



02/2017

# WAGEN EINS

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BON APPÉTIT:  
SERVING UP GOOD  
FOOD IN THE  
COMPANY CANTEEN  
- WHY EVERY-  
ONE BENEFITS.

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THE SWING:  
A JOURNEY  
THROUGH THE  
NEW GERMAN  
JAZZ CLUB SCENE.

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THE DEUTSCHE BAHN MAGAZINE FOR  
BUSINESS TRAVELLERS

## THE POWER OF STORIES

COMPANIES ARE INCREASINGLY  
USING STORYTELLING AS A  
MARKETING TOOL. PURE FACTS ARE  
FINDING IT HARD TO COMPETE.



## GOOD IDEA

# Super sun

The world has an infinite supply of renewable energy – but it's sometimes necessary to help things along if we are to make efficient use of it. One example is hydrogen, which, bound to oxygen, is available in abundance in water and which is seen as the environmentally friendly fuel of the future. The energy of the sun could be used to separate the hydrogen, but the intensity of the irradiation must remain constant for this process to work. Since the sun can't always be relied on in Central Europe, scientists at the German Aerospace Centre (DLR) in Jülich have developed the sun simulator "Synlight", the world's largest artificial sun. Since March, a total of 149 xenon short-arc lamps have been shining in the three-storey building, achieving a light intensity that is 10,000 times stronger than the natural sun and temperatures of up to 3,000 degrees Celsius. The researchers use this energy in the production of solar-generated power and to improve the efficiency of solar power plants.

However, the sun simulator is itself an energy-guzzler, using the same amount of power in four hours as a household of four does in a year. But the researchers claim that if just one solar power plant could become one per cent more efficient as a result, that energy consumption would pay off over the long term.

## SYNLIGHT

Scientist Kai Wieghardt, Project Lead at DLR's Institute of Solar Research in Jülich, develops innovative solar power facilities. [dlr.de](http://dlr.de)



# All aboard

## EDITORIAL

»WE WANTED TO HEAR ABOUT THE EXPERIENCES OF FREQUENT TRAVELLERS WHEN THEY SWAPPED THEIR COMPANY CARS FOR A BAHNCARD 100.«

## DEAR READERS,

In spring this year, Business Traveller and Deutsche Bahn issued a call for participants for what was a very exciting field test. We looked for three business travellers who would be prepared to swap their company cars for a BahnCard 100. For four weeks, the company car would stay firmly put in the garage and participants would travel the length and breadth of Germany by rail at no charge – with a free 100 for travel in first class BahnCard in their pockets, and with access to Flinkster and Call a Bike. You can read all about the experiences of our frequent travellers and find out whether they reached their business appointments on time on page 6.



New approaches in professional life is also the subject of our interview, which focuses on the issue of canteen food. On page 12, gastro-expert Burkart Schmid explains what's changing in German company canteens and how that can help shape a company's image.

This issue's essay is all about the power of stories. Storytelling is a form of communication that has also long become established in companies. On page 16 you can find out why facts, in contrast, are finding it hard to compete and why that must change.

I hope you find this issue of WAGEN EINS an inspiring and informative read!

Best regards,  
Karina Kaestner, Head of DB Corporate Sales

## CONTENTS

- 02 ALL ABOARD**  
Good idea / Editorial
- 04 RAIL & CO.**  
Cross-border Wi-Fi / Access points / Onboarding / New high-speed line
- 06 FIELD TEST**  
Leave the company car at home: across Germany with the BahnCard 100
- 08 JAZZ CLUBS**  
German swing – how the German music scene is reinventing itself
- 11 TRAINING**  
Switching off
- 12 LET'S TALK ABOUT ...**  
Canteen food – and how it shapes a company's image
- 16 FOCUS**  
Telling stories. Why storytelling works, but facts shouldn't be ignored
- 19 ON THE MOVE**  
Products for your washbag
- 20 ENJOYMENT**  
New mixtures at the spice market
- 21 HOW DOES IT WORK?**  
Professional development
- 22 ARRIVE IN STYLE**  
New hotels and restaurants
- 24 NEXT STOP**  
Münster: ten hot spots



## ALSO ONLINE

*In addition to the print edition of WAGEN EINS you can also find us online, where we publish updated content every month.*  
[wagen-eins.de](http://wagen-eins.de)

## IMPRINT

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OLIVER MOMMSEN

**What's your favourite rail route?**

Berlin-Bremen, to play cops and robbers. The journey to the Tatort set is always quite relaxed because I don't usually start until the next day. The return journey is more exciting - I often go straight from the set and am still pretty wired. The train trip is the perfect way to unwind.

**Where do you like to sit?**

I like second class, at the panorama window in the open carriage.

**What do you always carry with you?**

A thermos flask full of tea.

**How do you pass the time when travelling?**

I'm really good at working on trains. I have a few moments of shuteye to counteract all the excitement of travelling, and then I get to work. When I'm done with work I like to look out of the window and daydream, read or sleep some more.

**What's the perfect journey time?**

Anything longer than four hours hurts.

**What kind of on-board entertainment would you like to see introduced?**

The countless little scenes you see played out on the train are entertainment enough. Often better than any Hollywood blockbuster.

**BIO:** The Düsseldorf-born actor Oliver Mommsen, 48, appears regularly in leading roles on German TV. Since 2013 he has been playing Nils Stedefreund in the Bremen Tatort, alongside Inspector Inga Lürsen (Sabine Postel). He also regularly appears in stage plays. Mommsen lives in Berlin with his wife and two children.

## Rail & Co.

### ON-BOARD WI-FI ON CROSS-BORDER ICE SERVICES

Free Wi-Fi on cross-border ICE services is being developed further. The service is currently offered on all ICE/TGV trains to Paris, and on the majority of connections to Marseille. Wi-Fi is also available on ICE services to the Netherlands. By the end of the fourth quarter of 2017, ICE trains to Brussels and Austria will also be offering Wi-Fi over the course of the whole journey. [WIFlonICE.de](http://WIFlonICE.de)

### SAVE WITH THE REUSABLE CUP TO GO!

Fancy a coffee? Wonderful! But you don't always have to take a disposable cup. To reduce waste and save resources, you can now buy the colourful DB reusable cup, which is made of recyclable plastic, for 9.90 euros in the ICE, the IC Bordbistros and at [bahnshop.de](http://bahnshop.de). Your first hot drink in the new cup is free, and Deutsche Bahn gives a 20 cent discount on each one after that. [bahn.de/mehrwegbecher](http://bahn.de/mehrwegbecher)

# 2,700

ACCESS POINTS INSTALLED BY DEUTSCHE BAHN IN THE ICE FLEET FOR THE NEW WI-FI SERVICE - TWO IN EACH CARRIAGE. IN COMBINATION WITH ONE CENTRAL SERVER PER CARRIAGE, THE ACCESS POINTS WORK SIMILARLY TO A DOMESTIC WI-FI ROUTER. [WIFIONICE.DE](http://WIFIONICE.DE)

## LONG DISTANCE

## Faster journeys between Berlin and Munich

The new high-speed Berlin-Munich route, one of the biggest construction projects in the history of Deutsche Bahn, will be officially opened soon. From 10 December 2017, rail passengers can get from the Spree to the Isar in less than four hours - two hours less than before. The Sprinter ICE trains reach speeds of up to 300 km/h and the service only stops in Halle, Erfurt and Nuremberg. The regular ICE, with additional stops, takes around four and a half hours to cover the route.

