

SUMMER 2019

Z

Zátiší Group Magazine

Michal Debreceni
Fresh & Tasty



*more than
ever before*

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Dear Friends,

Welcome to summer, the most welcoming of seasons. We at the Zatiši Group love every season because each of them provides us with its unique ingredients, flavours and colours – and, just as important, the opportunity to create dishes that celebrate the time of year. It's during summer that we feel a little more blessed by our planet's generosity. At the same time, perhaps we also lose sight of how vulnerable its natural wealth has become.

So, this summer, please spare a thought for everything that is threatening the delicate balance of our planet, which continues to provide us with the food we live on and take pleasure in.

Zatiši Group is now well embarked on its policy of sustainability. To achieve this goal, we reduce waste to a minimum, use as little plastic as possible and encourage our guests and our staff to ride bikes or take public transport. We do this especially, for our children, who will have to live in the world they inherit from us.

As the Dorset Education for Sustainability Network puts it, "We cannot just add sustainable development to our current list of things to do but must learn to integrate the concepts into everything that we do."

With all my love,

Sanjiv Suri
founding president



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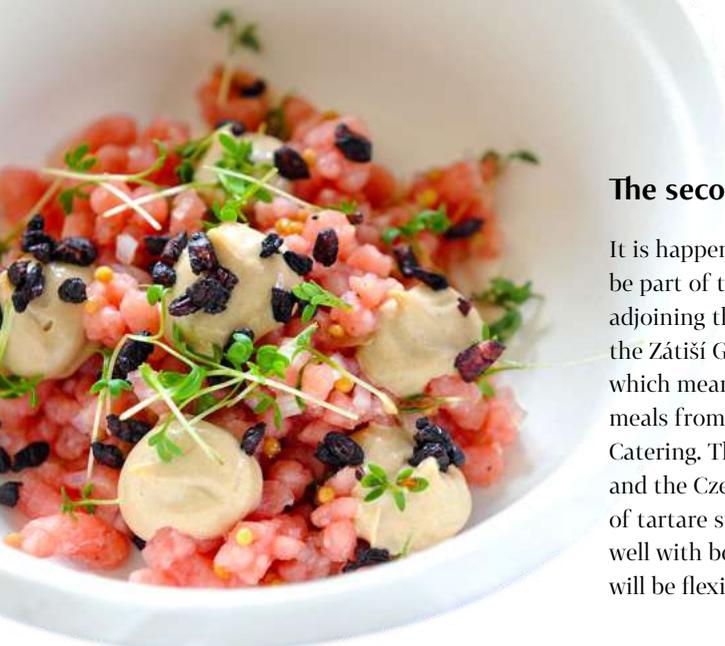
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The second Manifesto Market

It is happening again after its big success! The Zátiší Group will again be part of the Manifesto Market, this time on the vacant parking lot adjoining the National House in Smichov. The market opens in July, and the Zátiší Group will keep its well-proven concept: 'Bowl by Zátiší Group', which means all dishes are served in one reusable bowl. You can enjoy meals from the Mlýnec, Bellevue, V Zátiší restaurants and from Zátiší Catering. The main theme of the Smichov Manifesto Market will be beer and the Czech traditional beer culture. The chefs will offer four sorts of tartare steaks (beef, fish, vegetarian and seasonal), plus meals that go well with beer. The event will have a streetfood atmosphere, so the menu will be flexible and correspond to the current supply of local produce.

A new look for the Zátiší Group

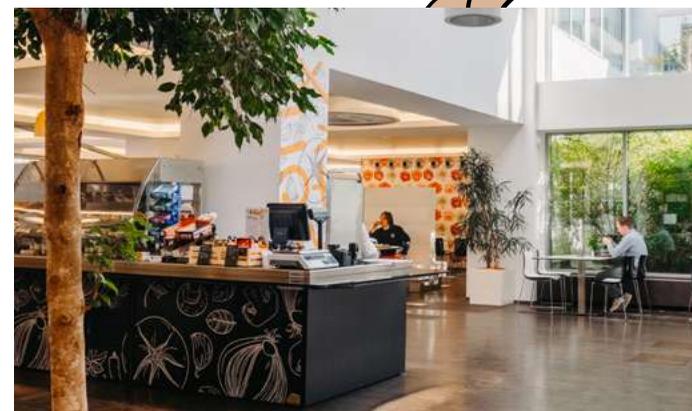
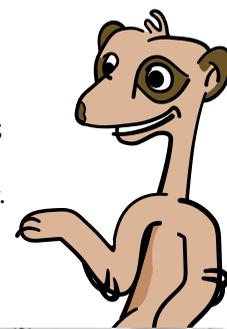
The Zátiší Group has changed its logo. It's not a dramatic change, but more of a fresh, new look, implying simplicity and legibility. The red symbolises emotions and taste, not only for food, but for life as well. The square represents stability – after being on the market for 28 years, this is a well-deserved symbol. The dot means that there is simply nothing to add, while the writing style comes from a signature of founding president, Sanjiv Suri.



