

WTCE 2016 Hamburg

2016 started with great excitement and a few changes at Frankenberg. This was our 31st year in operation and we have always been enthusiastic participants in WTCE. This year, on our stand we launched a new "look" in tune with our ethics and image.



The Team of Frankenberg at the WTCE 2016 – Uwe Quiter, Laura Friedrichs, Sebastian Schlaadt, Rudi Friedrichs, Isabelle Ernst, Helga Friedrichs, Dirk Thoenßen, Stefanie Kirstein and Christian Quadflieg

The biggest WTCE yet attracted many old and new people from throughout the business and the stand was very busy for the three days.

It was a great pleasure to meet so many of our existing clients and some new faces from the industry.

We were proud to have some really top chefs with us this year preparing outstanding samples of culinary flair including 3 from our own Product Development Team – Uwe Quiter, Christian Quadflieg, Kevin Byrne. They were joined by Dietmar Prieue from the Sansibar in Sylt and Christof Lang – a Michelin Star chef from Aachen – both of whom work with our development team on several dishes for international airlines.



Dietmar Prieue



The Team of Chefs (l. to r.): Christian Quadflieg, Dietmar Prieue, Christof Lang, Uwe Quiter (missing: Kevin Byrne)

Additional support also came from Laura Friedrichs this year, who has joined the management team of Frankenberg in February 2016. She is working closely with Helga on the product development and production side.

During the WTCE we observed the demand for frozen products is increasing as more airlines appreciate not only the consistency but also the very high quality that we can deliver within the budgets. This is best demonstrated by our increasing delivery of Business Class meals to some of the world's most prestigious and demanding carriers. Our chefs served up a fine range of examples of just how frozen meals can add real value to an airline's brand and passenger experience. Other obvious advantages being consistency of supply backed by Frankenberg's outstanding logistics and delivery commitments.



Helga Friedrichs with her new assistant Laura Friedrichs



Helga and Rudi Friedrichs with Executive Chef Uwe Quiter

We also noted an increased trend for Special Meals and particularly vegetarian and vegan choices. Our R&D Team worked hard on developing more ideas and innovations in this area as the airlines pay more heed to individual passenger requirements.

Overall, it was a great show once again and we enjoyed some valuable time with clients, friends and colleagues.

See you next year!