

MPULSE

METRO
MAGAZINE

ISSUE
2/2024

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60 YEARS OF METRO -
this calls for a celebration!
This way for more anniversary
content: [MPULSE.DE/EN](https://www.mpulse.de/en)

HELLO METRO, HOW DO YOU DEVELOP PRODUCTS FOR YOUR OWN BRANDS?

METRO's non-food product range is steadily growing and existing articles are constantly being improved. In bringing new articles onto the wholesale market, METRO's chefs and experts leave nothing to chance.



1 WHAT'S MISSING on the market? What needs of professional customers aren't yet being served? METRO analysts track competition and trends while in-house chefs provide added impetus. One example: they notice that the ventilation system for induction cookers gets very dirty with fat and dust. Clearly, there is room for improvement. The solution: a team of METRO engineers develop a removable dust filter, unique on the market.



2 WHO SHOULD PRODUCE the new goods? As soon as the requirements catalogue for the new induction cooker is complete, the purchasing and quality experts from METRO Sourcing in Düsseldorf, Hong Kong or Shanghai, for example, begin the search for suitable suppliers. The decisive factors in the choice of partners are quality, reliability and of course fair pricing.

Induction cooker on the online marketplace:



3 HOW DOES THE PRODUCT FUNCTION in everyday professional use? After passing various laboratory tests and the officially mandated technical inspection, it must clear the decisive hurdle: the field trial by customers. Does the induction cooker heat up quickly? Does it maintain a stable temperature? Can all the parts be easily cleaned after use?



4 LET'S GO! When the induction cooker has passed all the tests, it goes into production. Factory lines are quickly ramped up and the product is delivered to all METRO countries. But the process doesn't end there. Rather, METRO continuously gathers feedback as a basis for ongoing testing and improvement of the induction cooker.

35% METRO own brands have bright future prospects: their share of sales in 2023 was 22%. METRO targets call for this to increase to at least 35% by 2030. METRO Spain has already reached this goal.

Packaging is almost as important as the product - not least in terms of environmental impact. How METRO is taking the fight to packaging waste to the next level by 2030.



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AFTER 60 YEARS ...

... METRO is more wholesale than ever before. More own brands, more delivery, more scaled prices. Our ambition: to become better every day. Our aim: to support our customers in every way possible - because they're right at the heart of our society, creating places of encounter and enjoyment. Like Staudi's restaurant, which takes delivery from METRO at the Düsseldorf Gourmet Festival. Or the Michelin-starred chef Nelson Müller, with his commitment to freshly crafted cuisine at his gourmet restaurant Schote. From food trucks to fine dining, our customers' businesses can rely on the quality of our own brands. Not least due to our close cooperation with our suppliers. For example: METRO Chef dry-aged Irish beef, which can be traced to the individual cow in Ireland's green pastures. This is among the topics we report on in this issue, which celebrates not only our 60th anniversary, but also the great people in the food service and wholesale industries.

I wish you enjoyable reading and browsing!

Dr Steffen Greubel,
Chairman of the Management Board
of METRO AG

Would you like anything else? You will find 60 fascinating facts about METRO in the accompanying anniversary issue ...

... as well as further topics online at [MPULSE.DE/EN](https://www.mpulse.de/en)



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APPETIZER



ON COURSE TO KEEP BREAKING RECORDS

The METRO delivery specialist Pro a Pro Spain is expanding its logistics and distribution network for its over 4,000 customers. By 2030, five new multi-temperature warehouses in various Spanish regions are to enable yet greater flexibility in delivering to hotels, restaurants and caterers. The first new facility, in Andalusia, is scheduled to open its gates as early as 2025. With this network expansion, Pro a Pro Spain maintains its focus on growth – following on record sales of €40 million in financial year 2021/22 and double-digit growth in financial year 2022/23 as well.

All delivery specialists at a glance: p. 10

20.8

MILLION MEALS

... were donated to persons in need in Germany alone, by METRO in cooperation with over 900 food bank organisations, in financial year 2022/23.

Pssst ... you'll find more tasty METRO facts in the anniversary issue.

FOOD SERVICES SUMMIT

After five years in Berlin, Germany's largest food services summit, the Rolling Pin Convention, will be held in Düsseldorf for the first time, at the Areal Böhler venue from 30 September to 1 October 2024. More than 10,000 food service professionals will take part in the trade show featuring keynotes, masterclasses and panel discussions. METRO has been the convention's exclusive wholesale partner since it was launched in 2017.

More information and tickets here:



SEPARATELY OR TOGETHER? BOTH!