This breakthrough makes rail a real alternative to car and plane journeys between the two cities. The route leads straight through the Thuringian Forest and Upper Franconia, and the project involved building 27 tunnel structures and 37 viaducts for the new line. 160,000 slabs of concrete were used as a bed for the tracks - all assembled with millimetre-precision to ensure a high level of passenger comfort. When the high-speed line between Berlin and Munich goes into operation in December, it will be the last part of the new high-speed network - marking the completion of the German Unity Transport Project 8.

This is the beginning of a new rail era for Germany. In addition to the fast Berlin-Munich connections, the journey time between Berlin and Nuremberg is also reduced to under three hours. Business travellers in particular will be interested to know that Sprinter journeys depart at the convenient times of 6 a.m., 12 noon and 6 p.m. Those who travel often on business will also benefit from more direct connections between German cities, e.g. on routes such as Berlin-Frankfurt/Main, Erfurt-Berlin and Erfurt-Hamburg. An additional direct, two-hourly service is also being introduced from Leipzig to Mannheim, Stuttgart and Ulm. Read more about the construction project at [wagen-eins.de](http://wagen-eins.de)



PHOTOS: PICTURE PRESS, DB AG (2)

## ICE 4 launched as timetables change

After a year of trial operations and almost a million kilometres covered, the ICE 4 is now going into regular operation. The timetable change on 10 December 2017 will mark the launch of the new ICE fleet flagship. The new high-speed train represents Deutsche Bahn's biggest vehicle investment project and will become



the backbone of long-distance transport in future. More than 100 ICE 4 trains will go into service by 2023, providing a significant boost for the ICE fleet. The ICE 4 is 346 metres long, has 830 seats, and offers great comfort and convenience: more luggage areas, monitors with real-time travel information and an innovative lighting concept that changes with the time of day.

## ON EVERYONE'S LIPS

## Onboarding

**WHAT IT MEANS:**

Two or three preliminary conversations here, a few rounds of introductions there - and then straight into the new job: those days are gone forever. Today, new members of staff are introduced to their work - or should we say, brought on board - in a thorough and professional manner. The term "onboarding" may initially evoke associations of exploration and that holiday feeling, but in reality it covers a series of strictly scheduled, internally and externally focused strategies, methods and measures that are part and parcel of modern HR and talent management. Ever since the War of Talents was declared in the 1990s, companies have had to do more and more to retain staff over the long term. Key terms here include: skills shortage, internationalisation, demographic change and the demanding Generation Y. Those who get onboarding right retain more than 90 per cent of staff beyond the first year.

**WHAT IT REALLY MEANS:**

Onboarding is a nice word for a method companies use to increase working productivity as quickly and efficiently as possible. Moreover, an organisation with a successful onboarding process can also ensure that key positions for business success are filled with the right people, and that talents are identified and promoted from an early stage. So far, so good. After all, finding the right people for the right positions is not easy. What does this mean for employees? They have to be on the ball during the probation term. No more mollycoddling, no grace period, no respite - you've got to hit the ground running. But it's not all bad: if you get up to speed quickly, you will establish your place in the company sooner - and you can then start working your way up.

# There you go!

THREE FREQUENT DRIVERS TAKE ON A CHALLENGE: FOR A WHOLE MONTH THEY ABANDONED THEIR COMPANY CARS AND SET OUT TO DISCOVER WHETHER THEY COULD MAKE ALL THEIR BUSINESS TRIPS USING DEUTSCHE BAHN, FLINKSTER AND CALL A BIKE.

It's 8 a.m. Frankfurt Central Station. Lars D. swoops around the corner on a silver and red rental bike. "This is the first time I've ever used Call a Bike," says the Chief Information Officer of Derag Livinghotels. "It's great in city traffic – you can just ride past a whole queue of cars." In a few minutes he'll be continuing his journey to Munich by ICE. And if the weather stays fine, he'll probably hop on another rental bike at the other end in order to get to his meeting.

In the past he has always done this kind of journey by car, but says he was beginning to find it "more and more stressful". So he was intrigued when, last spring, he heard about the challenge being run jointly by Business Traveller magazine and Deutsche Bahn. They were looking for three frequent travellers who were prepared to swap their company car for a BahnCard 100 (first class) for four weeks – including a budget for the Flinkster car-sharing service and Call a Bike.

## CAR, TRAIN OR BOTH?

The CIO was joined in the challenge by health manager Lando A. and Janine T., a junior sales manager at a major consumer goods manufacturer. Janine was keen to find out for herself whether the different modes of transport were "compatible" – and how easy it would be to get to small places without a car. Regular driver Lando A. had similar reasons for joining the challenge. He wanted to weigh up the pros and cons and draw his own conclusions.

After four weeks, all three participants agreed that travelling by train was much more convenient. Lando A. sums up their thoughts, saying: "I waste less time when I take the train

because I avoid all the checking in and out that is involved with flying."

But continuing their journeys with Flinkster, the car-sharing scheme run by Deutsche Bahn's subsidiary DB Connect, required a little more practice. Janine T. comments: "Sometimes it took some time for me to return the car."

Lars D. felt the same way, saying he "wasn't used to hiring a car after a train journey".

PHOTOS: DB AG

## INTEGRATED MOBILITY

Integrated mobility is all about finding fast, convenient and environmentally friendly ways of reaching your destination using different modes of transport. Janine T. summarises the benefits of Flinkster, saying: "It means I don't always have to take a taxi or rental car. I can plan my routes and then get back on the train." Lars D. particularly likes the convenience of Flinkster: "I don't have to worry about where I'm going to park my car. I just take it back to where I picked it up."

But at first this way of travelling seemed to need a great deal of organisation compared to taking the company car. "I always have to think very carefully – where do I need to be and when? What's the best way to get there?" says Janine T. Lars D. also discovered that lack of planning can sometimes cause difficulties. On a recent trip to Saarbrücken he suddenly decided he wanted to switch to Flinkster, only to discover no Flinkster cars were available. He agrees that it can take longer to plan his trips, "but you get used to it".



Bang on time: Janine T. arrives at the station and hops into a Flinkster rental car.

