

food service

Special Release

NEW

Theme Oriented
Marketing System®
(TOM²S)

The actual seminar
and lecture



**Arne Kubecka presenting TOM²S –
Theme Oriented Marketing for Success**

The Rebirth of the Guesthouse

As a successful Traditional and Lifestyle Cuisine



Beim Schweinswirt – from a struggling existence to the top establishment in the region

The Rebirth of the Guesthouse

as a successful Traditional and Lifestyle Cuisine

Everyone in our business is familiar with the facts: Established traditional restaurants close their doors or are absorbed by corporate restaurant chains. But there is another way. In Germany, Guesthouses that defy the trend are being developed and appeal to a broad clientele with spending power, crossing generational boundaries. Both Lederhose and laptops are equally comfortable, coexisting side by side. With the motto “Back to the Roots” or “Tradition is Ethno”, Bavarian Arne Kubecka Consult develops conservative restaurants into successful Lifestyle Guesthouses. Members on the team include a graphic artist and an interior designer.

“Joe” – the mascot at the Schweinswirt woven throughout the theme of the Guesthouse

The recipe for success:

Step One: Each success requires a story.

The theme of each establishment should draw passers-by to its door. It is different than all the rest. It offers originality, authenticity and an experience that builds on a pleasant ideal.

When people pass by a restaurant at 60 kph, a window of mere seconds exists to trigger a reaction in their mind that says, “Hey, that place looks interesting. Let’s stop here.” The owner who chooses a common name such as “The Eagle”, “The Jug”, or uses his own name (Muel-ler’s Guesthouse or Café Huber) or who offers only a standard menu with uninspired specialties offered on the board outside the door must question the emotional

appeal of his restaurant. This motivated the Samerberger Brotzeitstueberl to transition into the *Entenwirt* (“Duck House”) and the Gasthaus Anwander to evolve into the *Spaetzlewirtin* (“Noodle House”). These conceptual themes lead to success.



Step Two: Hit the nail on the head – developing a specialty.

Restaurants have the options of offering what the guest likes to eat, what he is most familiar with or what is traditional fare for that particular locale. The goal is to realize 70-80% of the sales with 20-30% of the products while insuring that you positively separate yourself from the standard menu of the competition. Important: the product must have a high universal acceptance. Less is more, and is more easily marketed, meaning it can be appetizingly described and typographically presented in an appealing manner. In principle, the selections make the most of the culinary system (concentrated purchasing, realistic production and limited stock) when applied, without the guest noticing or even missing a greater as-

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The menu as key promotional tool at the *Schaefflerbraeu*



The duck as mascot at the *Entenwirt*

sortment. The selections are largely related to the regional specialties of local hosts. For variety, seasonal menus are developed based on what is available from local fields, forests and waters – simple, delicious and reasonable. Home cooking at its best.

Step Three: Communication through perception – it's all in the eye of the beholder.

Great importance is placed on the appeal of the total package. The logo isn't just a name that represents the theme, but also incorporates an illustration. It has the responsibility of making a memorable and creative impression on the right brain. It is important that the parts work together as a whole to conjure up a desirable image.

Because people have a strong draw or connection to the animal kingdom, an entertaining animal mascot will typically represent the theme in the logo. *Entenwirt* or *Schweinswirt* ("Pig Chef") are excellent examples. Recently, *Schweinswirt* was evolved near Regensburg, where the goal is to lure the strong young spenders from the city to a superior culinary experience in the countryside.

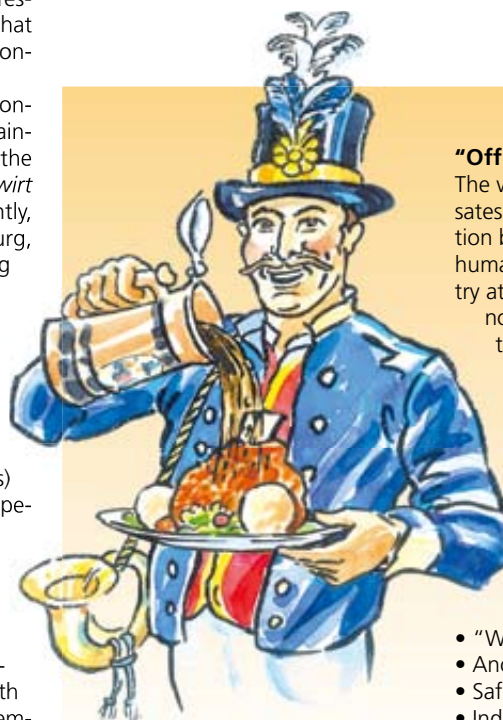
Step Four: The menu as Guesthouse brochure.