Whether individually or as a pair – DISH brings everyone and everything together at one table. The new digital solutions **DISH POS** and **DISH Pay** are designed both for stand-alone and integrated use. The cash register system DISH POS simplifies restaurant procedures, from the order to the bill. DISH Pay facilitates cashless payment. Both products are already available in the Netherlands, Belgium (under the name Booq), Germany, France, Spain and, most recently, Italy. The DISH Pay terminals – devices that allow guests to pay using a debit or credit card, smartphone or smartwatch – will soon be conveniently available for purchase by restaurateurs when shopping at METRO wholesale stores. More:



WORD OF MOUTH

Google has become synonymous with searching – and online reviews often play a key role in determining whether customers go to a restaurant or not. Here's what restaurateurs need to know.



3 MAKE IT EASY
'The easier it is, the more likely customers are to give you a rating,' advises Alexander. QR codes or links make it quick and easy for diners to leave a Google review. These can be added to menus, boards, bills, thank-you e-mails, newsletters or even business cards.

4 THREE IS THE MAGIC NUMBER
'The faster the restaurateur responds to a rating, the more likely the reviewer is to read the answer. This also shows that reviews matter to you and you take them seriously,' says Natalia. As a rule of thumb, you should respond within three days.

5 SPOT POTENTIAL
Anything that's not going smoothly has potential. Customer reviews can help you to improve your own business. 'Analytical tools can be used to evaluate ratings and identify trends,' explains Alexander. 'There are several on the market. For example, we've developed a tool specifically for restaurant reviews.'

1 ASK!
'If you ask for ratings, you'll get them,' says Alexander. 'Regular customers and diners who had a good experience are happy to provide good reviews. You just have to ask them – ideally in person at the restaurant or afterwards, for example in a thank-you e-mail.'

2 NO INCENTIVES
What about incentivising reviews? 'Strictly speaking, that goes against the rating platforms' guidelines,' warns Natalia. Rewards of this kind are only effective in the short term as well, she adds. In the long run, authentic ratings are more efficient. 'And you get those by offering great food, good service and an appealing atmosphere.'

Alexander and Natalia Zaugg specialise in managing online reviews. They established the Swiss firm Respondelligent and regularly analyse the most important online portals. For their latest study, 'Gastro WebReview 2024', they scrutinised approximately 813,000 online ratings of almost 6,400 restaurants in Germany, Austria and Switzerland. They observed that the number of online reviews was up 124.6% on the previous year – a significant increase. However, the percentage of critical feedback and low ratings also continued to rise.

What's the best way for restaurateurs to respond to criticism? By name? In detail? Or just with a thank you? The experts from DISH share their advice:



'THE YOUNG GENERATION



**IS
CULINARILY
MUCH MORE SOPHISTICATED'**

He's a vital part of Germany's TV food scene. With his band, he tours the country as a singing chef. And in his restaurants, he greets guests with a handshake. MPULSE went to Essen to meet with the celebrity chef Nelson Müller at his gourmet establishment Schote for a conversation.



ABOUT THE CHEF

Chef Nelson Müller can be seen on a number of TV shows, from 'Küchenschlacht' on the ZDF network to 'The Taste' on the broadcaster Sat.1. He was born in 1979 to Ghanaian parents and grew up in Stuttgart. After honing his skills in various locations including the island of Sylt, he opened his gourmet restaurant Schote in Essen in 2009, for which he was awarded a star by the Michelin Guide. He runs further restaurants in Essen, in Geisenheim in the state of Hesse and on the island of Norderney. Nelson Müller is a customer of METRO and the METRO subsidiary R Express. And he is an avid musician: on his 'Soul Food' tour, he and his band combine a cooking show with soul classics performed live.

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& MÜLLERS AUF DER RÜ**
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45130 Essen

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AUF DER BURG**
Rosengasse 32
65366 Geisenheim

**MÜLLERS
AUF NORDERNEY,**
Am Weststrand 3-4
26548 Norderney

www.nelson-mueller.de

MPULSE: Nelson, what did you have for lunch?

Nelson Müller (smirking): Nothing. I'm doing intermittent fasting.

Oh, okay! Then what are you going to have after our talk?

Definitely something with vegetables.

'Öfter vegetarisch' (Vegetarian now and then) is the title of one of your cookbooks, too.

Right, and reducing the amount of meat we eat is also a topic in my book 'Gutes Essen' (Good eating).

Why is that important to you?

