

B&L Publishing Readers' Choice Award for "Table Setting Culture"

Category

BAUSCHER awarded "Best of Market 2012"

Weiden, Germany, April 2012. – Leading product quality, performance and service: BAUSCHER, a BHS tabletop AG brand, has received the "Best of Market 2012" readers' choice award in the "Table Setting Culture" category from trade magazines "First Class", "24 Stunden Gastlichkeit" [24hr Hospitality] and "GVmanager". The award was based on a readers' survey conducted by the trade magazines on market and purchasing behavior in the food service/catering market.

For this, more than 2,000 decision makers from the hotel, gastronomy and catering industry evaluated 400 suppliers with regard to their price/performance ratio, quality and service. The suppliers with the three highest rankings were honored with the "Best of Market" award. "Yet again this year the results confirm that the market leaders' positions in the industry are well-founded," said Annemarie Heinrichsdobler, Publisher and Editor-in-Chief of the three trade magazines published by B&L-MedienGesellschaft.

Manuela Kűfner, Head of Marketing at BAUSCHER, accepted the readers' choice award from the renowned trade magazines at the Internorga trade fair in Hamburg, Germany. "We are not just selling porcelain, but long-life quality and individually tailored services," Manuela Kűfner said. "This award impressively underlines that our customers value this sort of overall service package. We are delighted and honored that they have rewarded us with this 'Best of Market' award."

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