

Corporate Portrait

January 2023

Marché International

The global company with Swiss roots develops innovative foodservice solutions and operates restaurants on highways, in airports, zoos and in selected city center locations. The multifaceted brands such as Marché Mövenpick, Palavrion Grill & Bar, Mövenpick Restaurants, White Monkey and Cindy's Diner offer guests a fascinating world of food and delight characterized by freshness and quality.

Marché International has developed from a marketplace pioneer into an innovative multi-concept operator based on its strong Marché brand. The company continuously devises and develops successful restaurant concepts around the globe thanks to its comprehensive expertise spanning over 35 years and its creative energy. Furthermore, the multifaceted brand and concept portfolio is complemented by selected suitable licensed brands. As an attractive business partner with extensive expertise and an awareness of trends, Marché International is a byword for charming foodservice solutions to suit various occasions. The company covers planning, development and implementation from a single source, tailored to the individual requirements of the customer and the location. What the multifaceted restaurant concepts share is the belief in food love and providing a sense of hospitality from the heart: the complete satisfaction of the guest is the top priority and is achieved by having an instinctive understanding of their needs and taking pleasure in serving them.

Brands and concepts

An overview of the brand and concept portfolio of Marché International is available on the corporate website marche-int.com. The key brands are briefly outlined below:

Marché Mövenpick

Just like being at a lively market: fresh market cuisine and live cooking have been at the heart of Marché Mövenpick's approach for more than 35 years. Guests can choose from a variety of homemade dishes created with natural, preferably local ingredients, which are cooked live in an open kitchen. Beside this marketplace concept for larger spaces, Marché Mövenpick is also suitable for small locations. There a specific product is on focus, such as pizza and pasta, or sandwich varieties, Natural Bakery or Vegetarian Island. This gives the brand the flexibility to adapt to the relevant location.

The strong Marché brand has been honored with multiple prestigious awards from the foodservice industry. For example, Marché received the highest results in a test conducted by the German automobile club ADAC. It has also received the coveted Hamburg Food Service Award and been presented with several foodservice awards by the German Institute for Service Quality. In 2020, Marché Mövenpick was honored by the "German Test Study" for its commitment to sustainability. Furthermore, the modern brand received various design awards, such as the Red Dot Award in 2016.

Palavrion Grill & Bar

Fire and flames from the grill: at Palavrion Grill, guests can enjoy light, Mediterranean-inspired grilled cuisine in stylish surroundings. Regional meat, fish and vegetables are cooked live on the flame grill in front of restaurant guests. A special cooking technique guarantees top quality and an authentic grilled flavor.

Mövenpick Restaurants

A taste of Swiss culture since more than 70 years: Mövenpick Restaurants serve top-quality delicacies, traditional Mövenpick dishes and regional classics. Culinary delight at prices everyone can afford.

Cindy's Diner

Back to the '50s: Cindy's Diner takes its guests back in time to enjoy an authentic restaurant experience from the era of Cadillacs and petticoats. The restaurant's specialty is its homemade gourmet burgers made from fresh beef.

White Monkey

A creative pizza revolution: White Monkey pizza lab & bar, where the future of pizza has never looked so bright. Guests can enjoy innovative new flavors in nostalgic yet modern settings as part of this brand new, Italian-inspired, youthful gastronomic concept.

Laekkert

Tasty food and drink for on the go: Laekkert is a takeaway store that provides high-quality, healthy and natural food for people in transit. The attractive new concept is characterized in particular by its innovative payment method, which consists of self-service checkouts, a simple color-coding system and clear architecture that enables guests to familiarize themselves with the system quickly and easily.

Zigolini

An Italian intermezzo: just like at a little Italian street café, relax, enjoy and indulge in typical Italian specialties – from focaccia, bruschetta, tramezzini and antipasti to tempting dolci – washed down with a great cup of coffee or glass of wine. The Zigolini Caffé & Bar allows you to take a break the Italian way.

Brezel Fritz

The pretzel concept Brezel Fritz reinterprets the familiar pretzel as a practical hot snack. Whether salty or sweet, filled or baked – Brezel Fritz offers something for everyone.

History

- The basic idea behind Mövenpick Restaurants, which was founded by Ueli Prager in Zurich in 1948, is to make culinary enjoyment available to everyone at affordable prices.
- During a trip to the USA, Prager became captivated by the concept of diners offering typical American burgers. After opening the legendary Silberkugel restaurant in 1962, the first Cindy's Diner, with its self-service concept, went into operation in 1972. The restaurant got its name from Prager's daughter, who was a huge Cinderella fan.
- In 1983, the first Marché restaurant was opened in Stuttgart (Germany). Thus, the front-cooking concept was born, and the foundations were laid for the success of Marché International.
- In 1986, a Marché restaurant was opened on a highway for the first time – Marché Neuenkirch Ost also happened to be the first Marché in Switzerland.
- In the 1990s, Marché expanded to Austria, England and Canada. At the same time, franchise contracts were signed in Israel, South Korea, Indonesia and Hong Kong.
- In 2003, CEO Oliver Altherr took over the management of the company, introducing his vision for Marché to become "the freshest foodservice company".
- Approximately two years later, Marché International became an independent division of the Mövenpick Group.
- This was followed by the expansion of operations to Singapore, Indonesia, Austria, Norway, Hungary, Slovenia, Croatia and Canada.
- In 2014, the highway outlets in Switzerland were sold to Coop.
- The Marché brand developed into the Marché Mövenpick brand in the years that followed. Marché Mövenpick has a modern look. As well as larger spaces, it is now also concentrating on smaller locations with a specific product focus.
- In 2016, the company strategically positions itself as a multi-concept operator and develops new restaurant brands such as Palavrion, White Monkey and Zigolini.
- 2018 the company undergoes the market entry into the Czech Republic and withdraws from the Norwegian market.
- 2020 the individual divisions of the Mövenpick Group are separated from one another. The Marché International AG now operates as an independent company. Marché International leaves the Canadian and Indonesian market.
- 2021 the company withdraws from the Hungarian market
- With the change of the ownership in 2023, Marché bids farewell to the remaining three Mövenpick restaurants in Switzerland.
- Today, Marché International is part of the Lagardère Travel & Retail group. Marché operates concepts in six countries and represents a multifaceted brand and concept portfolio that allows for an exceptionally diverse range of foodservice solutions in busy locations such as highways, airports, zoos and city centers. The portfolio is selectively enhanced with suitable licensed brands.

Management

Oliver Altherr, Chief Executive Officer

Hermann Ircher, Chief Commercial Officer

Overview of foodservice operations by country	
Germany Marché Mövenpick (17), Marché Mövenpick Natural Bakery (4), Marché Mövenpick Sandwich Manufaktur (4), Cindy's Diner (1), Palavrion Grill & Bar (2), Mövenpick Restaurants (3), Mövenpick Café (4), Mövenpick Meet & Dine (4), Zigolini (2), White Monkey (1), Laekkert (1), San Pino (1), Brezel Fritz (5), coffee-, snack- and bar-concepts (27), Management concepts (14), Starbucks (1), Gosch (1), Shops (1)	93
Austria Marché Mövenpick (3), Ibis Hotels (2), Burger King (2), Shops (3)	10
Slovenia Marché Mövenpick (17), Shops (5)	22
Czech Republic Marché Mövenpick (2), Zigolini (1)	3
Croatia Marché Mövenpick (7), coffee-, snack- & bar-concepts (4), Hotel (2), Burger King (2)	15
Singapore Marché Mövenpick (4), Marché Mövenpick Natural Bakery (2)	6
Total	149