



Zátiší Group Magazine

Igor Chramec
Head chef at V Zátiší restaurant



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Smíchov Manifesto

Miska by Zátíší winter menu at the Smíchov Manifesto Market is designed to warm your body and mind. It warms the body twice with its heated rooms and hot and hearty meals. The beet soup has been replaced by Kulajda with mushrooms, but you will still find our popular chestnut and carrot soups. Baked breads with shredded meat (duck, pork or beef) are served, but the meat is smoked now. Take advantage of the lunch menu (soup of your choice + pulled meat on the bread of your choice + Organics by Red Bull lemonade for 159 CZK), and come to enjoy a novel and delicious lunch in an atypical setting.



Mlync anniversary coming up

In the new year, Mlync will celebrate 20 years of offering fine dining in a unique setting! In marriage this is called the porcelain anniversary because after twenty years married couples were traditionally given new sets of dishes, since the dishes they'd received as wedding gifts needed to be replaced. Of course, the Mlync restaurant renews its dishes much more often, because it has been striving for excellence for two decades and also keeps up with contemporary culinary trends. That's one important reason why it serves up to 8,000 guests a month.

We are moving on with both Škoda and Porsche

At the Café-Restaurant Václav at the ŠKODA Museum in Mladá Boleslav and at the Café in Ferdinand Porsche's native house you can continue to look forward to popular culinary evenings, such as the "Crime Evening" with a theater performance or the "Burger Evening." Both establishments focus on the quality of their food and drinks, professional service, sustainability and ecology, including the Zero Waste movement. Examples include eco-friendly paper straws and food and beverage containers made of biodegradable materials.



Taste the news

Absolute number one

The Bellevue restaurant is regularly ranked as one of the best fine dining restaurants in the Czech Republic, and this year is no exception. It was awarded 1st place in Maurer's Grand Restaurant 2020 Guide in the category Absolute TOP 100. The entire restaurant team is delighted that guests and expert evaluators consider it a place where a wonderful interior is accompanied by perfect food and amazing service. This award is a great reward and inspiration for the future. We always try to exceed the expectations of our guests, so let yourself be enchanted.



A WOW gift

Are you looking for a gift for someone who "has everything" and doesn't need anything? Or something special at the last minute and you can't make it to the store? Then our Wowcher is the perfect solution: You give an exciting dining experience and time wonderfully spent, without a care in the world. The Wowcher is valid at the Bellevue, V Zátíší and Mlync restaurants and awaits you at wow.zatisigroup.cz.



Wisdom

comes from the inside

“Yesterday, I was clever & wanted to change the world. Today, I am wiser & want to change myself.”

Christmas time is here again & we all have many things to be grateful for. As part of my gratitude to all of you who make a real difference in the world, allow me to share three lessons that I have learnt in my nearly 60 years.

The first was from my grandfather. He used to say **“If things are happening according to your wishes, be grateful. If things are not happening according to your wishes, be even more grateful – because they are happening according to the wishes of a higher intelligence”.**

So on June 13, 2017 when I had a brain stroke, I had been living by myself. On that particular day, I had a close friend visiting me that saved my life. I was in a coma for nearly 5 days & intensive care after that. If my friend would not have been visiting me on that particular day, I would not be writing this article today. That day I realized that there was a higher intelligence that was taking care of me & I could let go & be free.

In life, my grandfather would say, there is either an opportunity or an opportunity to learn & grow. **So, when the universe gives me an opportunity to learn & grow, how can I not be grateful for it?** I realized that everything was happening for a reason & even this brain stroke could be an opportunity to learn, it took me down the path of meditation & gratitude.

The more grateful I was, the happier I was. Gratitude has now become the foundation of my Happiness.

The second was from the Dalai Lama. When I had the great fortune to meet him in 2007 for over two hours on a one to one basis, I was surprised that he used the sentence “I don’t know” maybe ten times. In my life, I have had visions & plans with which I have achieved success & I have had others that have been utter failures. What I know today is that **“I DON’T KNOW”** but am willing to try everything. The more I have questioned my beliefs with the words “Is it really true”, the more new doors for growth have opened for me. I have realized that whenever I changed the way I looked at things, the way the things looked like, changed. **My mind is like a parachute, it works only when open. I call it the “growth mindset”** & I am enjoying my journey everyday with it.