## PROS AND CONS

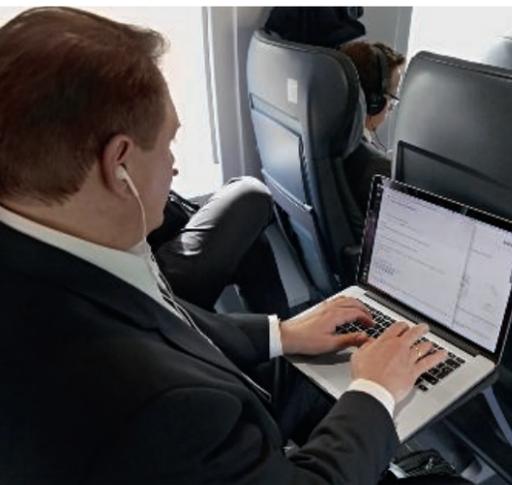
One important consideration is how you actually spend your time when you're travelling. For Lars D., it's mainly phone calls: "I make quite a lot of calls from my car. But often this throws up things that I need to do, and I can't jot them down because I'm driving." On the train, work is more "holistic", because he can make notes or immediately send an email. "It means I can finish off a job, whereas after I've been in my car I usually end up with more work than before."

So did the four-week challenge change the travel behaviour of our three guinea pigs? The answer is a resounding yes. Lando A. plans to continue travelling by train, particularly for longer journeys such as Hanover to Munich: Janine T. agrees: "Not for every trip, but for many, the train is a good alternative." And the challenge led Lars D. to make a clear decision. He bought a BahnCard 100.



A month without a company car: read more about our challenge at [wagen-eins.de](http://wagen-eins.de)

In the mood for a change: Lando A. was happy to switch to Call a Bike for his meetings in the city.



More time: travelling by train gives Lars D. a chance to catch up on his emails.





**LIKE A LIVING ROOM:** Every Tuesday it's time for a jam session in the party lounge at the Edelweiss in Berlin-Kreuzberg. The music club in an old listed building combines a stage with a restaurant and beer garden. [edelweiss36.com](http://edelweiss36.com)

# SWINGING GERMANY

A new jazz scene has emerged in cities like Hamburg, Berlin and Cologne. The clubs are united by one thing – their passion and openness to new musical ideas.

They're still around, the old jazz connoisseurs who like nothing more than putting jazz – and the world – to rights over a glass of Merlot. They still haunt their dimly lit cellars, along with the musicians who have been performing there for decades. But when renowned English newspaper *The Guardian* decided to list ten of the top jazz clubs in Europe, none of the old temples of the genre made the grade, apart from the long-established Loft in Cologne. Instead, it picked out a small 30-square-metre mix of improvised bar and shabby Berlin store that stages concerts four times a week on a piece of old carpet, because even after five years it still has no stage. This is Donau 115, a bar that has won two awards from the German government and where jazz is played and enjoyed as if it's a freshly hatched genre.

"We're all real music lovers, but in the past we didn't have much to do with jazz," says Lisa Andersohn, the club's 29-year-old manager. "A lot of the musicians love older styles such as post-bop, but experimental jazz and electronic fusion are also popular." Entry is free, but an old milk churn is passed around for the musicians during the show. The club is popular with students of the Jazz



**JAZZ AND READINGS:** Golem in Hamburg's Fischmarkt stages some notable free jazz concerts, along with readings, film screenings and discussions. The club also has a long bar, jukebox and an old piano. [golem.kr](http://golem.kr)

**A FRESH BREEZE:** Halle 424 is located in a historic industrial building in Hamburg's Oberhafen harbour district. It offers a new home to top stars such as pianist Lorenz Kellhuber and as yet "undiscovered" jazz musicians. [halle424.de](http://halle424.de)



PHOTO: WWW.MATTHIASMARTIN.DE, PR. DAVID BURGHARDT PR; ILLUSTRATION: NOAM WEINER



Institute Berlin, which means that more well-known performers are increasingly heading to the club in the Neukölln district. Jazz bassist Greg Cohen has shared a stage with greats like Tom Waits and John Zorn – yet he still plays for peanuts on the carpet at Donau 115.

It's a similar picture at the Edelweiss and Neue Heimat clubs in Berlin. Their jam sessions are always packed out. "Going beyond the established structures, there's a lot happening in jazz at the moment," says Heiko Jahnke. The Hamburg native organises the Überjazz festival and promotes artists such as saxophonist and rising star Kamasi Washington. "The new scene is still in its infancy, and its openness reflects the way our lives are changing." Jahnke speaks with enthusiasm about the Jazzlab, a club that meets regularly in Hamburg's Karo district at Volt, a venue that normally specialises in electronic music. Every Wednesday, Golem, a hipster bar on Fischmarkt, attracts a slightly older audience with its Fat Jazz Urban Exchange. Jahnke has been in the business for a while now. He saw the acid jazz and blue note euphoria of the nineties come and go: "But I never thought jazz would get this kind of boost again."

Why has it happened? "Nowadays, the venue is really important," says photographer Jürgen Carstensen, who runs Hamburg's Halle 424. For the last 17 years his studio has been housed in a former cargo handling warehouse with the kind of rough charm that graces many a TV crime show. At the end of 2014, part of the building was converted into an

**IMPROVISATION IS FUN:**

Entry is free, but a pot is passed around to pay for the musicians. Lisa Andersohn's concept is paying off – her jazz club Donau 115 in Berlin-Neukölln is always jam-packed. [donau115.de](http://donau115.de)



**HOT AND URBAN:** Neue Heimat in Berlin-Friedrichshain is becoming a hot new centre for urban culture, with regular jazz concerts and parties. [neueheimat.com](http://neueheimat.com)

**JAZZ IN COLOGNE:** *The Guardian* picked the Loft in the old perfume factory on Wissmannstraße as one of the top jazz clubs in Europe. [loftkoeln.de](http://loftkoeln.de) gekürt. [loftkoeln.de](http://loftkoeln.de)

event space and opened by Jimi Tenor, Kale Kalima and Joonas Riippa with a "Finnish Winter Night". Since then, the venue has served up an eclectic mix of jazz, classical and freestyle. But it's all about the music. "The problem with normal clubs is that the punters talk too loudly," says Carstensen. At Halle 424 the musicians are not just there as a way of selling more drinks. Carstensen wants to give jazz a reboot, and has even invested in an expensive Bechstein grand piano. But whether they are elegantly furnished or scruffy and improvised, what distinguishes the new jazz clubs is their passion and openness to new musical ideas. They stay true to the words of Miles Davis: "I'll play it first and tell you what it is later". *Jürgen Zimmer*

PHOTO: ANDRÉ WUNSTORF, POP-EYE/KRIEMANN, PR; ILLUSTRATION: NOAM WEINER

# Gentle stress busters

WORK GETTING ON TOP OF YOU, COLLEAGUES GETTING ON YOUR NERVES, NOTHING GOING RIGHT? IT DOESN'T HAVE TO DRIVE YOU CRAZY. LEARN HOW TO SWITCH OFF WITH THESE SIMPLE EXERCISES.