In 2050, there will probably be 10 billion of us on earth. At our current rate of meat consumption, we won't be able to feed everyone. To produce a kilocalorie of meat, it takes seven times the amount of energy that it takes to produce a kilocalorie of vegetables. We don't have enough land area, animal feed is problematic, the greenhouse gases ... That doesn't mean we should never eat meat again. But, for all these reasons - we should sometimes eat vegetarian.

Veggie versus meat: is that a generational question?

You have to understand the times older generations grew up in. There was an overcompensation that took place, and the subject of health didn't get the attention it does today. Younger generations are much more aware of the environment, health and the relationship between living consciously and one's own impact on the planet.

Is that why young people don't go out to eat as often?

On the one hand, typically, the older you are, the more you can afford.

And on the other, many young people know exactly what they want and understand what quality means. They have a lot of culinary knowledge - there are lots of young foodies. They don't necessarily eat out so often, but when they do, they're well-informed.

Why is that?

Food has never had such a big media presence as it does now. Just look at all the reels and videos on Youtube and in the social media networks. And by the way, fast food can't be equated with junk food anymore. Nutrition, fitness, lifestyle - those are huge topics. And young people go to restaurants with that mindset. Take different national cuisines, for example: people used to simply talk about 'Asian food'. These days, they differentiate clearly between Cantonese, Laotian, Vietnamese and Thai cuisine. The young generation is culinarily much more sophisticated.

Is that one of the reasons you write cookbooks - as a kind of educational mission?

I can use my visibility to introduce a lot of topics to a larger audience in any case, yes.



Why do guests who want to have the vegetarian menu at your gourmet restaurant Schote have to book that two days in advance?

We prepare elaborate dishes. A lot of craft goes into each one. I don't want to produce anything on speculation, and I want to keep food waste to an absolute minimum. More than ever, it's important to find the right balance between quality and work effort.

But if only the vegetarian has to be pre-ordered, that means the meat menu is still the rule.

At Schote, yeah, that's what most guests order. But even our classic menu has courses without fish or meat. And when a guest comes without a reservation, of course we see what we can do on an individual basis. I'm a big fan of freshly crafted cuisine.

So convenience products are banned from your kitchen?

It depends. As long as they don't compromise the overall quality, semi-convenience products can make sense. And in the end, the guest has to pay the costs for fresh goods and personnel. Otherwise, a lot of restaurateurs are forced to resort to convenience products.

Which brings us back to the subject of 'good eating'. Give us an example.

Often it's the supposedly simple dishes that actually aren't so easy to prepare. Take potato salad. Potatoes are a natural product. You need the right type, and a chef who cooks them correctly - not too soft, not too firm. And, of course, the right recipe ... You can't beat a great potato salad.



Do you want to cook like Nelson Müller? Online, he reveals his recipe for Mackerel Escabeche - and his personal food for the soul.

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WHAT DO YOU DELIVER, METRO?

From gourmet product ranges for high-end restaurants to frozen foods for community facilities: the METRO family includes a broad spectrum of delivery companies. What sets them apart? Here's an international overview.

R EXPRESS FOR HORECA AND RESELLERS

Sales by experts: R Express is a partner for hotels, restaurants and caterers (HoReCa) as well as for resellers. Over 80% of the salespeople at R Express are trained chefs, so they know exactly the quality that customers are looking for in products and delivery.