The last lesson I learnt was that for my life to have a purpose, I must have a commitment of SERVICE TO A HIGHER CAUSE than myself. That I had to listen to understand & not just respond, to care deeply & to be of service to others at all times to make this world a better place.

“The Sun never tells the earth ‘YOU OWE ME’ & see how everyday that relationship lights up the whole sky so beautifully“.

I have now understood that it is the trees that I will plant under the shade of which I will never sit or the fruits of which I will never enjoy, that give meaning to my life & take it beyond the transactional.

Zátiší has committed for the past few years atleast 50% of all profits to empower the poorest women & children in the remotest villages in Africa & Asia through nutrition, education & now, also energy.

My return as CEO this year after a three year break is to be of service to my leadership team & though this service help them grow so they in turn serve their teams. I hope to build a team of leaders (not managers) with total trust & absolute empowerment. This team will hopefully serve you through WOW excellence, attention to detail, innovation, a growth mindset & a ‘yes, we can’ attitude. Our purpose at Zátiší is to **“Inspire happiness”.**

I have learnt that we are all miracles that are explorers as well as guests here on planet earth. We came with nothing & will leave one day back into the arms of the higher intelligence with nothing from our worldly possessions so let’s explore & happily enjoy this amazing journey.

I wish you an amazing journey, Merry Christmas & a Healthy, Peaceful & Happy 2020 & beyond with lots of Love, fun, growth & gratitude :-)

Sanjiv Suri

President and CEO





Be a chef

and don't rest on your laurels

V Zátíší Head Chef Igor Chramec doesn't fit the stereotype of a fiery chef who lives a life of sex, drugs & rock'n'roll, like some of the world's culinary celebrities. But he can flare up and become very enthusiastic, especially when talking about the skills of chefs who inspire him.

The work of a head chef may seem a little like a romantic comedy. What's your day actually like?

Apart from the head chef's duties, such as managing the kitchen, trying out new dishes and so on, much of my day is actually spent on culinary duties. Every day I work with my colleagues in the kitchen as a chef de partie, or station chef. It's more work, but it's very beneficial to keep in touch with the individual sections of the kitchen. In addition, V Zátíší is unique in that we prepare not only classic dishes but also excellent Indian cuisine, so it's something of a fusion of two different cuisines.

We are entering the winter season. Did you draw up your winter menu some time ago, or are you creating it operationally?

Of course we already know our preferred winter ingredients. It would be convenient to just repeat the successful dishes from previous years, but we want to do it a little differently each year. We are also constantly improving our fixed star dishes. In the kitchen, just simplifying a meal means improving it. For example, I love watching the work of Daniel Humm, who creates delightful dishes from a few ingredients and serves them in an almost minimalist style on a plate. You could say that his dishes are simple - but I, as a professional, know how much work it involved and how many people were needed to make this one seemingly simple dish.

Do you respect tradition or prefer to experiment and follow trends?

Stability and reliable quality are the main assets of V Zátíší, so you cannot work here without having a relationship to tradition. The evergreens on our menu are lamb chops and foie gras, which are traditional. But it is 2020, so no one can ignore new trends and culinary innovations. I love being inspired by the unique combinations of ingredients by world-famous chefs, such as Simon Rogan. But you simply cannot ignore traditional craftsmanship and knowledge. Taste is the basis of tradition.

But reliable quality also depends on the reliable quality of the ingredients, right?

I would say that the quality of the ingredients is almost as important as the quality of the work of my colleagues in the kitchen. So, for a head chef, the relationships with his suppliers and with his team are extremely important. When you find a good supplier who is able to provide the ingredient you want and need on a regular and reliable basis, you become spoiled, as when we found a supplier of organic pumpkins with totally uncompromising taste or when we started working with Mr. Klouda and taking his marvelous beef.

So how does the process work before a new dish comes on the menu? At V Zátíší you can't rely entirely on trial-and-error, can you?

But that, of course, can happen! I was in Vienna in a restaurant with two Michelin stars and I couldn't understand one of the courses they served. I would never have allowed it on the menu. That doesn't mean it was badly cooked - I just didn't understand this dish as a customer. I cook the new dishes for myself first, and when I feel they are ready to go out, I let my colleagues taste them. Then we need to put them on the menu, but for two weeks we carefully monitor customer reactions. Is something coming back from a new dish? Do they order it again? It happened to us a few times that 99% of us were behind a dish that customers didn't really like, to our great surprise (laughs).