The latest *news*

The 'freshest' member of our family

Our new Zátiší Group Fresh & Tasty division has gone through its final changes and is now a fixture at many public and private canteens and schools. At schools we have a meerkat as a mascot. Fresh & Tasty will be online as well; its new website will be available at the beginning of July.



For sparkling-wine lovers

The café located in the former home of Ferdinand Porsche in Vratislavice will host a special day for quail lovers on 31 August. On the occasion of the Liberec Wine Festival, the café will also host a tasting of sparkling wines. Festival participants will be admitted free of charge.



Summer BBQ + beer specialties

Are you looking for a special place to go with your family or wondering where to spend a pleasant Saturday with friends? The café in the former home of Ferdinand Porsche will be hosting a summer BBQ and special tasting of beers from small breweries on Saturday, 27 July. The menu will comprise steaks of different meats, vegetables and lots of other delicacies.



Hooray for the garden

It's not easy to find a corner in the city where you can hear the rustle of the trees, splash in water and let the kids run around without the fear of passing cars – while also enjoying the pleasures that city life offers. You can find all this in the Žofín Garden restaurant's summer garden, where you can also look forward to a generous summer salad menu and special summer events until September.



Our new addition

At the beginning of May, our Fresh & Tasty division opened a new canteen at the innogy company site. This canteen, created in our 'We cook slowly, we serve quickly' style, offers a wide array of local and seasonal produce to its customers.





“The change must be real”

Michal *Debreceńi*

Managing Director

Don't expect one-word answers when you interview Fresh & Tasty Executive Manager Michal Debreceńi. Not that he is talkative, but he provides detailed and well-considered answers to every question, and regards every question as equally important. If the Fresh & Tasty division, where he has been working since October 2018, were to describe his leadership style in one word, it would with no doubt be „authentic.“

How would you characterize your professional development up to now?

For me, my career has always been about meeting the right people at the right time. I was very lucky with both „sponsors“ and „mentors“. A sponsor is someone who believes in your potential and decides to support you, to vouch for you and help you move forward. Conversely, the mentor is someone you can come to for advice or help. Of course, you must always be prepared when an opportunity arises. I try to identify people with talent in my team and help them grow by delegating a challenging task.

*H***ave you ever heard of people who are not interested in any kind of help or incentive because they are lazy or indifferent?**

[Thinking for a moment.] I wouldn't call it being comfortable. I think these people lack self-confidence, as if no one has ever told them „You can do it!“

You came to Fresh & Tasty with plans and a vision. What have you achieved so far and what has fallen short of your expectations?

As in life, some of the plans have succeeded as expected, some have succeeded more slowly than expected, and some have been very challenging. For example, we've been looking for a quality manager for a long time. However, we managed to win two tenders, which means cooking 2,000 more meals a day for our division. That's a great success.

Can you maintain quality standards when cooking such a large number of meals?

Yes. You need to stay true to your vision and to have a good business model. Food should be processed as little as possible. As our grandmothers used to say: “I'll have it because it tastes as if I made it!” The Fresh & Tasty division wants to offer fresh food from fresh produce – and cooked on the same day. Food greatly influences our quality of life. Yes, it's a business, but with a mission.



A PERSON WHO INFLUENCED ME A LOT...

“My grandfather - a farmer and a baker. His moral integrity, diligence and how he was devoted to others and was fair to everyone and to himself.”

ON SUMMER EVENINGS I LIKE TO DRINK...

“A glass of water. Yes, I can have wine, too, but I would not characterise myself as wine connoisseur.”

A BOOK I WOULD RECOMMEND TO EVERYONE...

“I read a lot, so to choose one book is impossible for me. ‘Emotional Intelligence,’ by Daniel Goleman, is quite important. I learned a lot from ‘History of Bees,’ a dystopian book written by Maja Lunde. And at the moment I find Orwell’s classic ‘1984’ absolutely appropriate.”

Do you consider yourself a gourmet?

[laughs] I don’t want to be pedantic, but the word ‘gourmet’ comes from a word meaning ‘glutton’. Actually, I don’t like that word very much, because today it has a slightly snobbish connotation. At primary school, I often exchanged snacks with my friends. My grandfather had a farm, so my snacks were often homemade. Homemade sausage, home-made bacon - what boys loved to eat. My friends loved my food, and I liked to take their snacks. This way I got to know their families a little through the food. I’ve traveled a lot in my life, and travel and food have always played important roles in getting to know people and getting closer to their cultures. You always get the best meals at someone’s home.

Why do you think that is?