- Germany, Austria, Switzerland
- Products: over 9,400

CLASSIC FINE FOODS INTERNATIONAL INNOVATORS

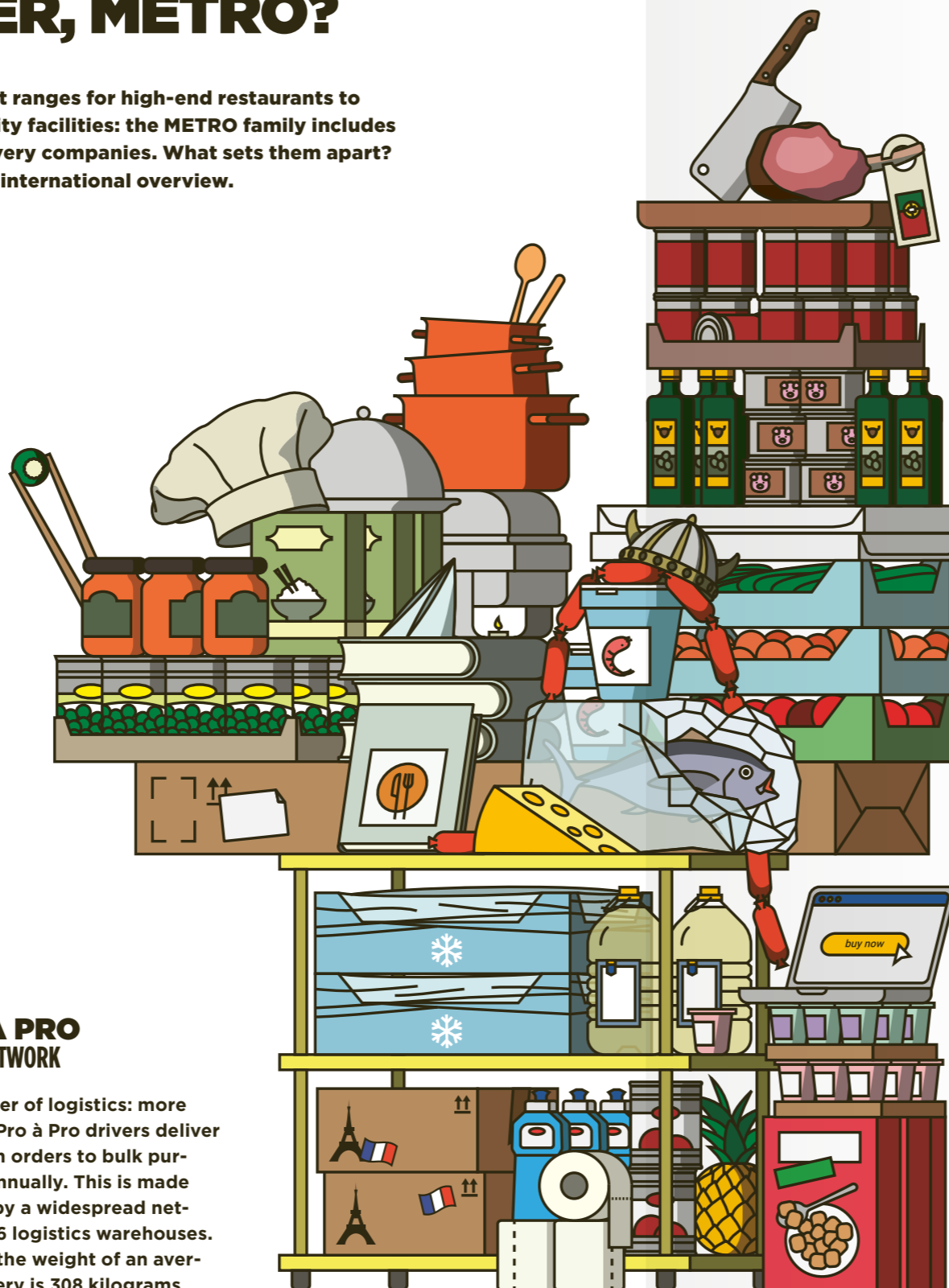
Culinary knowledge: alongside gourmet foods, CFF's offerings encompass numerous products from alternative protein sources. Employees and chefs from seven CFF countries have put their know-how on paper in 'Savouring Tomorrow', a cookbook of plant-based recipes.

- eleven countries in Asia, Europe and the Middle East
- Products: primarily gourmet



PRO À PRO BROAD NETWORK

All a matter of logistics: more than 540 Pro à Pro drivers deliver 1.6 million orders to bulk purchasers annually. This is made possible by a widespread network of 46 logistics warehouses. Fun fact: the weight of an average delivery is 308 kilograms.



To find out what huge volumes of goods METRO's delivery specialists move every year, see p. 17 of the anniversary issue.

- France, including French Guiana and the French islands of Martinique, Guadeloupe, Réunion and Mayotte
- Products: wide range of foods, frozen foods and hygiene articles

PRO A PRO SPAIN DRY AND FROZEN

Ice-cold delivery: Pro a Pro Spain delivers primarily frozen foods to its key customer group, hotels, which make up about 80% of its customers. On the Spanish mainland, especially, it also delivers basic goods such as oil, vinegar and preserved foods, whereas in the islands, there is greater demand for products from the ready-meal range.

- Spain
- Products: over 1,000 frozen and 250 dry products

AVILUDO THE FRESH MEAT SPECIALISTS

From the region: the Portuguese consume over 80 kilos of meat per person annually. It's no surprise, then, that pork is among Aviludo's best-selling products. But the brand's range includes beef, poultry, lamb and goat as well. Some 75% of its meat offerings are regionally sourced, from within Portugal itself.