The menu is and remains the central marketing tool. It usually has four, and at the most six, pages (including drinks) and a flexible insert page used for daily specials. House specialties are emphasized and have been tested for their popularity. The guest has a choice between larger and smaller portions. Combination platters are quickly becoming favorites. The relatively few selections are humorously described and interspersed with proverbs, expressions and old photos demonstrating folklore as it relates to the chosen theme of the cuisine.

The mascot in the logo is brought to life illustratively within the menu. For example, at the *Metzgerwirt* ("Butcher House"), the pig that escaped is recommending the food while an irate butcher looks on. Reading menus should be fun. While the menu is normally taken from the guest when he is through reading it at the competition (an unfriendly overture), our menu remains at the table. In fact, the suggestion is made that the guest may even take the menu with him as a token

from the restaurant. This way, the menu is shown to family, friends and colleagues. The more menus that are taken, the more networking that takes place. Generally between 5,000 and 10,000 menus are distributed annually (at a cost of \$0.40 US each). With two or three printings throughout the year, the menu is always adapted to meet the demand.

A chief objective is to serve families. If we can amuse the children, then we have also won



The specialty beer kitchen effectively positioned for the *Brauerei-Gasthof Post*

"Off to the Country" is the latest trend

The well-planned Country Guesthouse compensates for its supposedly off-the-beaten-path location by its originality. Clearly it profits from the human desire for the good old wholesome country atmosphere. The country operations should not stand at a disadvantage to its city counterparts. Because of the lower investment for land, existing structures and personnel costs, the Country Guesthouse is actually a cost effective win-win situation.

The country Guesthouse must introduce the following:

- A high quality of life
- Freshness: high quality (minimally processed) ingredients
- A return to nature and enjoyment, relaxation
- "Well kept secret"
- Anonymity of the guests (one can be oneself)
- Safe and secure respite (as in the olden days)
- Independence (even uniqueness)
- Respite from the mainstream and busyness
- Pleasure in a new role

over the parents. Therefore, a two-paged children's menu is humorously designed with riddles and drawings. Every child receives a prize for solving the riddles or coloring the pictures. The finest works of art are framed and displayed in the establishment as part of a PR campaign.

Step Five: A good product must be actively marketed.

Every team player, regardless of whether he works in the kitchen or is a server, is trained in hospitality and congeniality in order to develop a feeling of community. Everyone on the team recognizes his responsibility and authority to act as a host. The goal is that each host (we avoid the word staff) practices within his sphere of influence hospitality to such an extent that the guest is totally comfortable with him, and thereby determines both his personal success and that of the restaurant. The motivation of the host is not just success for the management, but most importantly for the guest.

Step Six: The more hectic the pace and the more stress at home and at work, the more enticing a good Guesthouse is.

The main advantage of a Guesthouse is to provide a place for leisure where men and women, after responsibilities at work and at home, can pass the time. The Guesthouse

serves as a "third place" and offers a safe and secure respite from the world of work and household demands.

Step Seven: The Guesthouse as leisure destination.

Expensive interior architecture is not needed to create the atmosphere, but rather flexible

props and presentation. The theme is decoratively and engagingly presented. A flexible and colorful seating and table décor (in the bar, restaurant and hall), an open fire (bringing traditional charm and comfort), informational cards (to supplement and complement the menu), pleasant aromas (aromas register immediately in the brain) and the right back-



The Olive Farmer with his donkey, Olivia



Especially interesting

The *Olivenbauer* ("Olive Farmer") as an anarchical Crossover Guesthouse: The concept outdoes the Italian restaurants in the area. A Bavarian makes the pizzas, and staff from other parts of Germany provide the service. Hence, the source of the menu options and the management/personnel don't necessarily need to coincide. What matters is the quality and the fun factor.