Hospitality *[he says in English without hesitation, and immediately apologizes]*. Unfortunately, the Czech word ‘pohostinnost’ reminds many people of the typical Czech pub under Socialism, where the food was very bad. I have recently read that a man is given four gifts at birth: a look into the eyes, a smile, a hug and food. If you eat at someone’s home, you often receive these gifts as a matter of course. It doesn’t matter then that you’re not being served the most expensive foie gras in the world.

How can you offer these four gifts in a canteen whose motto is „We cook slowly but serve quickly“?

By being interested in the person. In the US, I learned that this is the precise meaning of their „How are you“ greeting, which at first annoyed me because it seemed insincere. But then I realized that even one look into the eyes and one sentence makes a person feel that he is important. It’s clear that in every business there are normal people working with their own personal stories and their own everyday struggles, so „hugging the customer“ is not always easy. However this is our challenge - to create an environment in which our employees feel that we have their backs.

Is there enough time for this while conducting a business?

One of the problems in gastronomy is that it is not gender-balanced. There is no feminine influence and the attitude is very masculine: Don’t cry and show no vulnerability. Even at the Zátěší Group there are not enough women, but we will try to rectify that. It’s normal in the world that in gastronomy the teams are heterogenous: women, men, different nationalities, different sexual minorities ... every group is represented and no one is made to feel different or foreign.

Another important issue for you is sustainability...

This is a theme that resonates in society today. We believe that superficial steps are not enough. We’re getting rid of plastic cups while at the same time importing tomatoes from Chile ... The change must be real. But, of course, it’s always necessary to look at the economic side. At one school where we are catering, 15-year-old students came up with a way to abolish all plastic bottles. It’s a great initiative, but for us these drinks represent 16-17 percent of our turnover. No one will be happy if we just add the cost to the price of the food. So we are looking for solutions, which are not always as easy as people imagine. For example, we cannot produce a transparent biodegradable plastic bottle - but the customer also wants to see what’s inside. We now realize that a better way to go is to reduce waste, less meat consumption and a greater emphasis on seasonal and local produce, called the plant-forward diet, are changes that need to be understood by the customer... And there’s only one way to teach people: the food we offer must taste good! I realize that I am part of a management that affects 5-6,000 people every day, many of whom are children. So what we offer can also be very educational. That fulfills me a lot!

BBQ

as never before

Do you want to know our favourite BBQ method? According to V Zátíší restaurant head chef Igor Chramec, just marinate your BBQ meat in salty sauce. It will make it so tender that it almost melts in your mouth!



Get your BBQ off to a good start – a good BBQ always starts with a good butcher.



This recipe was inspired by the grilling methods used for our V Zátíší restaurant menu – though there we add some ‘artistic’ techniques appropriate to a fine dining restaurant. Chef Igor Chramec adapted the recipe to make it easier for you to BBQ at home without having to study at a culinary institute. Igor reminds us that a good BBQ always starts with a good butcher. “It’s always important to know where and how your meat was raised,”

he says. Then, talking about his marinade, he notes: “The salt penetrates the meat and changes the muscle structure of even very tough meat. It makes the meat delightfully tender.” Igor also has a good tip for grilling fish, for those who don’t know how to keep it from breaking apart on the grill: “Put baking paper on the grill mat or pan and grill the fish briefly on both sides so that it holds together.”



Preparation

- 1 Heat the cardamom, mustard seed, star aniseed, coriander, pepper and pimento in a dry frying pan to make the spices release their aromas.
- 2 Mix the roasted spices with the rest of the ingredients in a casserole dish. Choose the amount of water according to how much marinade you need – you want your meat to be fully immersed in the marinade. Keep the right proportion between salt and sugar per 1 l water. The rest of the spices can be used according to taste.

Ingredients



Meat or fish for BBQ

IGOR USED BACON, SALMON AND CHICKEN SUPRÊME, WHICH IS THE BREAST WITH ITS SKIN AND PART OF A WING

Coarse sea salt
ABOUT 210 G SALT
FOR 1 L WATER

Brown sugar
ABOUT 170 G
FOR 1 L WATER

Pimento

Whole, green cardamom

Black peppercorns

IN ADDITION TO THE BLACK PEPPER, IGOR USES PINK KAMPOT PEPPER, WHICH MANY CHEFS CONSIDER THE BEST PEPPER IN THE WORLD – BUT YOU CAN OMIT IT, OF COURSE

Whole coriander

Whole star aniseed

Mustard seed

Bay leaf

Garlic

Fresh thyme

- 3 Bring the marinade to the boil and simmer on low heat for 10 minutes.
- 4 Let it chill to about 15°C or less, so that the meat does not begin to cook in the marinade.
- 5 If you are using red meat or chicken, marinate for at least 12 hours. If you have fish, you can add a few slices of lemon, lime or mandarin and let it marinate for 2 hours (for fish fillets, 20 minutes only).
- 6 Remove the meat from the marinade, rinse it with cold water and dry it with a clean dishcloth.
- 7 Grill on a very hot grill – according to the meat you are using. During grilling, turn the meat carefully and continuously.