**TAKE A BREATH**

It might sound banal, but it really does work: consciously taking deep, slow breaths helps your body to relax. Just be careful not to strain when you breathe out. This exercise is also good if you find yourself in a stressful situation, and it can be done in a standing or sitting position. First, exhale very deeply, inhale immediately and then exhale again. You'll find your inner balance is restored after just one to three minutes.

**HAVE A GOOD STRETCH**

Stretching exercises to do at home or in your hotel room are ideal for reducing stress. When you wake up, slide down the bed a little until you are about an arm's length from the top of the bed. Stretch out and flex as many muscles as possible. Stretch your arms up in the air, then extend them one at a time over your head until you touch the headboard. Spread out your fingers and flex your toes. Then release your muscles and relax. Doing this exercise for just a few minutes works wonders, and it's also a good one to do before you go to sleep.



**BACK SOON**

Of course you can't take a quick nap just anywhere, but you should be able to manage one in your office or on the train. All you have to do is sit comfortably, lean your head back and close your eyes. A power nap should last no longer than 30 minutes, before the deep sleep phase sets in. To make sure you wake up, set an alarm clock or fall asleep with a bunch of keys in your hand. As soon as you start to drift into a deeper sleep, your hand opens and the keys falls to the floor.

**MUSCLE BY MUSCLE**

The Jacobson relaxation technique is known as progressive muscle relaxation (PMR). It involves consciously tensing and relaxing certain muscle groups, usually for 20 to 30 minutes. The exercises are best done sitting or lying down. If you want, close your eyes. Now consciously tense the muscles of individual parts of the body, such as the right hand, the lower and upper arms, or the legs and hold for five to seven seconds. Then relax that muscle group for 20 to 30 seconds. When you've finished all the exercises, have a really good stretch.

**IT'S GOOD TO SMILE**

When we're really busy we don't feel much like laughing – but that's a mistake. Smiling and laughing make our bodies release endorphins, which are the arch enemies of stress hormones. So even when everything is going crazy at work, try to turn it into something positive by smiling at your colleagues and the people you talk to. Don't worry – even if your smile looks a little forced, the movement of the muscles between your cheeks and eyes triggers your brain to make you feel instantly more cheerful.

GERMAN COMPANIES ARE INCREASINGLY SERVING UP HEALTHY MENUS. **CANTEEN FOOD** HAS BECOME AN IMAGE FACTOR AND IS AN EXPRESSION OF APPRECIATION FOR STAFF, SAYS GASTRO-EXPERT BURKART SCHMID.

Quality offensive: Burkart Schmid from the German Institute of Large-scale Catering (DIG) at the dinner table, a common sight in German canteens. Motto: fine food, not junk food.



PHOTO: LEMRICH; FOOD STYLING: DENNIS/CHAIRSFFM

**B**urkart Schmid, is it true that the canteen is a reflection of the company's appreciation for its staff?

Yes, absolutely.

**How do things stand in terms of that appreciation at present?**

It has increased noticeably. The current debate in the industry is all about whether we should still be offering curried sausage to make sure everyone is happy, or whether catering managers should assume a kind of steering role by putting healthier, more balanced and meat-free dishes on the menu. By doing that, are we helping diners to develop better awareness of their bodies, or is it simply patronising? You never had that kind of discussion in the past. A canteen was simply a place to fill bellies, somewhere you could shine by offering large, meaty portions – quality was not a consideration.

**How can you shine these days by offering quality?**

This is what quality looks like in the R+V Versicherung canteen in Wiesbaden: fillet of spined loach on a potato and courgette pancake with blackberry sour cream, served with glazed carrot sticks and roasted pumpkin seeds. Things are really changing. The status and importance of food in the workplace have grown, and the chefs in the canteens are leading the way in healthy eating.

**And yet despite that, curried sausage always ends up the number one canteen dish ...**

That's what a well-known frozen food company says every year. And it may well be true about their portfolio, but it oversimplifies the picture of market demand, which has become much more discriminating. The advantage of curried sausage is that it's cheap. You have to bear in mind that the canteen is still subsidised at many companies. They can't really turn a profit because of their operating conditions, for example the limited opening times. But a number of companies have realised that the canteen is their most public department and it is therefore very important for their image, both internally and externally.

**What is the main reason for the quality offensive?**

Many companies are responding to the higher standards demanded by staff on the one hand, and are seeing the external impact their catering can have on the other. Hipp, the baby food manufacturer in Pfaffenhofen, is a prime example. The company has very high

standards when it comes to its own products, so it can't afford to be indifferent when it comes to feeding its staff. As a result, Hipp is a pioneer in sustainable large-scale catering. Everything is organic, climate-neutral, seasonal and local; many dishes are vegetarian, some are even vegan. How do they advertise a vegan lunch on the menu at Hipp? Well, as "fried oyster mushrooms on buckwheat risotto and vegetable teriyaki" or "Bavarian Beluga lentil ragout with onion bulgur and leek". It's enough to make even the most die-hard meat-eater weak at the knees. Under the motto "Two half vegetarians make a whole one", staff were encouraged to explore new ways of eating, with no moralising undertone. Demand for meat-free dishes has risen by around 40 per cent at the company.

"TODAY THE CHAIRMAN IS HAPPY TO BE RECOGNISED IN THE QUEUE FOR THE FRONT-COOKING STATION."

**But those who still want to eat meat – and that now organic – will have to pay more. Are these new quality aspirations in the canteen compatible with rising cost pressure?**

Yes, because giant portions are now a thing of the past. Instead, canteens are serving smaller portions of good quality food right in front of guests. And neither is it a question of how much a good piece of meat is worth to a diner. Canteen food no longer seeks to be cheap above all else. One example of cost-effective quality is the cooperation between the Bavarian Ministry of Agriculture and a number of large companies that are organised in the German Institute of Large-scale Catering (DIG). Together, the parties are promoting the DIG Strohschwein Bayern project, where the pig farming standards are far higher than the statutory regulations in terms of animal welfare and sustainability – and despite that, the meat remains affordable for customers.

**And what should I do as an employee if the only vegetarian dish offered at my company canteen is a pitiful affair, displayed among a host of fatty, meaty frozen food?**

That is where the feedback culture is very important. Employees are at the mercy of their canteens and they have to deal with the inadequacies each and every day. So there is good reason to express discontent. And the host at a particular company can't possibly be indifferent when someone makes a complaint or is not getting what they need. They have to respond fairly quickly because discontent can trigger an avalanche among the workforce and permanently damage the company's image.

**With issues like these, the works council would also be involved, surely?**

Yes. The works councils have a strong interest in secur-

ing peace and harmony when it comes to canteens because food and drink can be such emotive topics. Works councils often have a say about how big the schnitzels have to be. You have a very different constellation here to traditional gastronomy – it's all set up to ensure that the service is consistent

**Is it now more common to see CEOs taking their external guests to the company canteen, rather than the fancy Italian restaurant around the corner?**

Yes, because the quality standards are now aligned with those of modern public gastronomy. Today, a chairman is happy to be recognised in the queue for the front-cooking station.

