

Press release

September 16th, 2010



**KIRBERG
CATERING
FINE FOOD**



Kirberg Catering is „Caterer des Jahres 2010“ – Caterer of the Year 2010

*Brand needs a strong partner: The catering concept
“Corporate Food” was awarded with the Oscar of the catering
business by the gastronomy magazine “Catering inside”*

Kirberg Catering has been awarded with the title “Caterer of the Year 2010” in the category “Food Concepts & Equipment”. The company stood up to entire 30 competitors. The award was given by the magazine Catering inside from the LVP Lebensmittel Praxis Verlag/Verlagsgruppe Georg von Holtzbrinck.

The event caterer applied with the concept Corporate Food. “Brand needs a strong partner and we emphasize brands with customized and individual concepts”, explained Jutta Kirberg, managing director and founder of Kirberg Catering. Department’s experts agreed: “The jury appreciated the caterer’s strength to identify with the customer’s brand enhance their value and vision culinarily.”



Caterer of the Year 2010: Managing directors of Kirberg Catering f.l.t.r. Thomas Lehmann, Jutta Kirberg and Volker Beuchert
Photo: Kirberg Catering



Brand needs a strong partner: Corporate Food from Kirberg Catering
Photo: Kirberg Catering



Managing directors of Kirberg Catering: f.l.t.r.
Thomas Lehmann, Volker Beuchert, Jutta Kirberg
Photo: Kirberg Catering



For 25 years Kirberg Catering has been longtime partner of leading international companies. With 40 salaried and 200 ware freelancer the company is well-established and numerously honored on the German market today. During the eighth bestowal, the jury of the trade magazine honored innovative concepts, outstanding ideas and exemplary troubleshooting in the categories Food Concepts & Equipment, Newcomer & Climbers (winner: Noi! Neumann's Catering) as well as Management & Team (winner: Aramark). The award ceremony of the caterer of the year 2010 took place in front of 350 guests from the catering business in the Zeughaus Neuss on September 12th, 2010.

More informations and photos:

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The jury's opinion: "Kirberg has to build up a high identification to a customer's brand. A lot of mental work is needed to recognize the customers Corporate Identity and put it into action. This caterer has proven courage, but also imagination. The emotional buildup convinced as well as the creative stories Kirberg told around the food and the Citroën brand."

The jury awarding the title of the Caterer des Jahres 2010: Harald Becker, principal of the commercial college for hotel industry and gastronomy Wihoga Dortmund; Klaus Häck, owner of Hommequadrat, the brand of the department for advice in the hotel and restaurant industry; Ralf Michael Häveker, manager of Gourmet Competence; Armin Maurer, proprietor of AMU Consulting; Ingo Reich, editor of the Handelsblatt, together with the editorial department of Catering inside. Peter Gemüth, director of the Kasinobetriebe Kassenärztliche Vereinigung Westfalen-Lippe. The jury's award went to the company Sodexo.

Kirberg Catering Fine Food is operating throughout Europe and longtime partner of leading international companies for two and many thousand guests. With 40 salaried and 200 ware freelancer the company is well-established and numerously honored on the German market today: Caterer of the Year 2010 in the category Food Concepts & Equipment | Conga Award 2009 for the Top 10 of trade and event catering | red dot design award 2009 for Kirberg's Momente #1 | For the own Restaurant Schloss Morsbroich: Gault Millau | Feinschmecker | Schlemmer Atlas | Marcellino's | tour de menu Köln 2010