Fruit in the glass

It is a very hot Sunday afternoon. All you are thinking about is having a sweet refreshment. But it's too early for ice-cream because you're still quite full from lunch and, anyway, you have decided to eat healthier. But there's a solution: fruit lemonades, healthy smoothies or homemade sangria.

colour and aroma. Pour in still or sparkling water and mix well with a longhandled spoon, which can also be used for serving.

If you fall in love with fruit lemonades and make a healthy habit of drinking them often, make sure to have sugar syrup in your fridge, to have it handy to use at any time. You won't have to wait for the sugar crystals to dissolve and you'll be able to better regulate the sweetness of your drink. Pavel Halo, manager of the Fresh&Tasty restaurant ASPIRA CAFÉ, has a great suggestion: "Add ginger juice to your sugar syrup and pour it into lemon juice with water."

Homemade drinks have become trendy in the last few years. And no wonder. In the morning, they provide a light and pleasurable start to the day, even for people who don't usually have breakfast. These drinks can also be used as an after-lunch dessert. And evenings they can form the foundation of a delicious cocktail, which you can enjoy without risking a hangover the next morning.

Lemonades

For a basic fruit lemonade, combine fruit or fruit juice, sugar or honey and lots of water. Squash the fruit at the bottom of the glass to release the



Smoothies

The difference between a smoothie and fruit juice is mainly its texture. A smoothie is thicker because it contains the entire fruit. It's thick, but it is also more nutritious because it includes such important nutrients of the fruit as fibre. Depending on the fruit or vegetable you use, you will need to dilute your smoothie with milk or water. Soft fruits and vegetables can be mixed directly, but a tuber such as



Try the following

To dilute green smoothies or to top up lemonades you can use chilled mint or Melissa/lemon balm tea (but don't fall asleep, because Melissa/lemon balm can make you sleepy).

Instead of milk you can dilute your smoothie with yoghurt mixed with water.

beetroot needs to have its juices extracted in advance. There is also a wide array of leaves that you can use for your drinks, such as spinach or cabbage; chia and linseed are also appropriate. The seeds can be tossed into the mixer because they soften in water. Pavel says that vegetables such as

beetroot or spinach go very well with apples, pears or bananas. They blend perfectly because of their flavour as well as for aesthetic reasons: "They can conceal a possible brownish colour of some fruit and also create amazing contrasts," Pavel explains.

Fruit-drink recipes

Try out the recipes of ASPIRA CAFÉ restaurant manager Pavel Halo

- 1 Ginger lemonade (ginger 'broth' with honey and fresh lemon juice), can be seasoned with a bit of chili pepper or, for kids, a slice of orange
- 2 Banana, kiwi, orange, chia seeds, a piece of ginger
- 3 Melon lemonade (maybe with a little sugar, but not if the melon is sweet enough), can be seasoned with kiwi or lemon
- 4 Beetroot, apple, ginger can be diluted with apple juice and lactose-free milk
- 5 Orange, pear, apple, spinach and a little water

Recipes with alcohol

- 1 Gin and tonic with grapes: The Botanist gin, pink tonic, sliced red seedless grapes or blueberries, fresh rosemary for seasoning
- 2 Sangria wine (red, white or pink), a bit of cognac or brandy, cut fruit (mix of apples, bananas and oranges), let it rest for 12 hours in the fridge. Then bottoms up!



Our Herb garden

The garden was created by the Zátíší Catering staff, and they love tending it. They often joke about looting it when chefs come to pick herbs there. But the garden is there for the pleasure of our guests. Everything grown there is used in the meals and drinks they are served. Lots of care is evident in the garden – the staff works on the rota system so that the garden is never left neglected. A three-member team

weeds, waters, seeds and replants once a month. If you taste dill, mint, basil, oregano, thyme, sage, chive, rosemary or lemon balm in your food, it is because each member of our staff contributed to your meal. The herb garden is a pleasure for taste buds and for the soul, and we have a few tips on how you can create your own herb garden on your balcony or windowsill.

You will find a cosy little herb garden on the second floor of the Prague Congress Centre. It is very pretty and filled with herbs. This garden is tended, with love, by the Zátíší Catering staff so that guests can enjoy fresh herbs in their salads, dips and homemade lemonades.



HOW TO GROW HERBS ON YOUR BALCONY



Before buying anything in the shop, watch the sun and its shade on your balcony for a couple of days. Your observations will determine your planting.



Start by growing the herbs that you often use.



You can start to plant your seeds in small garden pots. Once there are 3 or 4 leaves, replant. If you don't feel like seeding, buy seedlings at the market or a garden centre.