**So two-tier catering is a thing of the past within companies?**

You'll still find that in places. Some companies even employ star chefs, which we as an association are not allowed to meet because they don't want it to become known how good some executives have it.

**Deutsche Bahn and some of the software giants are employee-friendly when it comes to catering ...**

They have to be because they want to keep their top employees happy and they have to offer talented junior

staff something special. On the whole, working hours and eating habits have become far more flexible, so canteen opening times and menus have to reflect that.

**In light of the new standards expected of food, is there a danger of forgetting what canteens have always stood for – the feeling of community?**

That aspect is taken into consideration at the Hamburg-based Beiersdorf Group. They only ever have one main dish, and that is served only when everyone has taken their seats at the round table. The value of eating together has been almost completely forgotten – the trend is towards increasing individualisation. The staff canteen of the future will have to take this factor into account.

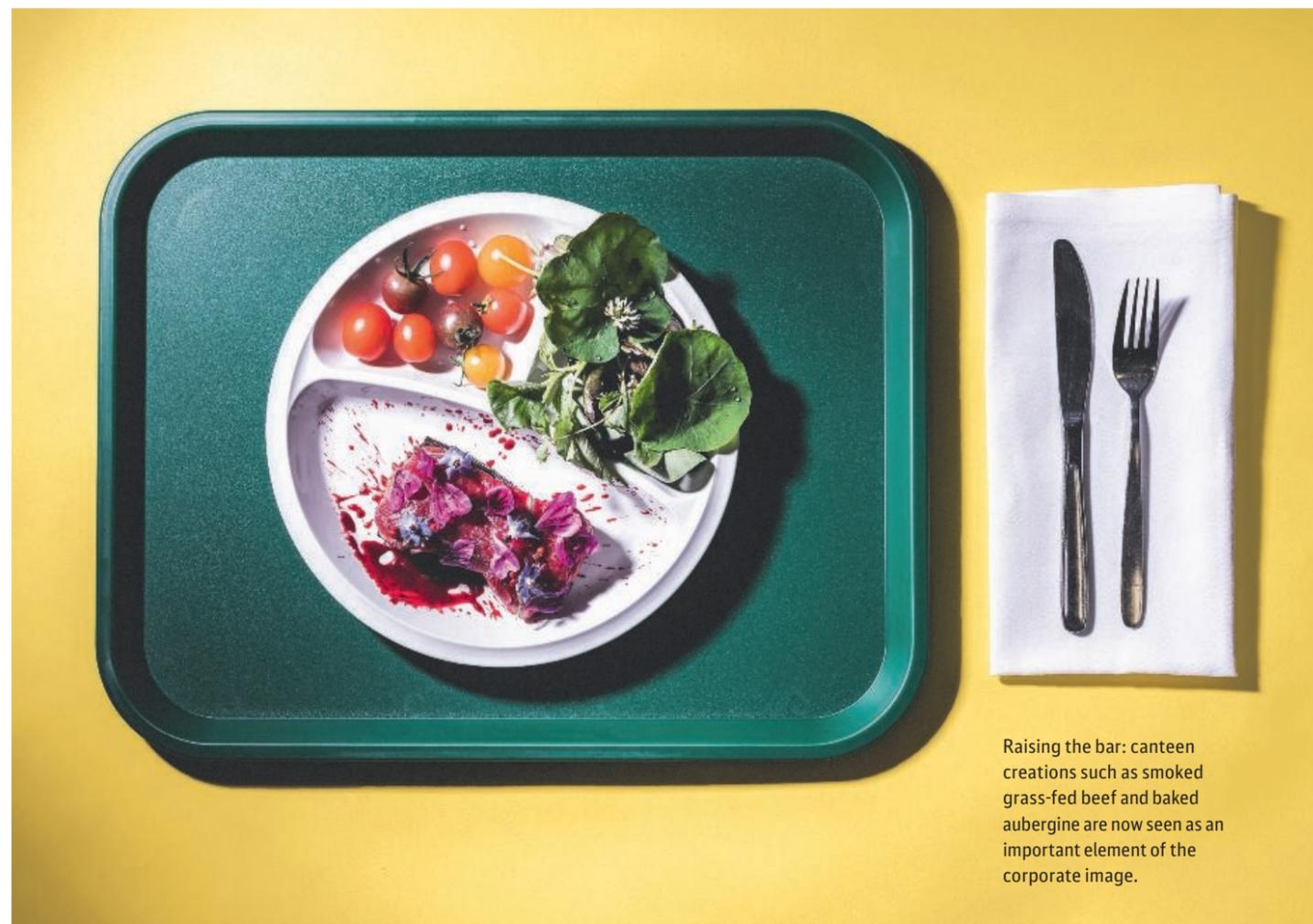


#### RAIL PROFILE

Burkart Schmid's expertise is in demand across Germany, which means he travels a lot. "My favourite route is from Frankfurt to Berlin because it's convenient and saves time," he says. "You always arrive refreshed, with no stress."

#### PERSONAL DETAILS

Burkart Schmid, 60, is a board member of the German Institute of Large-scale Catering (DIG), whose members prepare more than 600,000 meals a day. Analysis reports prepared by the economist provide orientation in a market worth around 16 billion euros a year.



Raising the bar: canteen creations such as smoked grass-fed beef and baked aubergine are now seen as an important element of the corporate image.

PHOTO: LÉNIRICH; FOOD STYLING: DENNIS/CHAIRSEFM



ILLUSTRATION: PATRICK MARIATHASAN

**FOCUS**

Stories speak to us on an emotional level, they grip us, entertain us, appal us. In contrast, pure facts are often neglected. That needs to change, says author Uwe Pütz.

There is a story behind everything – and those stories have to be told. Have you ever heard of BlackYak, a company from South Korea. No? Neither had I until a PR consultant turned up at the office to present specialist outdoor clothing. Just another hiking equipment supplier, I thought, and my mind drifted ... until the promoter explained the significance of the brand name. Yak, he said, was not chosen at random. During one Himalayan expedition, the company founder was caught in a blizzard on Cho Oyu. Can you guess which animal appeared from the dazzling whiteness to show him the way out of the storm?

Welcome to the world of storytelling, a colourful place with a long history. In centuries past, bards and itinerant poets would travel from village to village to entertain people. And they really had something to share, because if someone in village A had had a leg amputated, no one in village B would have known. In our globally interconnected village today, a lot of information is freely available any time of day, and yet humans clearly feel a strong need to present this information in the form of exciting narratives.

Formerly the exclusive domain of novelists and scriptwriters, the power of stories is now accessible to all. Be it in the world of politics or education, in marketing or journalism, and whether the aim is to entertain or transfer knowledge – the narrative stakes its claim of superiority as a communication method everywhere you go. After all, we know from our childhoods that a well-told story can catch our attention far more quickly than a matter-of-fact account.

