



Berlin's Potsdamer Platz, where Flatow's career began

IN MY VIEW

"It is exciting, seeing and evaluating results"

Michael Flatow FCSI talks about a career in foodservice that started off with being a student restaurateur, and about his continuing passion for the work he does

Q What projects are you working on?

A The Fairmont Hotel Quasar in Istanbul; The Address in New Istanbul; also in Istanbul we are working on the refurbishment of Swissôtel The Bosphorus; Shaza Kempinski hotel in Doha; the Radisson, Kigali; the two Seaside Hotels Pasito Blanco and Pasito Lux in Gran Canaria. We are also working on two Wyndham Hotels in Riyadh and Kuwait. In Mecca we are working on the Holiday Inn, Abraj Hotels and Commercial Center. In Germany we are working on Andaz Hotel in Munich and the Fontenay Hotel in Hamburg.

Q What work do you specialise in?

A Foodservice, laundry consultancy and design, mainly for top-end hotel projects. We also take care of the design and co-ordination of pneumatic wet organic waste systems. Also the technical services teams of several hotel management groups need our services to act on evaluation reports about existing kitchen and laundry designs.

We stress the importance of co-ordination with other design team members, such as the

mechanical, electrical and plumbing consultant, and the interior designer to make sure there's professional installation of all foodservice and laundry facilities.

The importance of sustainability urges us to propose and highlight areas for energy and resource saving. Although this has an impact on initial investments, these will amortise in a very short period.

A lot of our consultancy work includes education and advice about the implementation of a HACCP system for all members of the design team as well as for our client and operator.

Q What do you enjoy most about work?

A The opportunity to be a member of the design team, whose intention is to imagine and create a perfect hotel. This offers many possibilities where

we can learn from the new, creative ideas of the food and beverage specialist and celebrity chefs, who are permanently creating new menus and restaurant concepts.

Travelling the world, learning by tasting the local cuisine, inspires me. Nothing is more exciting than visiting

hotels after the opening, seeing our work, evaluating the results, and enjoying the appreciation of the client, operator and chefs.

Q What does being an FCSI mean to you?

A At conferences we have the chance to meet other members and exchange experiences. Manufacturers of the food service industry, along with all allied members, also have the opportunity to make useful contacts. And the conference speakers offer insights into new developments and ideas.

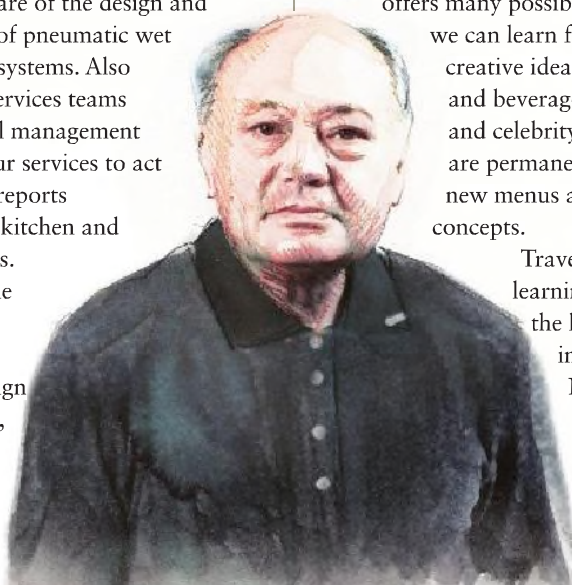
Q What are the biggest challenges facing FCSI members?

A Catering equipment manufacturers and kitchen suppliers increasingly offer their design services for free if they supply the equipment. This can lead clients to believe that there is no need for an independent professional consultant. The FCSI needs to take every opportunity to address clients and other decision-makers about this issue and inform them of the long-term value of bringing an independent consultant into the design team and project.

Q What interests do you have away from the office?

A When I was a student in West Berlin, I owned two restaurants and a bar. From that time on, I have always had a passion for cooking, not just following recipes of famous chefs but creating my own recipes – not always successfully! And at the end of each year, I look forward to a family reunion in the Swiss Alps, enjoying the snow, the cold and the skiing.

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