Star Witnesses of Successful Transitions



Name	Beim Olivenbauer	Beim Schweinswirt	Zum Hechten	Entenwirt	Schaefflerbraeu	Zur Spaetzle-wirtin	Schongauer Brauhaus
Location	Wertach in Allgau	Niedergerbrachung near Regensburg	Fuessen	Toerwang am Samerberg	Missen in Allgau	Zusamzell	Schongau
Entrepreneur	Joerg Family	Freddy Perzl	Wolf-Dieter Tramp	Peter Schroedl, Master Butcher	Grass Family and Michael Ruepp	Lydia Anwander	Peter Just, Master Brewer
Concept	Specialty Guesthouse	Specialty Guesthouse – emphasis on pork	Hotel with Guesthouse	Vacation Guesthouse	Guesthouse and the tiniest brewery in the world	Specialty Guesthouse – world's largest spaetzle grater	Guesthouse Brewery
Capacity	100	177	80	100, Terrace 30	160, Hall 300	100, Terrace 30	80, Hall 80
Hours	opens at 10 an	opens at 10 am	opens at 7 an	opens at 10 an	opens at 9 am	opens at 10 am	opens at 9 am
Investment	30,000 Euros	120,000 Euros	50,000 Euros	20,000 Euros	1,000,000 Euros	50,000 Euros	1,000,000 Euros
Specialty	Specialties made with Olive Oil	Pork	Roman Stoneware Cooking	Duck and Bavarian Delicacies	Specialties made with Beer or Allgau Cheese	Swabian Landkueche (Country Kitchen)	Specialties made with Beer
Personnel	5 fulltime, add'l as needed	6 fulltime, add'l as needed	3 fulltime, add'l as needed	6 fulltime	11 fulltime, add'l as needed	3 fulltime	5 fulltime, add'l as needed
Clientele	Young and Old from the area, Tourists	Mix drawn from 30 km radius	Hotel guests, Locals, Tourist	Mix drawn from 150 km radius	Young and Old from the area, Tourists	Mix	Young and Old from the area
Repeat Customers	75%	80%	50%	75%	70%	75%	70%
Other		Location way off the beaten path	Hotel cuisine for the locals as well	Location way off the beaten path	Theme – Country Kitchen)		

ground music all work together to provide a soothing balm for the soul. They encourage guests to linger and provide a pleasant environment to meet the further needs for communication and "to see and to be seen."

Step Eight: On-going communication with the guest.

Defining staff as host places great value on personal conversation with the guest, similar to that with acquaintances. The standard over-used phrases are avoided (Good evening; What would you like to order; How was everything; Good-bye), and rather more heartfelt and genuine phrases are used. This important aspect of congeniality takes only mere extra seconds. Guests are made to feel as if their input is valued. On small comment cards, coupled together with winning incentives, a guest has the opportunity to offer personal suggestions to his Guesthouse. The comment cards also serve as a way to acquire client addresses. Via e-mail, the guest will then regularly receive weekly menus and news relating to his Guesthouse on his home computer. Take note: this full color advertising comes at little to no cost to the management. This is similar to the Coca-Cola or McDonald's principle in that the Guesthouse

is always brought to the guest's recollection. Should the guest choose to go out, the Guesthouse should quickly come to mind. Future plans include connecting the younger guest to his "third place" via Webcam.

The whole concept is like a mosaic of valuable factors that should be up and running in the space of six months. The costs of such a transition are comparable to a mid-priced automobile, which nearly every restaurateur already has parked in his garage. Therefore, the minimal investment into the future can be easily justified.

That the Guesthouse often has little in common with what it was before the conceptual change is the intention and goal. It is important to increase the awareness of potential guests. Making minor cosmetic changes, such as new table decor, new chairs or changing selections from the old menu will not bring success in today's highly competitive market.

Result: Courage for the Undertaking = Groundwork for Success

As good as a concept appears and seems to have potential, it needs to be carried out and have life breathed into it by a fully engaged entrepreneur. It makes no sense to prover-

bially simply bring the horse to the water. The concept alone will not work wonders, but rather the diligence of the change-maker who wholeheartedly and energetically sets to the task.

We often bring misconceptions to the process. Generally six to eight months are required until this scenario is successfully transitioned into the Guesthouse and recognized by the guest. However, all our restaurant transitions have resulted in growth and success in spite of a weakened economy.

Our Guesthouse concept follows a script in which the guest, from the moment he begins his journey (anticipation of the evening) to his arrival (appearance and façade), menu options, presentation and many other interesting experiences, enjoys himself and is entertained. He should always have the feeling that he is in an extraordinary traditional Guesthouse. The guest (and the competition) should not necessarily realize that a professional management is serving him.

It is the fascination and motivation as well as the daily opportunity of our profession, to ensure that the attention to many small details and the human touch work together, much as the individual small stones in a mosaic together create a masterpiece. ●



Atmosphere as a marketing building block: at the Olivenbauer ("Olive Farmer")



The author

Arne Kubecka studied Hotel and Restaurant Management in Munich, Germany, and later honed his skills in the culinary and hotel trades through practical application at Moevenpick and Hilton, in both domestic and international arenas. With the effects of mar-

keting, he became intensively involved as an advisor with international publicity consultation agencies.

As a practitioner, Arne Kubecka doesn't just speak the language of Guest Houses, but rather he understands how to tie together conventional wisdom with the modern scenarios of marketing. He coaches hotel and restaurant owners to become successful entrepreneurs and has made a name for himself as a restructuring and project developer.

Arne Kubecka is an instructor for Culinary- and Hotel Marketing at the Fachhochschule in Munich.

His true love is for Guesthouses as cultural treasure and an expression of the soul and cuisine of a region.

To further develop the world of hospitality service and unite it with the needs of human nature for fellowship, enjoyment and variety is an adventurous and interesting assignment for Arne and his creative team.