Do you think that culinary-educated customers can understand and appreciate even unusual combinations?

It can play a role. But the presentation also plays a huge role. How a dish looks is very important. Not only how the food is visually presented on the plate, but also its presentation directly on the floor, that is, how it is presented and described by waitresses and waiters. The people on the floor must completely believe in what they serve. One of the roles of the head chef is to give the staff precise and detailed information about the origin

of the ingredients or the recipe and to maintain their enthusiasm for each dish.

Working with people is crucial for a head chef.

Yes, that's one of the beautiful things about this profession. Of course, it's ideal if you have low employee turnover, which is rather an exception in our industry. That's why I'm glad that at V Zátíší the turnover is minimal, actually the lowest I have ever seen. People have been working here for twenty years, and they don't do it primarily for money, but rather because they value human relations more. And if they happen to leave, they often want to return soon afterwards.

What talent should a head chef have?

Organizational ability. Curiosity - you have to want to evolve, not to rest on your laurels. Humanity. And a cool head is a big advantage (laughs).

Is yours cool?

Fortunately, yes!

This is
Igor

He exchanged the role of cook for that of waiter several times to gain experience from the other side of the kitchen wall.

Since April 2015 he has been chef at the V Zátíší restaurant.

Has cooked in the Czech Republic, Slovakia, London and in Australia.

Some of the restaurants he worked in were named best restaurant of the year in their respective countries.

His portfolio includes classic steakhouses as well as well-known restaurants with one or two Michelin stars.



Homemade garam masala

Make your kitchen the perfect blender of spices for the winter.

For more than five years, Ramesh Mangain has been preparing Indian dishes at the V Zátiší restaurant. He shared with us a recipe for the iconic North Indian garam masala spice mix. It will transform your simple recipes like grilled red meat (lamb is best), which you can either sprinkle with the spices or marinate in the oil. It also makes for an unforgettable tandoori (add garlic, curry paste and yoghurt). Its preparation is easy and enjoyable from the very first step – buying the spices.

1 Where to purchase the spices

Arabic shops (chezamis.cz), Indian shops (littleindia.cz), but also classic spice shops (Spices from Antonín at koreni.cz).

2 You need a small handful of each of the following:

whole green cardamom, whole black cardamom, star anise, whole black pepper, whole coriander, cumin, caraway, whole fennel, mace, mustard seed, 4–5 bay leaf, chili peppers (according to their sharpness and also the desired final taste), 1–2 cinnamon sticks

3 Preparation:

Mix all the spices on the baking tray and bake at 150° C for about half an hour. Mix all spices to a powder.



*mix into a powder
and season to taste*

RAMESH'S TIPS:

- Don't skip the roasting phase. It releases the aromatic oils in the seeds and the spices gain in strength, taste and aroma.
- Be patient and don't try to speed up the baking process by raising the temperature. At higher temperatures, the spices will burn and turn bitter.
- Seal the blend in an airtight spice jar and it will last more than half a year.
- Add a little more cumin, cardamom, fennel and star anise and less black pepper to the mixture.
- The mixture can be flavored even after mixing. Just add ground coriander, fennel, chili or cardamom, depending on what the recipe requires.

Ramesh Mangain



What to drink during a Central European winter

Today we truly feel winter in our bodies only in emergencies, as when we have to change the tires on our car. We are protected from harsh nature by the walls of our offices and houses, by our heavy winter coats and by the heating in our homes, cars and public transport. Our ancestors had more opportunities to feel the effects of below-zero weather on their bodies. They noticed that some foods and beverages feel cool even when consumed hot. For example, according to traditional Chinese medicine, hot green tea and coffee actually cool you down. They also perceived which organs and limbs were weakened in winter and needed support. This winter, why not be inspired by traditional Chinese medicine, the Indian Ayurveda and our grandmothers' remedies?

TRADITIONAL CHINESE MEDICINE ADVISES:

In winter, our kidneys and bladder are vulnerable to the cold from the exposure of our feet, lumbar region and the areas around the ears.