- Portugal, especially Lisbon and the Algarve
- Products: more than 3,500 dry, fresh and frozen products, with a speciality in meat processing

JOHAN I HALLEN & BERGFALK NORDIC PROTEIN SUPPLIERS

Company-owned factories: JHB processes a large part of its fish and meat assortment itself, in six production facilities in Sweden and Finland. Its own products, specially made for restaurants, hotels and food stores, account for more than half of its annual sales.

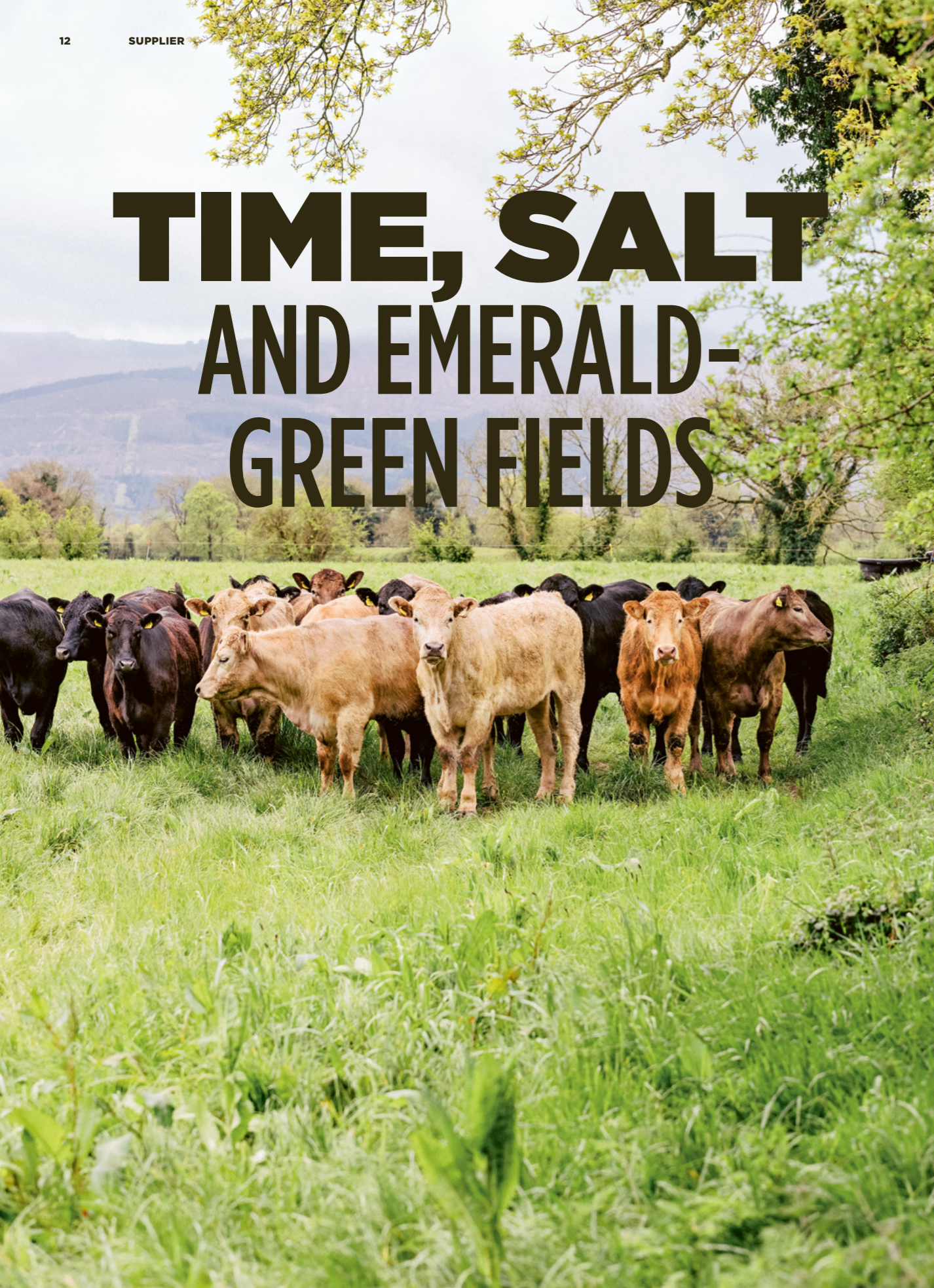
- Sweden and Finland
- Products: fish, seafood, meat products

METRO THE ALL-ROUNDER

Whether from the online shop or by app: in 21 countries, restaurateurs and bulk buyers can order from the METRO/MAKRO delivery service (Food Service Distribution, or FSD). METRO currently delivers food service products from 525 stores and 86 depots to professional customers.