The power seminar for the movers and shakers in the Guesthouse industry



Successful Host Freddy Perzl (Beim Schweinswirt)

TOM²S

Themen Orientiertes Marketing System

The advantages of the Theme Oriented Marketing System®

The Theme Oriented Marketing System® developed by Arne Kubecka is a genuine concept that practically guarantees the entrepreneur's success, assuming that entrepreneur follows through with our advice and applications. All businesses that followed TOM²S advice realized increased profits from the very beginning and within short weeks became the market leaders in their locales.

The individual advantages of TOM²S

- Orients to the specific profile of the entrepreneur and his establishment
- Flops are virtually eliminated (they occur only when the entrepreneur discontinues the process)
- No trial-and-error marketing: Complete building blocks essential for individual success are systematic and tested
- Quick results based on the concept realized in the marketplace
- Costs and profits can be calculated at the on-set
- Places minimal demand on the facility
- Designed for success, even in difficult locales and weak economic regions
- Can benefit from the demonstration of practical and credible working models



Together with our partners we find...

- Realistic and valuable creativity can only be more successful through a team approach.
- Together we need to develop new ideas and methods because the solutions and traditional methods of the past can no longer overcome the challenges of the future.
- The emotional needs of people are the focal point of new unconventional concepts. The way to meet these needs is not through luxury, but rather looking back on the natural and the strength of the objectives.
- Aesthetics and functionality do not stand in direct contradiction of each other.
- Advisers must be facilitators in order to modernize the group process and nurture and develop the creativity of the partners.
- Advisers must be practical and on-site in order to work through strategies during transition.

Our goal: Your commitment to success in the marketplace

THE ORIGIN OF A SUCCESSFUL LIFESTYLE BRAND IN THE HOTEL AND CULINARY WORLD

6 Months to the most successful restaurant in the locale

According to the recipe for success of the Theme Oriented Marketing System®, participants will begin developing their own individual concepts for their establishment. In TOM²S Idea Workshops, Arne Kubecka will present an abundance of success building blocks that are applicable to the participants' efforts to separate themselves from their competition and to establish themselves as a recognizable, desirable, and successful restaurant or hotel within six months.

A workshop well worth the effort!

Participants in the workshops benefit from the spontaneous business increase potential of between 20% (minimum) and 100% using TOM²S. Depending on workshop participants' needs, various case studies will be presented.

IDEA WORKSHOP 1

Guesthouses as successful lifestyle and traditional cuisine

• The Schweinswirt Model

Target group: Restaurant owners and Hotel owners (who want their restaurant to operate independently from the hotel)



IDEA WORKSHOP 2

Specialty kitchens poised for success

• The Olivenbauer Model

Target group: Restaurants and Specialty Cuisines



IDEA WORKSHOP 3

Accommodation enterprises poised for success

• The Steinhausers Vital- und Golf-Hotel Model

Target group: Hotels and Accommodation Enterprises



The theme as a performance and interactive ideashow

In the framework of a multimedia show, highlights from TOM²S working operations will be presented along with opportunity for questions and answers (1-4 hours).

The demonstrated models, the varied personalities of the entrepreneurs and the restaurant types provide for the creative atmosphere and the constructive brainstorming within their various frameworks.

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Feedback from a seminar:

"Very practical. Gave me the courage to make changes." Konrad Buser

"Interesting action plans, intensive personal motivation. I'm taking a head full of new ideas home with me." Martina Schlosser

"A day with the motto: 'Away with the daily grind'. Many new creative ideas and knowledge about marketing." Andrea Schlosser

"Finally we know how to increase our sales. A seminar to recommend." Ulrike Buehler

"I especially enjoyed the great visualization through models. Learned much, have much to modify." Edeltraut Eggert

"Now I know how to address both hemispheres of my brain. Animated, refreshing and sobering at the same time." Steldle

"Gives courage to try new ways" Heike Bepplar

"Marketing to take hold of. Thank you! Super!" Petra Landschetz

"Super menu concepts. Many thanks for the wonderful and educational day." Ulrike Ettelt

"Great ideas for teamwork and new concepts. Thank you! Excellent!" Carmen Ettelt

"Expands the horizons for our customers. Very informative and practical." Stoecker (Brauerel)

"Great cooperative work without being competitive. Super day." Liane Gratlinger

"I especially enjoyed the establishment of the individual concepts. Very good and educational." Andreas Cesa

"Very positive, very educational." Nadja Hammerbacher

"I especially enjoyed the ideas to discover objectives." A. Hammerbacher

"A marketplace of ideas." Regina Besser

"Thinking outside the box with a wealth of ideas and dreams." Rainer Joerg

TOM²S
Themen Orientiertes
Marketing System

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