In winter the body does not like:

- Tropical fruits and their juices
- Green tea, black tea and coffee, which cool the body internally
- Yoghurt drinks (yoghurt cools the body, which is why inhabitants of some southern regions often eat it)

In winter the body likes:

- The warm broth of root vegetables for breakfast

GRANDMA SAYS:

Up to 30% of body heat escapes through your head, so always wear a cap or at least a warm scarf around your head.

In winter, the body does not like:

- Cold drinks below 38° C

In winter the body likes:

- Apple tea with cinnamon and cloves
- Sauerkraut or kimchi juice – just a few sips – as a source of vitamins and microflora.

THE AYURVEDA ADVISES:

In winter it is necessary to strengthen the respiratory and immune systems. Therefore it is especially useful to start with pranayama (breathing exercises) or yoga. Although the Ayurveda does not say anything about alcohol, the body always provides the best advice.

In winter, the body does not like:

- Drinking an hour before and an hour after or even during a meal.

In winter the body likes:

- Start the day with a glass of warm water with some lemon
- Tulsi Indian basil tea, which aids the respiratory organs.

RESTAURANT MANAGERS TIPS

for evening drink



FRANTIŠEK NOVÁK

Bellevue restaurant manager

"Flaccianello della Pieve is a robust wine from Tuscany, based on the Sangiovese grape. It comes from Panzano. It is ideal for steak or stewed dark meats. It has great aging potential, as long as 30 to 40 years. We offer the 2010, which is already in a good stage of bottle maturity. Although it is a very full wine, it does not lack in elegance."

PAVEL ŠTĚPÁNEK

Mlýnec restaurant manager

"Pyrat's Grog, which is made with Pyrat rum and cinnamon syrup – a winter fairy tale for a beautiful evening."

"Our versatile Sky(e) is the Limit cocktail is made with Talisker scotch whiskey, figs, ginger liqueur, lemon juice and honey, and it is served hot in winter."

LIBOR PAVLÍČEK

V Zátíši restaurant manager

"In winter I like to drink Barolo or Barbaresco, red wines from the Italian region of Piedmont. They have a full body, strong tannins, an intense and long aftertaste... I also like drinking Amarone della Valpolicella from Verona: a deep, fruity red wine with a high alcohol content – just one or two glasses create a meditative mood for long winter evenings."

culinary trends for 2020

Below is a list of what Zátiší Catering believes will be the most popular culinary trends in the new year.

1 HEALTH FOR THE BODY AND THE PLANET

Food that does not hurt the body and produces as small an ecological footprint as possible will experience a boom in 2020. At Zátiší Catering we are definitely prepared for it, as it has been a big concern of ours for quite some time.

2 ZERO-WASTE FOOD PREPARATION

Chefs have come up with fresh ideas to turn unused waste, such as peels, stalks or imperfectly shaped fruit into delicious and aesthetically pleasing dishes.

3 GLOBAL BREAKFAST

Who says that breakfast must consist of an egg or some pastry? Next year it will be more common to begin the day with miso soup, hummus or Pad Thai noodles.



4 GROWING THEIR OWN INGREDIENTS

Restaurants that grow much of their own supplies will continue to increase in number. Zátiší Catering also has its own garden where it grows herbs and vegetables.



5 VEGAN DESSERTS

Veganism will no longer concern only the believers. Vegan food will increasingly attract even meat-eaters – for example, with desserts. Have you tried coconut milk ice cream, almond milk cappuccino or chia seed pudding?



6 INTERNATIONAL FUSION

Although traditional cuisines will remain very popular, customers will increasingly be drawn to successful culinary experiments and innovative flavor combinations. Imagine tasting Indian spices and Chinese sauces in one bite ... A popular concept will be food halls – large halls and marketplaces offering cuisines from all over the world.

7 HEALTHY SNACKS

Do you just want to crunch something at the cinema, such as fatty onion rings or greasy crisps? Or would rather enjoy some celery crackers or mini quinoa popcorn instead?



8 AFRICAN CUISINE

You haven't heard much about it? That's about to change. North African (Moroccan tagines or Egyptian fūl medames) and Ethiopian cuisines will be the new international stars.



