

PRESS INFORMATION

VAPIANO now operates in 33 countries, 5 continents, 200 restaurants – with the opening of its first restaurant in Denmark

- **The lifestyle brand and restaurant chain VAPIANO continues its successful expansion with the opening of its 200th restaurant**
- **On the 1st December, the first VAPIANO restaurant in Copenhagen, Denmark, in Tivoli – the beloved second-oldest amusement and recreation park in the world, will be opened**
- **The new restaurant boasts over 1,200 square meters and offers VAPIANO freshness surrounded by breathtaking views over the amusement park**

Cologne, November 2017 VAPIANO continues to grow and drive forward on the road to success. The opening of the 200th restaurant, marks a very special anniversary for the lifestyle brand and means that VAPIANO is now operating across 33 countries on five continents. VAPIANO now serves uncompromising freshness in the heart of Copenhagen, at its first restaurant in Denmark, in the world-renowned location that is Tivoli. This much-loved theme park, located in a prime downtown location, is a favorite for Copenhageners and international visitors alike, delighting guests with its unique architecture and magical atmosphere.

Be it Europe, USA, South America, Asia or Australia – the VAPIANO concept has been well received not just in Germany but across the world too, each restaurant offers every single guest a characteristic culinary experience in a relaxed and cosmopolitan atmosphere. Many Danes already know and love the brand VAPIANO from their trips across Europe and cannot wait to enjoy everything VAPIANO has to offer, when their new restaurant opens on the 1st of December, in their capital city. The location is unparalleled, not only is it located in the very heart of the city, it also takes pride of place in the grounds of Tivoli, one of Denmark's most famous attractions.

The new restaurant is located in the city center, between the Town Hall Square and the main train station in Tivoli, the second oldest amusement park in the world. On the 30th November the new restaurant will be opened, in the lush setting surrounded by flowerbeds and fountains, at an opening party attended by a number of celebrity guests.

Senior Operational Manager Poul Cullura is looking forward to VAPIANO's Danish premiere, "We are happy and proud to be able to spoil both Copenhageners, and guests from all over the world, with our fresh pasta, pizzas, handmade salads and delicious dolci," he says.

The new restaurant covers an area of more than 1,200 square meters across two floors. It has 411 seats, with more than 60 located on the large outdoor terrace offering spectacular views over the park. The 115 Vapianisti will ensure that guests are well looked after, from 11am to midnight every day from Sunday to Thursday and from 11am to 1am from Friday to Saturday. These longer opening hours are somewhat unusual in Denmark as many restaurants close much earlier. From January, the team will start to put on popular events here too, like 'Ladies Night' and 'Aperitivo.'

PRESS INFORMATION

Jochen Halfmann, CEO of VAPIANO SE, is proud of the 200th VAPIANO restaurant opening and the continued international growth of the enterprise. “For our first restaurant in Copenhagen we won an impressive and prestigious venue with wonderful architecture. The characteristic VAPIANO feeling really meets Danish exuberance here, and, as such, it is the perfect location to celebrate this impressive milestone in our expansion.”

In 2018, a further 30 to 35 new locations will open worldwide, including restaurants in London, Miami and Doha. Furthermore, VAPIANO will extend the take-away and delivery services in 75% of all restaurants in the year ahead.

Further information can be found at www.vapiano.de.

About VAPIANO

With its innovative "Fresh Casual Dining" concept, gastronomic lifestyle brand VAPIANO founded a new category in the system catering industry in 2002. It combines elements of “fast casual” and “casual dining,” thus giving guests a high degree of choice. Quality, freshness and transparency form the basis of the restaurant concept. VAPIANO uses almost exclusively fresh ingredients. Pasta, pizza dough, sauces, dressings as well as dolci are made from scratch in nearly every VAPIANO, sometimes even in the middle of the room in the glass manifattura. The dishes are prepared in the show kitchen, directly in front of the guests and “à la minute.” This concept and cosmopolitan ambience are VAPIANO’s recipe for success. From Hamburg, the idea quickly spread to the whole world. For more information, visit www.vapiano.com.

Reprint free of charge, copy on request.

Media Contact

achtung! GmbH

Marie Wehmeier

Straßenbahnring 3, 20251 Hamburg

Telefon: +49 40 450210-873

E-Mail: vapiano@achtung.de