Soon you will learn that approximately 30% of gardening is a battle against insects. You can prevent your herbs from being infested by using a spray containing Azadirachta indica, commonly known as 'neem', 'nimitree' or 'Indian lilac'. This is an organic solution to your problem and you'll be able to eat the surviving herbs.



If you want to keep your herbs for use as long as possible, prevent them from blooming by tearing off the blossoms regularly. Herbs should be cut on sunny days and before noon.

Keep Pedaling!

Riding a bike is good for your body and mind. When you ride a bike, you use all of the major muscle groups as you pedal. Cycling increases stamina, strength and cardiovascular fitness and it improves joint mobility. It also relieves stress and reduces anxiety and depression. We at Zátiší Catering encourage our staff and our guests to ride a bike as often as possible.

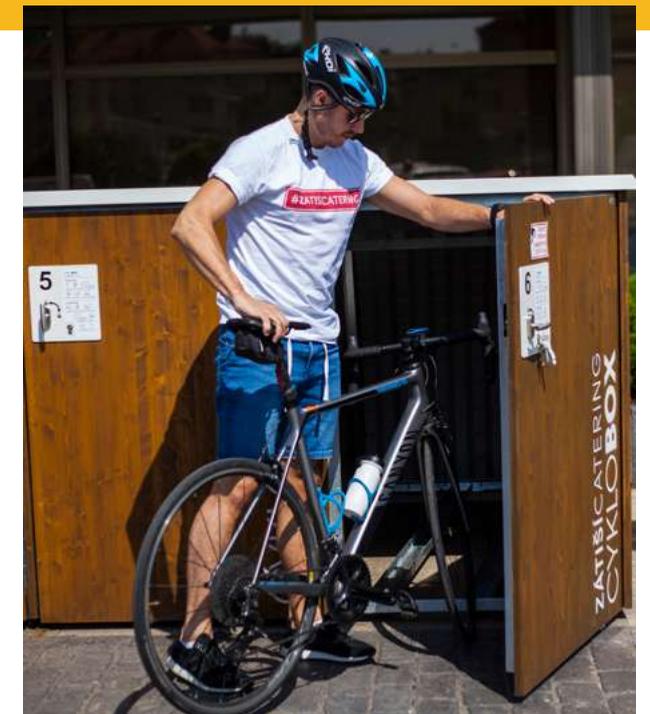
Pedal your fresh juice

A 'juice bike' sounds and looks like something from a comic book – but it's not. It exists and you can use it at your next catered event. You'll benefit from it in three ways: entertainment, exercise and drinking juice 'made with your feet'. Of course, your feet won't actually touch the fruit, but by pedaling you'll produce the energy that squeezes the juice from the fruit. The juice bike is a great addition to Zátiší Catering's sustainable events as well as all the other events we organize for you. Another advantage of the juice bike is that it uses fruits and vegetables that are usually thrown away because they are bruised or otherwise unsightly but which are perfectly fine for consumption.



Commute to work by bike

Zátiší Catering's management has built special safe 'cycling boxes' on the car park of the Prague Congress Centre, where the division is located. This is intended to encourage our employees to ride their bikes to work. The philosophy of Zátiší Catering encourages sustainability for our clients as well as our team. The 'cycling boxes' were installed in May and are now used by many people – and their number will increase as the weather turns warmer.



Karlovy Vary

A city of colonnades and delicious food

These are the unique spots that Karlovy Vary (or Carlsbad) offers, and you don't need to wait until the famous summer film festival comes to town.



Goethe's Lookout

Goethe's Lookout has just been reopened after reconstruction. It was built in the Karlovy Vary woods in 1888 and 1889. The observatory is 32 metres high and is built of red brick in a pseudo-Gothic style. It is 3.5 km from the city centre and it is quite steep walk to reach its 638-m elevation. If you don't feel like walking, park your car in Hurky and continue on foot for about 1.2 km on the 'Gogol' path. On your way back, use the 'Path of Monsters'.



Photo: Tomáš Slach

Tusculum

Reserve your table at the cosy Tusculum restaurant, where the head chef Pavel Provazek creates magic. You can also taste homemade jams, oils or even dandelion and spruce tree honey. "During the season we collect herbs and forest berries such as buckthorns, bear garlic, spruce tree outgrowth, rosehips and mushrooms. Other root vegetables and specific herbs that we use we grow ourselves in the Agropol Počerny eco-farm," Pavel Provázek says. "The most popular meal is avocado with rice crisps and beetroot powder."



To the Špunt & Knoflík for the '13th spring'

The Špunt & Knoflík bar is very difficult to find. There are no signposts, no famous drinks. Once you find it, it will remind you of a New York speakeasy from the Roaring Twenties. Dim lighting, perfectly chosen drinks and a team of creative bartenders led by Lukáš Válek and Marcel Harvánek have made the Špunt & Knoflík the favorite of many people in Karlovy Vary. Here you can get the 'thirteenth spring,' Becherovka, in ways you probably have never dreamed of.