9 GOURMET INGREDIENTS IN CHILDREN'S MEALS

Children's taste buds are about to go global. Just as Asian children normally eat pizza, children in the Czech Republic or France like to order chicken tikka masala or dim sum dumplings. And perhaps you will soon hear your child say, "I want to eat truffles".

10 POP-UP RESTAURANTS AND FOOD TRUCKS

Demand will grow for food inspired by street-food culture, one-off culinary projects, as well as kitchens shared by several chefs. The culinary scene will be in constant motion. Zātišī Catering will definitely use its food truck in 2020.



11 HOMEMADE CONDIMENTS

Homemade mayonnaise or ketchup will become more commonplace in restaurants. But not only these classics. Prepare yourself for homemade harissa, ajvar and walnut butter.



12 HOT, HOT, HOT

If you don't know Japanese chuka tare paste, Korean Gochujang or you are not a hot chili sauce expert, you may become one in 2020 – chili and pepper mixes will celebrate their return to the culinary scene in both gentle and devilishly hot forms.



13 CBD-ENRICHED FOODS AND BEVERAGES

Many North American chefs believe that beverages and foods enriched with therapeutic cannabis will experience a big boom.



14 OPEN FIRE

Frying will continue to lose popularity and we will return to old-fashioned forms of food preparation: cooking on an open fire and healthy ways of smoking food. Zātišī Catering can make both into an interesting show.

15 FERMENTATION AND FERMENTED SIDE DISHES

Kimchi, kombucha, kefir and other fermented food and drinks will become common on menus, as people realize how important they are to our intestinal microflora.



16 GLUTEN-FREE
Vegetable gluten substitutes and traditional starches are not in decline. Cauliflower rice, zucchini spaghetti and quinoa noodles will be commonplace in more and more supermarkets.

17 HIGH-PROTEIN INGREDIENTS
You will hear the term “natural protein” more and more often. Get ready for flax seeds, chia seeds, sunflower and pumpkin seeds in a diverse range of dishes, including sweet pastries, salads and sauces. Tofu, nuts, pulses and high-quality meat proteins will be added to more and more dishes.



18 SMALLER PORTIONS AND TASTING MENUS
Do you want to have something specific to eat? Or would you prefer to taste a little of everything? How about choosing some of the best that the restaurant has to offer? This should not be a problem in the future.



19 ANCIENT AND ORIGINAL CEREALS AND THE HERBS OF OUR GRANDMOTHERS

Speltt, kamut, sweet lupins or amaranth. Chervil, lovage, nettle. Generally they are considered healthier and more nutritious just because they are not over-farmed – yet.



20 SUSTAINABLE PRODUCTION
Sustainability will be a pressing issue for the consumer regarding an increasingly wide range of ingredients – not only in terms of farmland, but also as it concerns livestock, freshwater fish and all seafood.



Lunch is time for

yourself

A lunch break is that part of the day when you, not the outside world, decides how fast or slowly you go. Fresh & Tasty will be happy to help.

We don't want to chastise or push you to have a healthy lifestyle – you know best whether your life is plagued by too much stress, too little

exercise, an unhealthy diet or too many hours spent in an unnatural position at the computer. You probably know what you can improve. The problem is often not that we don't know what to do, but that we always leave the doing for tomorrow. Choose the answers below based on what is right for you and find out how to tune your lunch break.



Find your main

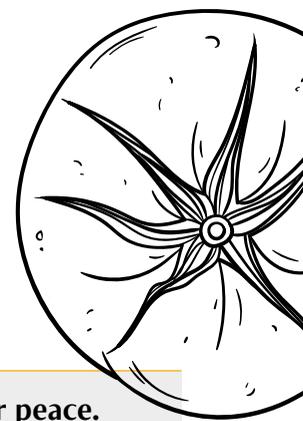
motivation

A.

I NEED TO LOSE A FEW KILOS

B.

BE HAPPIER



A.1. I want to move more.

Many people don't exercise because they don't have an hour a day for full circle training or yoga lessons and believe that only a complete exercise package will do. That's wrong! Ten minutes a day is better for your body and more effective over time than a weekly gym session.

Fresh & Tasty Tip

Think of your lunch hour not merely as a "pause for food" but as a "pause for movement and food." Do the Yoga salute to the sun before lunch, run up the stairs ten times, or install the TRX suspension workout system in your office.