Google comes up with around 84 million entries on storytelling. Many of these are about content marketing, a sales technique in which companies try to establish a dialogue with consumers by providing interesting content through various media.

Attention spans are famously short in the online world, but many companies still believe that there is a huge potential here for con-

necting with consumers through (good) stories. “Apparently everyone has to do that now,” wrote Martin Bredl of the Take Off PR marketing agency recently after attending an event titled “Let your Brand be the Story”.

In his critique of this “coercion to tell stories”, he points to the difference between a narrative and storytelling, and reminds us what the American scriptwriting teacher Robert McKee has to say on the topic. A story needs to have conflict, a gaping hole between hope and reality, or a violation of expectations. All these means of dramatisation are often missing in corporate communication, writes Bredl: “We don’t have any problems, we only have challenges! Marketing people will never be good storytellers precisely because they have been trained to think like that.”

But there is another way. Many companies have realised that interesting content is a more effective method of reaching people than platitudinous advertising messages. One sanitary product manufacturer got several million views on YouTube with a video that did not advertise a specific product – it was a moving tale about the search for identity that clearly spoke to the teenage target group.

People love stories because they give us a sense of orientation and they help us make sense of the world. Companies are capitalising on this by turning to themes that have social relevance. Earlier this year a well-known fast-food chain launched a campaign called “Don’t believe everything you’re told”, which featured billboards with erroneous sayings such as “Masturbation makes you blind” – thereby engaging with the hot topic of fake news.

In this striving for attention, the topic is often anything but the product itself; the main thing is that it leaves a positive impression. The storytelling machine is driven

**“SOONER OR LATER EVERYBODY MAKES UP A STORY THEY THEN MISTAKE FOR THEIR LIVES.”**

MAX FRISCH

by the assumption that too much information often only serves to confuse consumers, and that we are over-challenged when deciding between several similar products. “You compare one thing with another, and you’re none the wiser in the end,” says market researcher Oliver Tabino, founder of Q Agentur, describing the feeling of many consumers, whose desires and aspirations he researches. “A lot of people are more than happy to believe the story about the wholesome company. The thought of being on the side of the good guys when buying organic lemonade gives them a positive feeling that goes beyond the product itself.” But it’s not just consumers who tend to believe a good story. The world of media and politics also knows how to use people’s hunger for stories to their advantage. Ministers, MPs and party leaders like to tell stories about conquered addictions and childhoods in the countryside. Emotions, breakdowns, sensitivities – politics unquestionably relies on the power of narration. In contrast, pure facts are being neglected. In 2016 the Association of the German Lan-

guage declared “post-truth” **“PEOPLE CAN HANDLE THE TRUTH.”** the Word of the Year, and even the German Chancellor Angela Merkel, who holds a PhD in physics, expressed concern over the fact that we now live in the post-truth era and that people could no longer understand anything that spoke to reason, only that which was directed at the heart. We have created a monster: is post-truth not also a kind of storytelling, one that prioritises emotion over reason? Belief over knowledge? Has the desire for entertainment, the narrative stimulus, made us so addicted to stories that we blindly follow without critically assessing their veracity? One village fell victim to this when a hoax report caused uproar. Astrid Lindgren’s heirs had reportedly asserted extortionate name rights on the “Villa Villekulla” – a kindergarten whose future the local press had been speculating on for weeks. It all sounded unbelievable somehow – and so it was.

“Who cares about facts when you’ve got a good story,” said Professor Vincent Hendricks at the 2016 General Online Research Conference, boiling the trend down to its essence. The Danish media expert has been researching the development and effect of filter bubbles that form in the Internet for many years. People who stay within the confines of certain networks are only shown posts similar to ones they’ve read before. The problem with this is that you only get one side of the story. You start to believe that everyone thinks the same, with the result that your views and interpretation of events are reaffirmed.

The danger of these bubbles is that it can come to seem irrelevant whether a story is true or not, as long as it sounds good and is aligned with your view of the world. In contrast, an opposing viewpoint on things, whether based on facts or not, is now often regarded as untrue. You don’t need to read Schopenhauer’s philosophical treatise *The World as Will and Representation* to understand the phenomenon. A brief introduction to the theory of constructivism, which is also referenced by Vincent Hendricks in his interpretation, is sufficient. Constructivism does not deny the existence of reality, but it claims that every individual has their own view of reality based on their history, development and experience.

That would not be a problem if this way of perceiving the world went hand in hand with another human instinct – our impulse to check, question, doubt, and indeed to criticise. To do that, however, you have to be prepared to open your mind, your view of the world, to a critical discussion. Before the canon of world interpretations became more diverse with the advent of the Internet, channelling the opinion-forming process was the mass media’s job. But it lost that monopoly when social media made it possible to represent and “like” all possible points of view. That has intensified the battle for attention, which is why some traditional media channels now tend to favour escalation and the emotionalising “stories” that are focused on the fates of individuals over other approaches. But they face the question of how to gain credibility in future. It’s not a matter of having the “better” opinion. Before any interpretation, ornamentation or narration takes place, we should take stock of the situation. What are the facts and how honest am I going to be as I share them with the public? Nothing is more exciting than the truth, and that, as the Austrian poet Ingeborg Bachmann knew, “is something people can handle”.

## “PEOPLE CAN HANDLE THE TRUTH.”

INGEBORG BACHMANN

### ON THE MOVE

# ESSENTIAL COMPANIONS

Products that belong in every washbag.

#### 1 | MOISTURISER

Fast-absorbing and never sticky: this facial gel is enriched with Japanese radish extract to keep your skin feeling beautifully fresh. 24.50 euros. [rituals.com](http://rituals.com)

#### 2 | SUNCREAM

Apply on top of your regular moisturiser for high UV protection. 35 euros. [schrammek.de](http://schrammek.de)

#### 3 | LIGHTWEIGHT

The Foreo Issa toothbrush keeps your teeth sparkling with its fast-drying silicone bristles. It’s also very practical – it can be charged using a USB cable. 169 euros. [foreo.com](http://foreo.com)

#### 4 | A NEW KIND OF SHAVING BRUSH

Soft, extremely long-lasting and easy to look after, the Silvertip shaving brush from Mühle uses artificial fibres that offer a vegan alternative to real hair. 35 euros. [muehle-shaving.com](http://muehle-shaving.com)

#### 5 | SHAVING FOAM

This moisturising shaving foam promises a wet shave without razor burn. 23 euros. [triumphanddisaster.com](http://triumphanddisaster.com)

#### 6 | LOOKING SMOOTH

This travel set from Mühle includes a five-blade razor with anodised aluminium handle. 44 euros. [muehle-shaving.com](http://muehle-shaving.com)

1 |



2 |



3 |



4 |



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#### 7 | TRADITIONALIST

Petz of Austria has been producing handmade combs and brushes from natural horn ever since 1862. 34 euros. [manufactum.de](http://manufactum.de)

#### 8 | NORDIC BY NATURE

Body and hair shampoo containing extracts of Scandinavian wood. 15 euros. [philip-b.de](http://philip-b.de)

#### 9 | HANDSOME HANDS

Beautifully manicured hands in just four steps with this exclusive leather manicure set. 42 euros. [becker-solingen.de](http://becker-solingen.de)

5 |



8 |



9 |



7 |



ILLUSTRATION: PATRICK MARIATHASAN, PHOTO: PR



# Piquant pioneers

YOUNG ENTREPRENEURS ARE TAKING THE SPICE MARKET BY STORM WITH CREATIVE MIXTURES AND PACKAGING.



