



Mit „Under the Sea“ eröffnete dieses Frühjahr in Paris das Ephemera-Erlebnisrestaurant, welches in eine farbenfrohe Unterwasserwelt einlädt.

Visitors to the cafés, which have “mutated” into attractions, can of course still eat and drink there – serving food and drink was, after all, what they started as. But the restaurant chain became big and famous through its atmosphere. Without a storyline, but with authenticity preserved over the years, the name “Hard Rock Café” has become an international cult brand of astronomical value: the last take-over deal took place in 2007, when the Seminole Tribe of Florida acquired the corporation’s empire, which at that time was already operating under the name Hard Rock International, Inc., for a sum of 965 million US dollars from Britain’s The Rank Organisation. The founders had already sold their shares in the company years earlier during the establishment of the first international locations.

Today there are not only Hard Rock Cafés with integrated merch shops – the group also includes key corporate units such as the Hard Rock hotels and casinos, as well as shareholdings and partnerships.

### Experience gastronomy in pop-up format

Whether as a stand-alone attraction or as a temporarily available, integrated F&B offering, gastronomic pop-up concepts are highly effective. An example from outside the leisure industry was given in the Italian city of Ferrara (Emilia-Romagna region) in the form of the temporarily available “Street Dinner”: a pop-up restaurant that only announces at the very last minute where in the city it will set up its tables. The

basic surprise factor sets this concept apart from the competition and adds an experience element to the visit.

And if it is not the secret of the individual location, it is also possible to play with different themes, for example, to lure guests into experience restaurant worlds following the pop-up principle. Particularly attention-grabbing in this context are IP-based offers such as the pop-up dinner format “All Men Must Dine”, which was launched to promote the DVD/Blu-Ray sales launch of the fourth season of the fantasy series “Game of Thrones” (GoT), and was available for a limited time only.

As a temporary service integrated into leisure facilities, the pop-up concept is particularly interesting for the F&B offer when it comes to accompanying (seasonal) events or trying out something completely new from a culinary point of view. The resources required are lower than fixed, permanently operating park catering, but the contribution to the overall experience should not be disregarded.

### Art meets food in Tokyo & immersive dining in Paris

The challenge of creatively designing F&B offerings to round off the overall experience opens up a wide field for planning, implementation and experimentation, and not just for theme parks and adventure pools. Modern museums and exhibitions are also increasingly recognising the potential of gastronomic components that can become an additional attraction for visitors.

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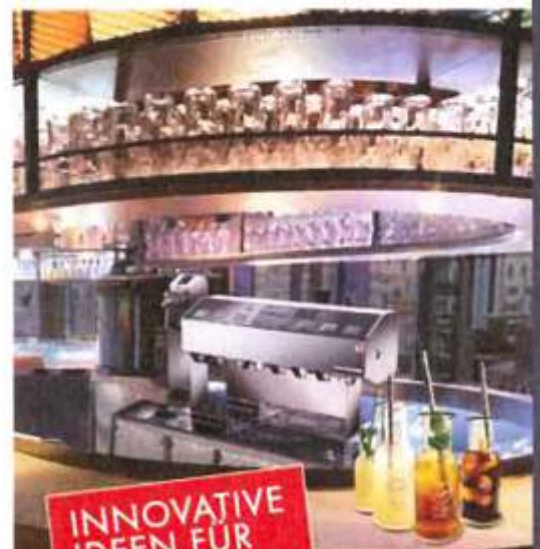


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