B.1. I'm looking for more inner peace.

Philosopher Gregory Bateson argued that the reason for stress was not bad organization but, on the contrary, a lack of chaos. Tiny changes in perception can refresh your life in unexpected ways.

Fresh & Tasty Tip

Before you go out for lunch, sit for one minute at your desk with your eyes closed and observe what you feel. Are you nervous, tense, unemotional, excited? Don't be nervous or tense; just be there. Now you are not a project to work on; you are observing what is happening.

A.2. I want to eat healthier.

Start being hard on yourself food-wise only one day a week. Maybe Wednesday will be the day when you keep all your resolutions – no meat, zero carbohydrates, half portions, no dessert...

Fresh & Tasty Tip

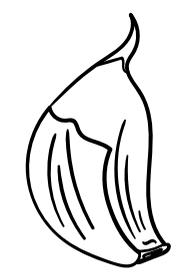
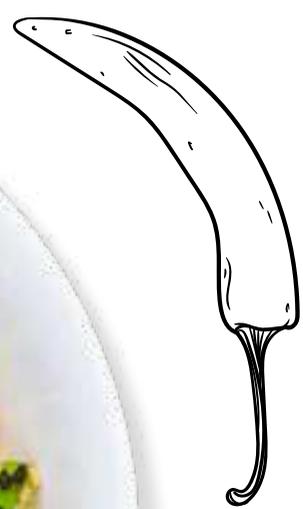
Instead of potatoes, choose a side dish of salad or have soup + salad instead of a main course. If you're one of those people who absolutely has to eat everything on a plate, look to Fresh & Tasty for help and ask for a smaller portion.

B.2. I miss vivid experiences.

Does your life consist only of what you have to do? Think about your lunch break creatively. Once in a while, invite someone you haven't seen for a long time. And Friday can be the day when you don't take your phone to lunch.

Fresh & Tasty Tip

Sometimes make breakfast the main meal of the day (it is served at 8 a.m. at Fresh & Tasty canteens). Or take your food with you and eat it on a park bench. Even winter middays can be romantic – though a little cold sometimes.





Have lunch in the best European après-ski restaurants right in your bindings.

Après-ski restaurants have a powerful genius loci. They are located in beautiful spots where even a car can't take you and where, in an exalted mood, we can eat dishes we may not be able to eat anywhere else. A year later, aren't you literally salivating for that wonderful goulash served in bread, Germknödel or a warm strudel with an Alpine surcharge? The bearers of the "après-ski" designation are mainly restaurants situated along ski slopes and they are full practically from the launch of the first morning gondolas. Rewarding oneself for a successful ride down a tricky slope with a mulled wine, Radler or Bombardino adds color to an active winter holiday – but always in moderation, please. If you're out for some winter fun and a delightful gastronomic experience, treat yourself to a bit of luxury and class before, during or after skiing in these renowned restaurants.



1 SCHNEEKARHÜTTE Mayrhofen-Hippach, Austria

At the summit of the Horberg in the Zillertal area, there is an excellent five-star restaurant with a hotel at the Schneekar cable car station.

The Bair family originally built a mountain hut on the spot to sell products from their own organic farm. Today, this "eagle's nest" offers much more, and the restaurant cares about sustainable farming. The food is very good, and the right side of the menu will not make your head spin – considering the bio-quality of the dishes, the prices are more than friendly. The specialty here is the traditional Viennese schnitzel, which is served with excellent Austrian wine. You can also choose from several steaks. Pasta with pumpkin, cheese, spinach and pesto is the choice for vegetarians. And of course there is also Germknödel, a large leavened dumpling with blueberry jam and vanilla cream. It's an obligation to taste a Schnapps from the family distillery, but drink with caution since you still have to make it down the mountain and, for example, the "Birnschnapps vom Chef" contains 48% alcohol!

2 FLOCONS DE SEL AND CHALET LE FORESTIER Megève, Haute-Savoie, France

French and Swiss ski resorts attract skiing gourmets mainly for the fondue. If you want to eat at a restaurant with a Michelin star, you'll have to pay the price – but your taste buds will be transported to the summit of Mont Blanc. In Megève, be sure to visit chef Emmanuel Renaut's three-star restaurant Flocons de Sel. "My hunger leads me to new discoveries, not my ego," he says. Expect unusual flavor combinations, but don't bring your skis and don't forget to reserve. If you want an authentic dining experience from Renaut right in the heart of the slopes in this Savoy location (the Rochebrune ski area), visit his mountain restaurant Chalet Forestier de Rochebrune, where you can enjoy traditional cheese dishes, soup or homemade Bolognese and relax on a glass terrace before going down again.