- Germany, France, Italy, the Netherlands, Austria, Portugal, Spain, Bulgaria, Kazakhstan, Croatia, Moldova, Poland, Romania, Russia, Serbia, Slovakia, Czechia, Turkey, Ukraine, Hungary, Pakistan
- Products: select range for food service professionals, from vegetables and meat to cleaning products

TIME, SALT AND EMERALD- GREEN FIELDS



Maurice Kettle, 53, founded his company in 2004. Today he has 40 employees.



With lush green grass as far as the eye can see and laid-back locals, Ireland has a very special charm. It is also the ideal place to breed cattle for METRO Chef dry-aged Irish beef. The meat's quality and flavour don't just stem from the conditions in which the animals are kept. Special ageing rooms also play an important role. MPULSE visited METRO's supplier Kettle to find out more.

There's something in the air. No, we don't mean manure, although there is a certain odour. That's hardly surprising, given that hundreds of cattle live here on John Purcell's farm, which has just less than 500 acres. But something else is perceptible here. Tradition. Calm. 'Heritage,' says John. Perhaps it's because this place is steeped in history - 3,000-year-old bronze tools have been found here - or because the 61-year-old has a mischievous, easy-going nature. Whatever the case, the cattle share this laid-back demeanour.

They amble over, curious, as soon as the farmer approaches. No sign of any shyness or skittishness. Just like the island's human inhabitants, the livestock are the picture of calm.

John Purcell is one of many farm managers who work with METRO supplier Maurice Kettle. Kettle is part of the ABP Food Group and produces dry-aged beef: tender, flavourful meat which is aged in salt chambers for weeks before it appears in METRO's chiller cabinets. Dry ageing is on trend in the food service industry. Its long ageing process and the craftsmanship involved make it a premium product on menus. However, the dry-ageing process is nothing new. Hanging meat is a centuries-old tradition – as is breeding cattle in Ireland.

'We don't import anything. We even grow our own feed – it's a closed system,' explains John. 'Sustainability and biodiversity are our two important pillars.' His farm exemplifies best practice in regenerative farming: he planted 10,000 trees recently, doesn't use pesticides and pays close attention to insect diversity around the pastures. His cattle come from nearby family farms with small herds. 'That's part of our responsibility, too,' says John. 'Maintaining the Irish tradition of family cattle farming and safeguarding rural sources of income.'

The cattle on John Purcell's farm include Angus, Hereford and other breeds. Some have horns, but most naturally don't. Dehorning isn't practised here.



Meat producer Maurice Kettle (left) knows John Purcell and each of his other partners personally. He visits their farms to get a first-hand view of the conditions the animals are kept under – rubber boots required.



MAGIC INGREDIENT I: CLOVER

The cattle – Angus, Hereford and other breeds – come to John's farm when they're 18 months old. They stay in family groups consisting of 15 to 20 animals per herd. Every day, they gain a good 1.5 kilos in weight eating a diet based on grass and silage. As John says, Ireland's lush green fields are already packed with nutrients. 'The "secret ingredient" is the clover,' he explains. 'That's full of protein.' If you thought vegetarian food didn't contain enough protein, think again. John's livestock spend 220 days a year out in the fields, and even when they're in the cowsheds, they aren't really indoors. As the Irish winter is so mild, the spacious barns don't have solid walls. This ensures the animals get enough daylight and allows fresh air to circulate.

Heifers are ready for slaughter at the age of about 24 months and steers at around 30 months. All males are castrated because amorous bulls cause unrest, and the aim is to avoid stress at any cost. The cattle are ready to be slaughtered when they weigh 700 kilos. It takes 15 minutes to drive them to the slaughterhouse. Weight permitting, they're kept in their herds for the journey. Here too, the prime objective is to minimise stress. John explains: 'We like to keep the journey time as short as possible.' That's good for animal welfare – and the quality of the meat.

Maurice Kettle is also responsible for the latter. His production facility is in Lisnaskea, a village just beyond the Northern Irish border with a population of 3,000. Maurice knows all the farmers like John personally. You could even say he knows all

the cattle as they each have a unique ear tag allowing them to be identified. After slaughtering, the meat delivered to the Kettle production facility is scanned and remains traceable throughout the whole process – all the way to METRO's chiller cabinets – thanks to the use of barcodes.