NEW SPICE MANUFACTURERS ARE SPREADING A SENSE OF CULINARY WANDERLUST.

A teaspoon of the East, a pinch of the Wild West and a soupçon of Italian dolce vita: our spice racks have never been so varied. A wind of change is blowing through what has long been a tired and stagnant market. Start-ups such as Rimoco, Just Spices and Ankerkraut are shaking things up with new creations.

Manufacturers Fuchs and its sub-brand Ostmann have always had a significant presence in the German retail market, which has also seen the arrival of creations by celebrity chefs such as Alfons Schuhbeck and organic suppliers like Herbaria. Yet the demand for spicy, top-quality blends is so strong that a number of young entrepreneurs now also have a foot in the door. Hamburg-based manufacturers Ankerkraut, who came to prom-

inence on the entrepreneurs' show Die Höhle der Löwen on the Vox channel, now supplies some 2,000 shops. And the colourful cans from Just Spices of Düsseldorf are now a fixture on most supermarket shelves. Like its two competitors, Rimoco and Just Spices, Ankerkraut's spices can be bought online and in delicatessens.

The range includes classics such as paprika and curry, but also special types of salt and pepper and own spice blends with names like Magic Dust, Breakfast Magic and Italian All-rounder. The manufacturers mainly draw inspiration for their own blends from their travels, when they are always on the lookout for new flavours. They purchase high-quality raw spices directly from the growers.

"The vanilla harvest in Madagascar is very poor at the moment. We don't want to switch to lower quality, so we're currently limiting our vanilla products," says Anne Lemcke of Ankerkraut.

New suppliers have benefited from the clean eating hype over the last couple of years, says Ben Albusat of Saarland-based company Rimoco. Customers are now very focused on ingredients, so the new spice makers are all offering products that are free from additives, preservatives and anti-caking agents.

Traditional small packets and shakers are passé. All three manufacturers put their products in airtight cork-stoppered jars or light-proof cans fitted with aroma protection lids in order to ensure that their customer can enjoy the full colour and flavour of their leaves and seeds for as long as possible. The packaging also reflects the idea

of fresh, creative cuisine. Ole Strohschnieder, one of the three masterminds behind Just Spices enthuses: "We've produced some cool containers that add colour to the kitchen. We want to finally bring spices out of the cupboard."

**FINE DESIGN [1]**  
Ankerkraut has opted for cork-stoppered jars.  
**WANDERLUST [2]**  
The flavours and aromas of exotic lands.  
**TOP PRODUCTS [3]**  
Raw spices are imported directly from the producers.

PHOTOS: PR. (3); ILLUSTRATION: MATTHIS SCHÜTTE

# Professional development

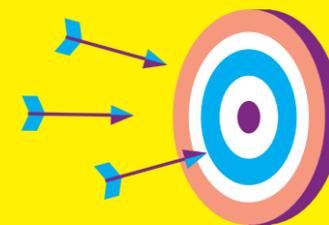
## 1 WHERE AM I?

The first step is to take stock: what knowledge, skills and qualifications do I have? Do I have any references to back them up?



## 2 SET GOALS

What do I want to achieve and what skills and knowledge do I need to get there? A training consultation or visit to a career coach can help you with this.



## 3 WHERE AM I GOING?

What you need to do depends on where you want to go. Are you looking for a new direction, seeking a promotion or do you want to expand your knowledge? You may need further training or it could be best to dive straight into a career.



## 4 WHAT TYPE OF TRAINING?

Do you need to gain specific qualifications or skills for your current job? Or perhaps you are looking for more general courses, such as language training, public speaking and so on?



## 5 FIND A TRAINING PROVIDER

Many people rely on recommendations from others in their profession. But it's also a good idea to check out employment agencies, professional associations, chambers of commerce and in-company programmes.



## 6 NARROW DOWN THE OPTIONS

Compare course content and learning methods. Which provides the best match for your goals? Look carefully at the cost, references provided by training institutions, and the certificate issued at the end of the course.



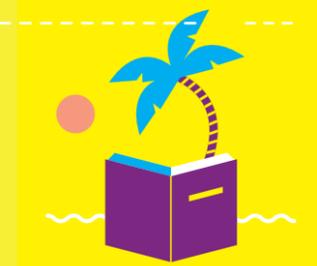
## 7 INVOLVE YOUR EMPLOYER

Will your company cover the costs? Talk to your boss at an early stage – and also ask what additional qualifications you might need in order to move on in your career.



## 8 MAKE THE MOST OF EDUCATIONAL LEAVE

Employees in companies with more than ten employees are entitled to five days of educational leave per year. Different states in Germany may have different application requirements.



## 9 CHECK THE VALUE OF THE CERTIFICATE

Ideally, the certificate should be legally recognised and respected in its field.



A desire to keep on growing and learning is a sign of initiative, commitment and motivation. Companies generally take a positive view of this, as is shown by the TNS Infratest study on Continuing Education Trends in Germany 2017. The majority of the 300 personnel managers surveyed considered ongoing training to be vital for promotion and job retention. But what training should I choose? Where can I find courses on business studies, IT skills or business English? And what about soft skills like teamwork, conflict management, dealing with stress, or communication? These vital skills can also be learnt on the job. But

unfortunately the training and development market is rather confusing. There are so many programmes and qualifications competing with each other, especially in the business sector. Stiftung Warentest recently concluded that "Anyone looking to gain an additional qualification in this area can quickly be driven to despair." It has published an online guide with concrete suggestions for business and non-business people who are keen to improve their qualifications and skills. Visit [test.de/bildung-beruf](http://test.de/bildung-beruf) for help in finding the right course from around 130 different options.

# Hot spots

CONTEMPORARY FOOD, LUXURIOUS ACCOMMODATION – TEN FEEL-GOOD DESTINATIONS.



