

restaurant

For the professional and the passionate

Roll up, roll out Vapiano



German concept takes on London

The spiel "Fresh, fast and stylish Mediterranean meets impeccable German engineering".

Which means? This 50-strong pizza-and-pasta German brand is opening its first UK outlet on the former site of Oliver Peyton's Mash in central London in June. British

diners can experience the brand's high-tech chip-card billing and payment system, eating as much or as little as they want at their own pace amid the Matteo Thun-designed interior that features a real herb garden.

Who's behind it? Founded in 2002 in Hamburg by Kent Hahne, Gregor Gerlach and Klaus Rader, the brand has outlets in Germany and across Europe and the US and is being brought to the UK by Ian Daly (ex-Scottish & Newcastle) and Mary McLaughlin (ex-La Tasca).

Would suit? The urban centre hotspot locations are expected to bring in the nearby business and office crowds, shoppers and tourists, who will yield a £10 per head average spend.

Ideal site? A 5,000sq-ft-plus site in London's West End to attract a office/shopper crowd in daytime and theatre-goers of an evening.

Future plans? A further three London locations in the next couple of years, including Covent Garden, growing to 20 outlets in urban centres around the UK within five years.

Why will this concept work? "Uniqueness, freshness and quality without the price-tag, hassle-free billing through German technology. It's cosmopolitan with European design and a customer-led, cooked-to-order, no-rush service style," says McLaughlin.

Where? 19-21 Great Portland Street, London W1W 8QB

vapianointernational.com