FAVORITE DRINKS FROM THE ALPINE SLOPES

Flying Hirsch/Jägerbomb

Jägermeister with Red Bull

Pear

Williams Birne hot or classic pear brandy

Bombardino

Advocaat eggnog, brandy and whipped cream
(with coffee/rum/whiskey)

Champagne

anytime, anywhere, ideally on a sun lounger
with breathtaking views

The World

on a plate

The V Zátíší restaurant's winter menu lets you take a festive trip around the world. Restaurant chef Igor Chramec prepared two festive menus. One will delight lovers of Czech tradition, while the second menu will take you from Norway and France to Japan or Italy - without leaving your table.

**PIKE-PERCH FILET,
TRADITIONAL CZECH
KUBA (BARLEY RISOTTO),
CIDER EMULSION**

V Zátíší restaurant



**FOIE GRAS
WITH MANDARINS**

V Zátíší restaurant



**CHOCOLATE DOME,
PRALINES, SPICED
ICE CREAM**

V Zátiší restaurant



**RIB EYE STEAK, BLACK
GARLIC, SAVOY CABBAGE,
MASHED POTATOES WITH
TRUFFLES**

V Zátiší restaurant



**TANDOORI PINEAPPLES
IN BATTER, ICE CREAM
FROM DRIED MANGOS**

V Zátiší restaurant

Fine dining in the Age of the

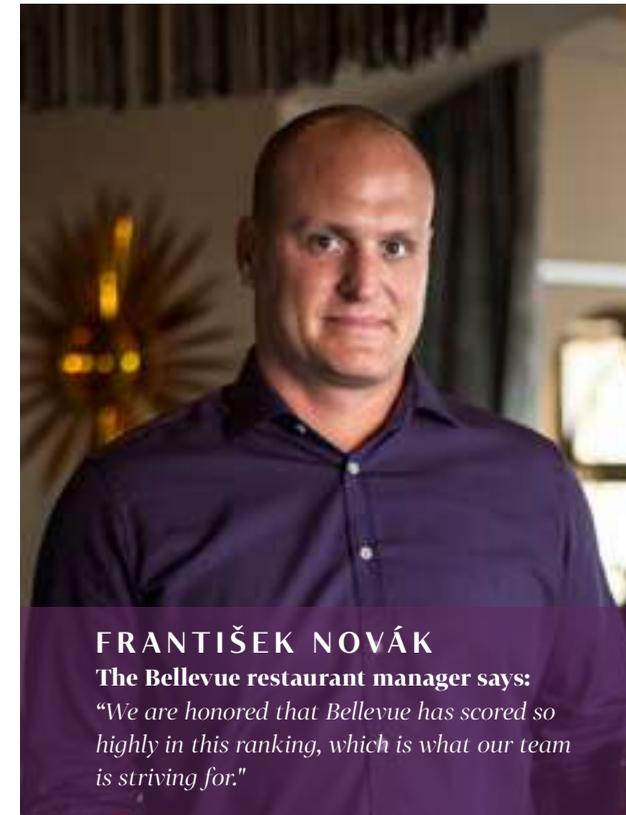
internet

Bellevue is the only restaurant in the Czech Republic to be ranked among the top 20 best fine dining restaurants in Europe in the TripAdvisor 2019 Travellers' Choice awards. In addition to immense satisfaction, this recognition has given us some delicious food for thought: namely, what role does the internet play in promoting good food?

There has always been a very positive and even passionate relationship between food and social media. Food is one of the most popular subjects of posted photos and restaurants are the most reviewed businesses. For our Bellevue and V Zátíší restaurants, this has proved fateful – but in the best sense of the word. Bellevue was ranked not only among the top 25 fine dining restaurants in Europe, but was also ranked first in the Czech Republic! And its sister restaurant V Zátíší was second. There are three reasons why the internet and social media have transformed the culinary world.

