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Cater Systems GmbH

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CATER SYSTEMS

Planning and optimizing your success

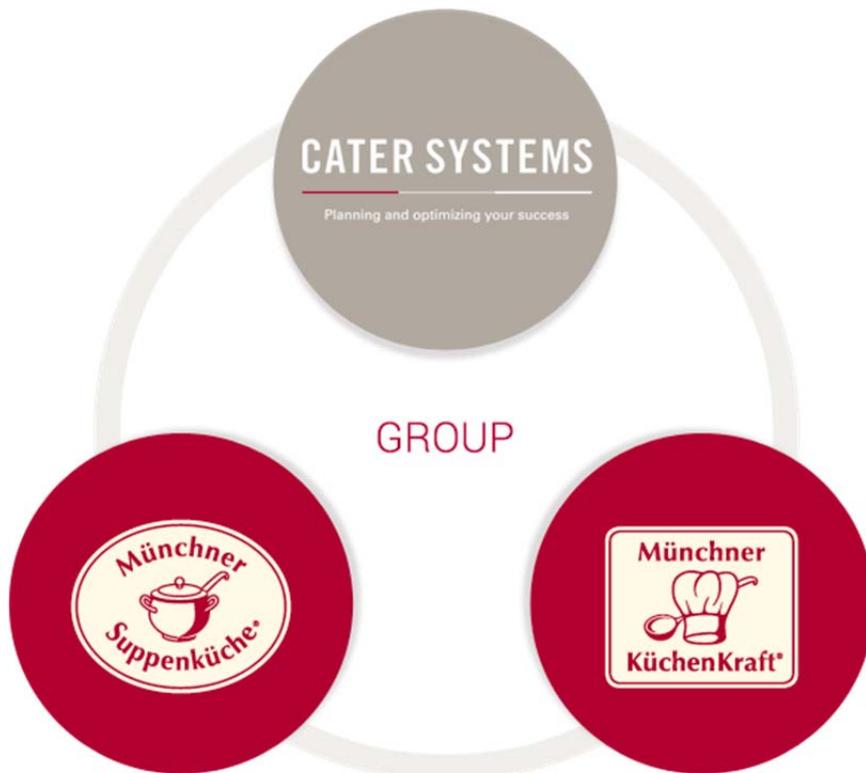
Cater Systems: Company profile

Cater Systems is a highly versatile system partner of the national and international food service industry that brings together customer-specific services for catering systems.

Its expertise includes planning and optimisation guidance in order to realise professional processes and structures for brand-conscious caterers and system-catering businesses - this is achieved by the integrated management of fields such as cost and purchase, innovations, as well as system and plan of concept design.

On top of that, customer-specific food solutions can be created, tested in the market, and produced according to the respective system's requirements when needed. For this, the production branch of the independently operating company group draws on more than 30 years of experience.

Own licensed brands in the food trade and catering industry account for Cater Systems' competencies. More than 40 people are employed by the company group.



Cater Systems: Market

The services of Cater Systems are valuable for national and international system-catering chains, investors planning to enter the food service industry, breweries, public institutions, food logistics experts, food wholesalers, as well as professionally thinking single restaurant proprietors.

From corporate governance to restaurant chain store management, the Cater Systems team gives support in most varied fields in order to accomplish the best-possible and most competitive performance.

Currently, Cater Systems operates in the markets of Germany, Austria, Switzerland, and the Middle East.

Cater Systems: Origins

In 2008, Florian Fendt took over the management of the traditional food service company Münchner Suppenküche. From the beginning, his goal was to lead the brand back to the success it had in its early years since 1982 and make it fit for the future.

Until today, the goals and principles are:

- expansion and professionalisation of the existing production branch
- achievement of a technological pioneering role
- building a strong base for a synergistic company group to support caterers and restaurant proprietors in all of their processes

For this purpose, Florian Fendt and his partners Andreas Steinbeißer, Manfred Kneifel, and Pontus Frei established the umbrella brand Cater Systems to support the food service industry with well-founded, comprehensive system planning and optimisation.

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In addition, the production branch of the long-established company Münchner Suppenküche was expanded into the efficient company Münchner KüchenKraft for the make-to-order production of soups, sauces, stews, or even completely individual food components for the food service market.

For more than 30 years now, the Münchner Suppenküche with its roots in the Munich Viktualienmarkt stands for tradition, quality soups, and fresh, natural ingredients. As a food service concept, the brand is well positioned for further expansion in the future.

Cater Systems: Management

Andreas Steinbeißer, Co-Founder



Having started his career in the media and sports industry, Andreas Steinbeißer has final degrees as a journalist as well as a public relations and marketing counsellor. Among his job experience is one of Germany's top 10 lifestyle restaurants where he was responsible for marketing and corporate communication for several years.

Further experience was gained with the establishment of a management and consulting firm for brand management and marketing processes in the food service industry.

Florian Fendt, Co-Founder



As a graduate in law and economics, Florian Fendt took over the company of the food service and production brand Münchner Suppenküche in 2008. In the following years, he led the traditional company back to its former strength and used it as a basis to built on the strong company group of Münchner Suppenküche, Cater Systems, and Münchner KüchenKraft. His job experience includes the establishment of a leasing company focussing on industry machinery as well as involvement in the establishment of a finance company focussing on restructuring and investments in the energy sector.

Manfred Kneifel, Co-Founder



Graduate communications manager Manfred Kneifel works as operative manager since 2008. He is in charge of optimising gastronomic locations, the production, and the products of group partners. Before joining Cater Systems, he worked as system manager in a Germany-wide system-catering chain where he was co-responsible for the operative business of 30 subsidiaries and about 1,000 employees.

Pontus Frei, Co-Founder



As a business economist and trained quality manager, Pontus Frei collected ample experience as chef de cuisine and food developer for a big German food service chain with more than 30 subsidiaries. An apprenticeship in the star-gastronomy and numerous worldwide engagements, for example in France, Italy, or Japan, round out his profile.

Cater Systems: facts & figures

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employees in the company group:	42