

PRESS • ORGANISERS • CLIENTS

PRESS KIT

Bauch Food Concept GmbH is a hospitality consultancy based in Kühlungsborn, Germany. Its managing director, Georg Bauch, a chef and consultant with decades of experience, helps restaurants, cafés, quick-service outlets, hotels and contract caterers run at a profit, working by video across Europe and on site on request.



AT A GLANCE

FACTS

COMPANY	Bauch Food Concept GmbH
REGISTERED OFFICE	Wittenbecker Landweg 69, 18225 Kühlungsborn, Germany
REGISTER	Rostock Local Court, HRB 14796
MANAGEMENT	Georg Bauch, managing partner
BUSINESS	Management consulting for hospitality
SECTORS	Restaurants, cafés and bistros, quick service, hotel F&B, contract catering, events
REGION	Germany, Austria, Switzerland; by video across Europe
WAY OF WORKING	By video, on site by arrangement
LANGUAGES	German, English
MEDIA	Experience in TV, radio and print

WHAT WE OFFER

SERVICES AND PRODUCTS

CONSULTING

First call (30 min, free), fixed-price packages by video such as a costing sprint or a KPI review, and longer-term mandates up to external F&B management.

FREE

Guides, checklists, calculators in the browser and volume 1 of every knowledge series, no sign-up.

PRODUCTS

Costing Kit (€49), single knowledge volumes (€29–59), membership (€129 a year) and business licence (€249 a year).

PROFILE

THE COMPANY IN THREE LENGTHS**SHORT • 48 WORDS**

Bauch Food Concept GmbH is a hospitality consultancy based in Kùhlungsborn, Germany. Its managing director, Georg Bauch, a chef and consultant with decades of experience, helps restaurants, cafés, quick-service outlets, hotels and contract caterers run at a profit, working by video across Europe and on site on request.

MEDIUM • 99 WORDS

Bauch Food Concept GmbH advises restaurants, hotels and contract caterers on the questions that decide whether a business succeeds: profitability and KPIs, concept and offer, processes and standards, people and organisation, and investment. Its approach is to price dishes by contribution margin in euros, not by food cost percentage alone. Alongside remote consulting, the company offers free guides, checklists and calculators, a Costing Kit and knowledge volumes, each with the VAT rates and minimum wages of 30 European countries. Its managing partner is Georg Bauch, a chef with decades of experience in fine dining, hotels, contract catering and events.

LONG • 208 WORDS

Georg Bauch knows both sides of hospitality: the full pass on a Saturday night and the monthly figures at the desk. After training in a five-star hotel, he led kitchens in fine dining, hotels, contract catering and events, then worked independently around the world. Today, through Bauch Food Concept GmbH, he structures businesses, builds reliable standards and prepares the decision papers that owners and managers steer by.

The consulting follows five core areas: profitability and KPIs, concept and offer, processes and standards, people and organisation, and investment and the future. The principle behind them is simple: what matters is how many euros a dish contributes to fixed costs after food and labour, not a percentage rule of thumb. Every engagement has a fixed scope and a clear result, from a free first call to fixed-price packages by video and longer-term mandates.

Among his current work, Georg Bauch is helping a municipal utility reposition its campus catering and acts as external F&B manager for restaurant businesses.

Through free guides, calculators and knowledge volumes, Bauch Food Concept makes business know-how available to the whole industry, in country editions for 30 European countries. From January 2027, a new volume is released every quarter, available on its own or in the membership.

FOR EDITORS

INTERVIEW AND ARTICLE TOPICS

Georg Bauch is available for interviews, articles, talks and panels, including on these topics:

Costing

Why the food cost percentage rule misleads, and how businesses price by contribution margin in euros.

Labour costs

Minimum wage, scheduling to the sales curve and productive hours: how to make labour costs predictable.

Contract catering

Canteens and campus catering between subsidies, fixed prices and public tenders.

VAT and prices

What the VAT rate on food means for prices and profit, and how to adjust a menu the right way.

The menu

The menu as a sales tool: fewer dishes, more profit.

The future of hospitality

Energy costs, investments with payback, digital tools and AI in day-to-day operations.

DOWNLOAD

PHOTOS AND LOGOS



Georg Bauch, managing director



Gnocchi with kale and chestnuts



Free guide to hospitality economics

PRESS CONTACT

CONTACT FOR PRESS AND ENQUIRIES

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