The METRO Pro Trace app makes it easy to find out where a product comes from. Find out more:



MPULSE.DE/EN

MAGIC INGREDIENT II: TIME

Each animal is initially divided into four huge pieces, and once these arrive at Kettle's site, they are initially hung for at least 21 days. By the end of this time, a dark outer crust has formed and the meat is dry-aged. Each of the six large ageing rooms (known as chills) contains

Every piece of meat is fully traceable by barcode - from METRO's shelves right back to the earmark of the individual cow.



approximately 1,000 pieces of meat hung from hooks the size of an adult's forearm. Fans provide constant ventilation while rows of salt blocks along the walls draw the moisture out of the meat. The salt comes from the Irish coast. 'That's a unique selling point,' explains Maurice - focusing on the good things the local area has to offer.

This is a closed system, too, adds Maurice. 'Our chills have a culture' - in two ways, not just one. At microbial level, this means that moisture is an absolute no-no in the drying process. Mould must not be allowed to form. Unlike in some amateur dry-ageing set-ups, safety and hygiene are paramount. When asked what makes Kettle different, he says: 'Passion, knowledge and craftsmanship.'

Established in 2004, Kettle now has about 40 employees. They expertly carve the dry-aged beef into the pieces that restaurateurs want - from fillet steaks, entrecôtes and rump steaks to tomahawk steaks and tri-tips. The METRO Chef own-brand range now includes dry-aged Irish beef, which is available in countries such as Germany, Portugal, Croatia and Bulgaria and from the delivery specialist JHB (see p. 11). This is all thanks to the common sourcing system which procures goods centrally for numerous METRO companies.

Find out more about customised global procurement:



So what makes dry-aged products special? 'The beef becomes much stronger in flavour and will caramelise much better when you're cooking,' explains Maurice. The 53-year-old keeps his own cattle and is a keen amateur chef who can sometimes be found capably cooking his firm's meat in the staff kitchen. He does this with the same calm that seems to pervade the whole island. Is it the emerald-green fields? Or perhaps Ireland's rich history? Whatever the case, there's definitely something in the air.

Lush green fields and salty ageing rooms: go to the video report [MPULSE.DE/EN](https://www.mpulse.de/en)



How often METRO Germany customers scan QR codes on products every month: anniversary issue p. 8

A DIFFERENT WORLD

Staudi's stands out instantly. It is located on Düsseldorf's kilometre-long Münsterstraße, a bustling, multicultural road dominated by casinos, fast-food restaurants and mobile phone stores. Nestled amidst all of these is an old, cream-coloured building dating back to 1905. A gem.

When you open the listed building's door and enter the Staudi's restaurant, you enter a different world. Colourful art nouveau floor tiles, metro station tiles on the walls. The glass ceiling features cows and pigs, pointing to the unit's former use as a butcher's - another hint of a different world.

These days, Staudi's offers 'modern German cuisine', as owner and chef Sebastian Staudinger describes it. His menu features dishes such as 'Curry-pus Pommes' - a tongue-in-cheek play on the German classic of currywurst sausage and chips, just with exquisite octopus instead of unexciting sausage. Geographically speaking alone, this is no easy location for high-end cuisine. So why here?

From a first date ...

'If I ever open my own restaurant, it should look like this,' enthused Magda Przenioslo, who has since become a Staudinger, when she found herself marvelling at those floor tiles seven and a half years ago. Sebastian was sitting opposite here in these rooms which were home to a different eatery at the time. It was the now married





Guests now dine in what was once the way through to the slaughterhouse behind the former butcher's. Magda has concealed the old meat hooks on the walls behind opulent bouquets of dried flowers.

To find out how many customers around the world place their trust in METRO's quality, reliability and variety, see p. 3 of the anniversary issue.



couple's first date. Years later in 2019, the two now a couple, Sebastian was nonchalantly scrolling through a real estate website in bed one evening. 'He suddenly held up his mobile phone and said "Look, do you recognise those shop windows?"', relates Magda, grinning. They were both working in the food service industry and the idea of setting up their own business had been brewing for some time. So when they learned they were being given a tenancy agreement, that was that.

Staudi's, which is named after Sebastian's childhood nickname, opened in 2020. Four years down the line, guests need to make a reservation in good time. On weekends in particular, spontaneously dropping in and getting a table is virtually impossible. Among other things, because the chef doesn't offer à la carte dishes - there is a fixed menu with a choice of between four and six courses, with vegetarian options available. A meal is priced between €75 and €109. Sebastian says he has occupied a niche - 'above the "in" restaurants in terms of quality and price, but below a Michelin-starred restaurant.' This is proving to be a hit. The restaurant is open four days a week for evening business only. That's enough for the 33-year-old: 'We want to be able to enjoy life and spend time with one another too.'