ONE LOUD VOICE VERSUS MANY QUIET ONES

When Pete Wells wrote his scathing and very funny review of Guy's American Kitchen and Bar in The New York Times, in the form of an open letter to owner Guy Fieri, it became more famous than the Times Square restaurant itself, and it contributed largely to its eventual closing. Comments on social networks can be cruel as well, but the internet enables the chef, manager or owner to respond immediately, personally and specifically, countering criticism or simply lying about deficiencies. On the other hand, if your restaurant provides excellent food and service, word of mouth on the internet will nullify any criticism. By providing an open platform, the internet has replaced the loud voice of the critic who could damage the reputation of a restaurant with the many "quiet" voices of the customers. In a way, they work like a time-lapse film, because they offer a long and gradually evolving picture of performance.



FRANTIŠEK NOVÁK

The Bellevue restaurant manager says:

"We are honored that Bellevue has scored so highly in this ranking, which is what our team is striving for."

DIRECT COMMUNICATION

Gone are the days when the world knew the names of chefs only if their restaurants were awarded three Michelin stars. Today, the internet allows all restaurants to inform their customers, instantly and directly, of their chefs' stars, seasonal news and even real-time surprises. And restaurants discover much more rapidly what customers have experienced, and so avoid the long months of experimenting and evaluating customer preferences.

A TRUE EXPERIENCE OF PERFECTION

Certainly, a professional food critic is more knowledgeable and experienced than a common consumer. But what people express on TripAdvisor is not part of a tabular evaluation, but something much more important: how they felt at the restaurant. Was it a pleasant gourmet, aesthetic and human experience? Was it an experience they would like to repeat?



PAVEL ŠTĚPÁNEK

The manager of the Mlýnec restaurant says:

"We appreciate this way of rating restaurants. Positive comments delight us and give us energy, while negative comments help us to improve and move us closer to perfection."



Bellevue at Top 20 in Europe.



SO THE GOOD ANGEL CAN

fly...

Petr Sýkora

In a family the Good Angels have been helping for two years, three-year-old Vilem is suffering from cerebral palsy.



The Zátíší Group has long contributed to the NGO Dobrý Anděl, or Good Angel. We talked with its co-founder, Petr Sýkora, about why it makes sense to help.

What makes Good Angel unique among charity projects?

It allows thousands of people who may not be rich at all to help families they do not know and who suddenly find themselves in a new and difficult situation because of serious illness. In addition, Good Angel does this efficiently, since Good Angel's operating costs will be less than 4% of the total aid in 2019. And it is transparent because every Good Angel can see directly on his or her phone whom they have helped and when.

In the Czech Republic we tend to imagine that non-profit and charity organizations are unnecessary. Why are their operating and administration contributions important?

From the beginning, we wanted to allow people who want to help regularly to give the whole amount to families where someone is seriously ill. This was made possible by the fact that we could finance the operation of Good Angel with our own money for the first five years, and also by later joining up with other philanthropists - such as Mr. Sanjiv Suri and the Zátíší Group, who fund the Good Angel operation. Recently we have also received gifts in wills, where people have bequeathed some or all of their property to Good Angel. Our funding operation now has three pillars - founders, financial partners and wills. It allows us to think in the long term.

Why do you think it is so important for a person to help the needy?

Helping is part of a person's life, because without it one would not be complete. It is therefore rewarding for both sides. The role of the Good Angels is beautiful and very useful, but I have gradually realized that from the point of view of the whole - perhaps the whole of our country - actually small. Some heal, the other bakes rolls, a third provides fantastic gastronomic experiences and someone else connects healthy people with the sick to help each

other. It's like an orchestra where everyone plays their small part and together it creates a beautiful whole.

What makes you happy?

Details. For example, we have recently celebrated eight years of operation and we have had a really stable team all that time. All the ladies in Good Angel have been with us almost from the beginning, which allows us to go deep and do things carefully. So I really appreciate that.

ANGEL NUMBERS

7292

So many families Good Angels have helped so far

113 165

Good Angels - contributors

24 378 834 CZK

Good Angel distributed this much money to the needy in October 2019

For

38 % of the Donors

Good Angel was the first non-profit organization to which they contributed

Every second

Good Angel donors has decided to help elsewhere after this positive experience



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