## ODIN DELI [1]

**Sylt** | Kampen may be upscale, but it doesn't have to be expensive. Jörn Steffen and Sigrid Rothbart have set out to prove this by opening Odin Deli in the former premises of the Leysieffer store. How do they do it? With dishes like their Sylt mussel Thai green curry [11.50 euros] and freshly caught grilled mackerel fillets [13.50 euros]. [odin-deli.com](http://odin-deli.com)

## THE STARNBERGSEE HIDEAWAY [2]

**Lake Starnberg** | An exclusive world has been created on a 60,000 square metre plot on the southern shores of Lake Starnberg. It comprises 30 luxurious rooms and suites designed in modern country house style with stunning views of the lake. [thestarnbergsee.com](http://thestarnbergsee.com)



## INTERCITYHOTEL DUISBURG [4]

**Duisburg** | The new IntercityHotel Duisburg has opened its doors in an ideal location right opposite the city's main station. Designed by Milanese architects Matteo Thun & Partners, the public areas and rooms showcase a light Italian touch using natural materials. The hotel has 176 rooms on six floors, along with four function rooms, a bar and a restaurant. Bookings include a ticket for local public transport. [intercityhotel.com](http://intercityhotel.com)

TIP



## BOUTIQUE HOTEL 102 [3]

**Dortmund** | This new boutique hotel with its elegant single and double rooms decorated in warm, earthy tones enjoys an outstanding inner-city location within 200 metres of the Westenhellweg shopping avenue and the Thier Galerie. [centro-hotels.de](http://centro-hotels.de)



## ELEVEN STORIES [5]

**Cologne** | Eleven Stories is a new project from Cologne restaurateur Jürgen Hörmann. The Mediterranean lifestyle is celebrated with dishes such as fennel risotto with salt lemon [16 euros] in the unique ambience of a historic warehouse set among the cranes of Cologne's Rheinauhafen harbour. [elevenstories.de](http://elevenstories.de)

## LIDO IM MALKASTEN [6]

**Düsseldorf** | Artist Rosemarie Trockel created a 400 square metre carpet specially for the Lido im Malkasten restaurant and bar. It serves international cuisine with dishes such as Japanese curry [11.50 euros] and fjord trout [14 euros]. [lido1960.de/](http://lido1960.de/)



## POKÉ YOU IN MERCEDES ME STORE [7]

**Hamburg** | A new Hawaiian food craze is sweeping through Germany's cities – poké bowls. Tuna or salmon is placed in a bowl with steamed rice, topped with fresh fruit or vegetables such as avocado and mango, and then marinated. Top chef Karlheinz Hauser is serving the bowls at the Mercedes Me Store in Hamburg. Guests are also encouraged to get creative and put together their own bowls [from 12 euros]. [mercedes-benz.com](http://mercedes-benz.com)



## BEYOND BY GEISEL [8]

**Munich** | Beyond by Geisel, Munich's first luxury city residence, opened on Marienplatz in autumn 2017. Its highlight is eight rooms with floor-to-ceiling windows and a close-up view of the town hall and Marienplatz. Its contemporary furnishings were designed by top Madrid architects Nieto Sobejano Arquitectos. Guests are spoilt with a 24-hour concierge service and inclusive, round-the-clock catering service. [beyond-muc.de](http://beyond-muc.de)



## KÜSTENPERLE [9]

**Büsum** | Just a stone's throw from the dike, this four-star hotel on the North Sea exudes Nordic charm. North German specialities such as Büsum crabs are served in Deichperle, the hotel's restaurant, and the rooms are furnished in maritime shades with quirky touches such as spools of sailing rope as bedside tables and nautical charts as wallpaper. If you're travelling with children, you'll love the hotel's extra-large family suites, playground and playroom. [hotel-kuestenperle.de](http://hotel-kuestenperle.de)



## LA ARGENTINA [10]

**Frankfurt am Main** | Viva la Argentina! Tango dancer and restaurateur Fabiana Jarma brings a taste of her home to Frankfurt with the opening of her second restaurant. It proudly serves up premium steaks, excellent Argentinian wines and South American specialities such as empanadas, ensaladas mixtas and homemade chorizo. La Argentina's concept is based on the grill restaurants that are typical of Buenos Aires. [laargentina.de](http://laargentina.de)

PHOTOS: ULF SAUPE, TM STUDIOS VISUELLE MEDIEN GMBH, PR., JOHANNES ARLT/LAIF, DOMINIK JACKY, MARCOEDER, PR.

# Münster

WAITING FOR A CONNECTION? WHY NOT STEP OUTSIDE MÜNSTER'S FRESHLY RENOVATED STATION FOR SOME WINDOW SHOPPING?



## BITE TO EAT

**Gourmet 1895** [1] Cross Eisenbahnstraße and you're at Münster's acclaimed Michelin-starred restaurant. It offers two five-course menus that, according to the Michelin Guide, are "well-conceived, balanced and profound". [gourmet1895.de](http://gourmet1895.de)

## Münsters Esszimmer

[2] The list on the menu may be short, but the diners are happy. How about Galloway sausage or curry made with fresh seasonal vegetables? [muenstersesszimmer.de](http://muenstersesszimmer.de)

## CHEERS!

**Mauritzhof** [3] This recently refurbished boutique hotel exudes good taste. Pop into the bar and sample the Mauritzhof Mule, made with vodka, lemon juice, mint and cucumber. [mauritzhof.de](http://mauritzhof.de)

**Liebigs** [4] A traditional bar/café in the perfect location.

During the day, it serves excellent coffee at the marble tables in its dimly lit interior. It also offers a selection of wines and a bowl of fruit punch is always on the counter. Am Drubbel 19

## MUST SEE

**Picasso Museum** [5] This unique collection is home to some 800 lithographs by the renowned Spanish artist. Its "Impressionists in the Normandy" exhibition runs from autumn 2017 to January 2018. [kunstmuseum-picasso-muenster.de](http://kunstmuseum-picasso-muenster.de)

**LWL-Museum für Kunst und Kultur** [6] One of Westphalia's leading museums, housing 450,000 exhibits from the Middle Ages to the contemporary avant-garde. [lwl.org](http://lwl.org)

## STRESS BUSTER

**Auszeit** [7] Lie back in the soft light and let time drift gently by ... 45 minutes in an oasis with floors and walls made from 20 tonnes of pure salt is as relaxing and invigorating as a day at the seaside. 12 euros. [auszeit.ms](http://auszeit.ms)

**Prachtburschen** [8] Pedicures, manicures and anti-ageing treatments – this brand-new grooming studio on Neubrückenstraße is just for men. Let yourself be pampered from head to toe with luxury products. [prachtburschen.de](http://prachtburschen.de)

## MUST HAVE

**Kösters** [9] Head to the Prinzipalmarkt to find all manner of beautiful items. Kösters specialises in exquisite home décor with products from small manufacturers and major brands. [koesters-wohnkultur.de](http://koesters-wohnkultur.de)

**Hafenkäserei** [10] Ann-Paulin Söbbeke produces fine cheeses such as organic Gouda and surface-ripened cheese. Pop in and watch the cheese being made in the canal-side dairy or sample the delicious produce in the bistro. [hafenkaeserei.de](http://hafenkaeserei.de)