... to their own restaurant

For Staudi's sommelier Stephan Körner too, this is a pioneering model, in particular considering the omnipresent staff shortages. 'The four-day week is the future in the food service industry,' he believes. 'At least, if, like us, you only

work with one team.' While Sebastian is top dog in the kitchen, restaurant manager Stephan is responsible for service. As a qualified sommelier, he also makes sure the wine list perfectly matches the food. And with his second passion, bartending, he delights the guests with full-bodied aperitifs such as his own negroni, which has been stored in a barrel since day one.

They buy their ingredients at METRO, with Sebastian heading to the wholesale store every Tuesday. Staudi's features in the Düsseldorf Gourmet Festival too, where, like the entire event, it is supplied by METRO. In addition to kitchen basics such as cooking oil, Sebastian in particular sources all the vegetables he needs at METRO. 'The vegetables aren't all individually wrapped in plastic, and that's good.' The wholesale own brand METRO Professional has made an impression when it comes to dinner candles and tealights too - 'they really do burn the longest by a long way.'

And they do get through quite a few candles at Staudi's. Which brings us to Magda's territory - decor. She has made this her profession too, with creative workshops in the areas of, for example, dried flower arranging and ceramic design. In the dining area, she expresses her passion in all kinds of details, be it gold and azure serving trays or Magda's home-made knife rests with a terrazzo pattern. And these cutlery rests are not only delightful to look at - they also delight the service staff. 'They mean that, if they want to, the



guests can keep their cutlery for the next course,' explains Sebastian. 'That saves the staff time and work.' Culinary art meets fine art and the art of being clever - another way in which Staudi's stands out.

Three professionals, three tips: restaurateur and business manager Sebastian, decor expert Magda and sommelier Stephan know what matters. More at:



MPULSE.DE/EN

What was going on there, MAX STROHE?

Cooking, kitchens and tales from the neighbourhood: Max Strohe, Michelin-starred chef, author and recipient of Germany's Federal Order of Merit, relates to MPULSE the stories behind his Instagram snapshots.



@MAXSTROHE



MPULSE.DE/EN

Everyone is talking about 'sharing plates' - presented 'family style', for all to serve themselves from. What's being celebrated in Germany as a modern idea of interaction and ease is an ancient tradition in Asia. In the photo, you see the contours of what remains after a chef and passionate eater is compelled to order something at a street food market in Bangkok. As you can imagine, I ordered everything. Driven to satisfy my voracious culinary wanderlust on the spot, I herded a succession



of curries, ribs, wings, insects, grilled lobster, live prawns, deep-fried fish and fried noodles to our alebench table. As we happily feasted with dusk descending around us, the foreign ambience of the pulsating metropolis grew more familiar with each bite. After all, eating is culture and communication.

And we should all talk with each other a lot more. Even with our mouths full.

TRIED IT YET ...?

The METRO product range includes a wide array of food and non-food products for every occasion. An insight in three bite-sized morsels.

To find out how many products are available in METRO's online marketplace, see p. 18 of the anniversary issue.



SWEET AND SUSTAINABLE

Grown under the Costa Rican sun, METRO Chef pineapple adds a touch of Caribbean flair. Not only is it sweet and juicy - the close communication between METRO and the local suppliers also ensures environmentally sound farming.



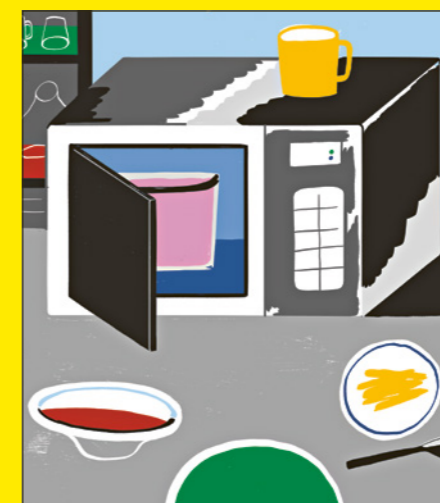
SAUCE OR DESSERT?

Whether you're making a hot sauce or a cold dessert, the METRO Professional whipped cream dispenser will do the job in seconds. With its three nozzles, this dishwasher-safe kitchen aid is highly versatile. The METRO Professional cream chargers for the dispenser are available in packs of 24.



HOT AND QUICK

Heat or defrost soups, casseroles or frozen foods in next to no time: the new professional microwave from METRO Professional with five power levels and ten pre-installed programs makes this possible. Especially time-saving: measuring 31 cm in height, the microwave can also accommodate ½ GN containers up to 15 cm deep.



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- 3 Fill in the **contact form**
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