.de](mailto:f.schutter@engel-zimmermann.de)