“Once you find it, it will remind you of a New York speakeasy from the Roaring Twenties.”

Carlsbad biscuits

This biscuit was already known in every home in Karlovy Vary and its surroundings before 1800. Pension owners used to offer them to their guests. The most famous biscuit was the classic, with hazelnut flavour. Later, more sorts were produced, such as chocolate, vanilla, cocoa and lemon. There are also Carlsbad and Spring biscuits made with spring water.

The Springs

In Karlovy Vary you can taste water from 15 different springs. All the springs contain the same compounds – micro-elements and salt (6.4 g in 1l), but they differ in their carbonic-acid gas content, which is a product of post-volcanic activity in the area and the temperatures. The most important element in the water is selenium, which can remove accumulated poisons, such as iron, cadmium or even radionuclides, from your body. Tip: The water should be consumed directly at the spring, so that it does not get cold and does not lose CO₂, which would reduce its curative powers.



Photo: Pavel Vítek



Photo: Michaela Wienfurterová, Marketeria

Take a piece of Karlovy Vary home with you

The Hot Spring is the hottest (temperature 73,4 °C) Karlovy Vary mineral spring and spouts to a height of several metres. Once the water is chilled, the minerals precipitate out from the water and settle. The sediment from a thermal aragonite spring is used for creating stunning souvenirs, such as a stylish paperweight. You can buy one at every Karlovy Vary information centre.

Tip: The water should be consumed directly at the spring, so that it does not cool or lose its CO₂, which would reduce its curative powers.

Delicious Summer

This kind of summer calls for rich flavours...



Fresh strawberries with pink pepper, lemon mushrooms, mint jelly, whipped cream of tonka beans V Zátiší restaurant

Tonka beans are sometimes called the tastiest ingredient the world has never heard of. They tease the palate with tones of vanilla, cherry, cinnamon, almond and clove – and, some whisper mysteriously, Harry Potter's magic wand. Their aroma is so strong that one bean is enough

for 80 dishes. In the US, their import is banned, and yet the US is the world's largest importer of tonka beans. Why? Because they are so aromatic that chefs and perfumers will risk steep fines to please their demanding customers.



Veal, potato and thyme terrine, summer vegetables, chanterelles, jus with truffle oil V Zátiší restaurant

Because of their texture and flavour, chanterelles are among the most widely used mushrooms by chefs around the world. They remain relatively firm even after cooking, which brings out their sweet and earthy aromas, enhanced by subtle apricot tones.

Chilled coconut-tomato soup V Zátiší restaurant

No other food reminds us more of the importance of the Mediterranean basin to the dining tables of Europe than the tomato. And when you use it with coconut milk in this Thai recipe, you'll be transported, with the first delicious sip, to the Tropics. Cool refreshment for hot summer days.



**Coffee, mascarpone,
pistachio** *Mlýnec restaurant*

People sometimes confuse mascarpone with ricotta, but there is a difference. Mascarpone is made from cream, ricotta from milk. The best mascarpone is found near the Italian city of Milan – in the province of Lodi or in Abbiategrasso, where it originated.



**Sea bass ceviche,
apple, basil** *V Zátiší restaurant*

Although ceviche often appears on the menu of modern restaurants, the dish is said to be 2000 years old. According to some historical sources, the inhabitants of the Moche culture of northern Peru prepared fish in this fashion. But, instead of lemon, they used the fermented juice of the local banana passion fruit to marinate the fish.



If you think that the job of a restaurant hostess is merely to greet the guests and lead them to the table, the hostess has done her job perfectly. But you, the guests, have only seen 5 percent of her work; the remaining 95 percent remained hidden. So, how do you recognize a great hostess?

Markéta Svobodová
Mlýnec

“Being among young people is a great part of my job.”

Táňa Steyerová
V Zátiší

“Guests come back to the V Zátiší restaurant mostly for the stable and reliable quality.”

Šárka Zíková
Bellevue

“One has to learn to understand a guest quickly – not everyone is in the mood for jokes.”

Jana Šafrová
V Zátiší

“I am completely satisfied with my job, thanks mostly to our great team.”

Jana Jurčíková
Mlýnec

“The tasks of a hostess can sometimes be really complex.”

Kateřina Mytníková
Bellevue

“One has to know how to take a step back in some situations.”



Relationship managers

To interview the customer relationship managers at the V Zátíší, Bellevue and Mlýnec restaurants is a real pleasure, because they are all friendly, generous and very professional. Táňa Steyerová, who has worked as a hostess at V Zátíší since 1996 (!), admits that “we all know very well how to relate to people. Sometimes it shocks us when we see in the outside world that the level of decency that is natural for us doesn't apply to most other people.”

