

Translation of Business News Article dated September 26, 2006

People

(Picture)

Talk of the Town

Simple, but with style. Good quality, but not expensive.
For VAPIANO co-owner Kent Hahne this has been the recipe for success.

His first job while still in school already set the trend for his future: at 15 years of age, Kent Hahne, 44, worked part-time in a McDonalds store in Bonn – and smelled blood. Over the years, he moved on to be the owner of nine McDonald's stores which he sold in 2005 to his brother.

This, however, was not the end of his career in the restaurant business – on the contrary. In the meantime he is one of the 4 owners of the VAPIANO restaurant chain and thus co-owner of a culinary success story. Derived from the Italian saying "Chi va piano va sano – the person who does everything easy and relaxed in life, lives healthier and longer", the VAPIANO concept has thrived since its establishment in October 2002. Following the motto of "less is more", the VAPIANO team concentrates on simple meals, preparation of which is easy to learn.

The selection offers eight different types of pasta with 20 different sauces, pizzas, as well as salads which are all prepared fresh in-house in front of the eyes of the customer and which all cost less than 10 Euros each.

The concept works: in 2005 the chain already had a sales turnover of 11 Million Euro. In March they won the 2006 Hamburg Foodservice Award in the category of "most innovative concept" and are now moving towards expanding outside of Europe: entering the US market is planned for November. Furthermore stores are scheduled to be opened in the Middle East which will mainly be operated via licensees.

One thing is sure: as head of operations responsible for the VAPIANO strategic expansion, Mr. Hahne will not suffer from lack of work any time soon.