The official title of the job is customer relationship manager, but most of the people who work in the profession will not be offended if you refer to them as hostesses or receptionists. Their role is absolutely crucial, because hers is the first face the guest sees when entering a restaurant, and the last person the guests see when they leave. According to Kateřina Mytníková from the Bellevue restaurant, many people “meet” the receptionist before they even enter the restaurant, because she is the one who takes the reservation. “We reply to each booking in person,” says Kateřina.

The stress you don't see

Jana Šafrová, whom you have seen at V Zátíší as a receptionist for about 4 years, previously worked for 2 years as a waitress. “On the floor, it's physically more demanding,” she says. “But the work of the hostess is certainly more stressful.” Tanya confirms that most of the stress takes place behind the scene: “People wonder what is stressful about our work because they don't realize the many things that we have to coordinate.”

Some of their stories are a bit bizarre, but the ladies take good care of the guests and don't reveal the most sensitive tales. Removing a tick from a guest's leg or fixing clothes that have literally fallen from a customer's body are among the most common experiences of a hostess.

“Apart from the view, many guests come back to Bellevue for the staff.”

The guest doesn't want to hear the word 'no'

The ability to empathize with the guest is important for every customer relationship manager. Táňa Steyerová believes that women are generally accustomed to not hiding their emotions, but she says, “In this profession, we can't afford to have any negative reactions in our facial expressions. One has to learn to control oneself internally. For me, it's a huge problem to say 'No,' because the guest doesn't ever want to hear that word.” Šárka Zíková agrees: “For example, at Bellevue everyone wants to sit by the window because we have a phenomenal view – as the name of the restaurant suggests, beautiful view. But there are only a few tables at the window. So, even though I want to seat everyone there, there just isn't enough capacity to do it.”

Markéta Svobodová, who has been working at the location of today's Mlýnec for 22 years (a personal detail: she has been acquainted with her colleague Táňa Steyerová since first grade), also knows about guests wanting a good view. “At Mlýnec, the views of Charles Bridge and the Castle are unique not only because of how close you are, but also because you are looking at them from below.” she says. Markéta believes patience is the most important skill needed when dealing with the public.

Kateřina Mytníková confirms this important part of customer relationship management. “Sometimes a guest has had a very bad day, but he did not cancel his reservation,”

she says. “Our task then is to lift his spirits and not let his mood spoil his dinner. So, it's important not to take things personally. At Bellevue, we have a coordinated communication style, whether you are dealing with a receptionist or a waitress, and that is one reason why our service is so renowned.” Šárka Zíková confirms that “apart from the view, many guests come back to Bellevue for the staff. Our waiters and waitresses are friendly and know many of their guests and know exactly what they want from the service.”

From clients to friends

Mlýnec's Jana Jurčíková enjoys meeting “very inspirational people and colleagues in our profession,” she says. “I was personally impressed by Mr. Špaček, who has a very relaxed attitude.” Finally, the receptionist is also a mediator. “Our work involves a lot of administration, but the main thing is probably communication. We are often mediators between guests and staff. And at our restaurant, because we deal with so many different nationalities and cultures, sometimes we can also be instrumental in changing someone's opinions.”

Táňa, who has been looking after guests for more than 20 years, can say that some of the guests have become friends. “Like many people who work with people, I'm paradoxically an introvert. But I can say that I have become close to many guests. I'm not a social media type. The most precious thing about this job is the face-to-face contact.”

This is the one! This is the most desirable summer table at the Bellevue restaurant, where most of the guests would love to sit – which causes something of an organizational challenge for the receptionist, Šárka Zíková, as she told us, with only slight exaggeration. It's no surprise, because having such a marvelous view for a working or relaxing lunch or for a romantic dinner is rare in Prague.

Try these tips for a perfect and relaxing summer lunch.

The Most Wanted Table

Treat yourself like a king and have a majestic lunch. Put your phone aside, disconnect from email and social media and bring that book you've been wanting to read.

Refresh yourself with a great white wine, like Verdicchio dei Castelli di Jesi Superiore Villa Torre 2017, Tenuta di Tavignano, from the Marche region of Italy. It's aged in stainless steel tanks, which helps maintain maximum freshness.

Éclair / Piedmont Hazelnuts

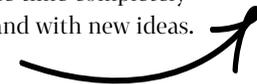


Inspirational paths for gourmets *Lisbon & Tel Aviv*

In some industries, you can keep up with trends just by going online. But this is not true in the gourmet world. If you want to learn and inspire yourself, you have to taste, touch, soak up the authentic atmosphere, be served... That's why the Zátiší Group regularly sends its management abroad, on educational tours. This time it was to Lisbon and Tel Aviv.

The words, tips and even the photos in this article are authentic. They bring the tour participants so close that it will seem that your friends are telling you about their travels and showing you their cellphone photos. Only in this case you're lucky to have "friends" with gastronomic knowhow and experience and who know where

to go and why. They give you insights you'll never receive from a regular guide. They went to Lisbon and Tel Aviv to explore trends in foreign markets, try out restaurants and businesses similar to the Zátiší Group, but at the same time completely different and with new ideas.



The most frequently mentioned experience

Pastéis de Nata in Lisbon – Portuguese creamy sweet tarts, remembered by everyone, including the director of our restaurant division, Pavel Štěpánek, who says no one is allowed to stand near him when he goes to Manteigaria, the factory that produces these sweet miracles.

The most good food in one place

In Tel Aviv – Sarona, the newly renovated complex with boutiques, bars and restaurants. In Lisbon – the Time Out Market, the place with the highest concentration of flavours and gastronomic concepts from all over the world. Pavel Štěpánek was impressed by the Bacalhau à brás, a dish made with shredded salted codfish, fried potatoes and scrambled eggs. Jan Šmelhaus, director of the Zátiší Catering division, was taken by the Lisbon restaurant A Praça.

Bars to visit

In Lisbon, the gentlemen recommend the Lisboa Bar – small and cozy. "After dinner, it's worth having a look at Pink Street, which comes to life after midnight," Jan says. "It's full of bars and interesting clubs." Pavel Štěpánek adds: "A Czech in Lisbon will be more interested in wine than beer."

If you're looking for inspiration for a fun evening in Tel Aviv, head to the old port of Jaffa, out of which Tel Aviv grew. "You'll find plenty of restaurants and evening street life," says Michal Debréčeni.

An unforgettable experience

Jan Šmelhaus and Pavel Štěpánek agree that the seafood restaurant Cervejaria Ramiro was very impressive. "We were amused by the incredibly fast service, when they spilled the wine on the way to the table, and then just dropped the glass on the table with the food," Pavel remembers. "Everything was on the table at once, starters and the main course. And there was no room for it all. But it works, because there was a huge queue outside. It is simply a renowned restaurant with very distinctive service."

"Just a note on the margin: Don't expect much from the interior." Pavel even timed how long it took them to serve the wine: 3.5 seconds. "It was the fastest service I've ever experienced."

Honza remembers how life on the street was connected with life inside: "Apparently the owners of the restaurant Lábios de Mosto sing. We walked around and it literally pulled us inside."



Giving is *Happiness*



The Zátíší Group traditionally donates half of its profits to charitable projects. By visiting the V Zátíší, Bellevue and Mlýnec restaurants and using the services of other Zátíší Group divisions, you are also contributing to these charity projects. Thank you.

How not to simply 'do' charity but to live it

Barbara Nesvadbová is the founder of the Charity Endowment Fund. Bara does not simply 'do' charity, she lives it.

Can you imagine life without charity?

You know, I come from a family of doctors. In our home, someone was always helping. Even on the plane going on our holidays. Obviously, by helping others, I am adding happiness to my own life.

What do you focus on as a charity?

We have been following a precise plan for years. We primarily care for 54

handicapped children, pay for their rehabilitation and support. Secondly, we buy equipment for Etincelle, an association employing disabled fellow citizens in Central Bohemia. And, thirdly, there are the hospital facilities we support - Motol Rehabilitation and Spinal Cord, Apolinář Perinatology, Vinohrady Children's Sculpture...

How do you use the money the Zátíší Group contributes to the Charity Endowment Fund?

We will distribute 100 percent of the funds they give us to aid the disabled - and the Zátíší Group is

Obviously, by helping others, I am adding *happiness* to my own life.



helping our operation again this year. Sanjiv has been my friend almost since my adolescence. I have known him since I was 17 years old, when I worked as a hostess at Parnas instead of studying philosophy. Sanjiv and the Zátíší Group have helped us from the beginning.

What happened recently that was memorable?

The video sent to me by Dita, Elena's mother. I have known Ellie for over three years. In very ugly jargon, her case and similar cases are called "Lager". Dita sent me a video of how Elena came out of the hallway and walked to the living room. With a walker. But she did it. Alone. I cried like a baby.



We teach children to help

The Zátíší Group supports the Living Communities program run by the Via Foundation. It has been teaching philanthropy to children and young people aged 12 to 26 for seven years. For example, this year's selected teams organized a Neighborhood Week in Vsetín, where they ran a café for one week, to secure funding for the operation of a bird rescue station.



New chances

For many years, the Zátíší Group has supported Project Chance, which is the first preventive and humanitarian program for commercially sexually exploited children and young people. One of the most important steps in helping Project Chance clients is to find them employment - not just because it provides them with an income, but mainly because it restores their sense of self-worth.



Photo: Martina Kaderková, charity archives

