



Zátiší Group Magazine

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Zátiší Group Marketing



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Dear Friends,

Autumn brings new colors & new local ingredients to create seasonal dishes that are fresh, tasty & nutritious with “real ingredients” supplied by “real farmers”.

Our purpose is “Inspiring happiness” & well-being to make this world a better place to live in.

Our core values are:

1. Team, Trust & Empowerment
2. Wow! Excellence & a “Yes, we can” attitude
3. Responsibility for results & sustainability

This edition introduces our marketing team, which is an amazing representation of all our core values.

Thanks to you, our philanthropic activities continue to benefit organizations like Village Enterprise in Africa and Akshay Patra in India. At least 50 % of our profits are dedicated to helping empower the poorest women on the planet through education, nutrition & now energy.

I thank you from the bottom of my heart for all your patronage & look forward to seeing you soon at one of our restaurants, cafés, cafeterias or catering events.

With all my love,

Sanjiv Suri
founding president

**Zatiši
Group.**

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A good-hearted box



The reusable box replaces the traditional plastic receptacles that were used to deliver boxed food. The project is working so well that its inventors have decided to expand its use to restaurants. The ASPIRA CAFÉ is the first operation of the Fresh & Tasty division in which they have been introduced, but we are planning to expand it to other canteens. In the Czech Republic, about 54 tons of disposable food containers are thrown away every day. With this little innovation, you don't contribute to this depressing amount. How does it work? Have your lunch packed in the box and pay a refundable deposit of CZK 50. The box is tight, compact and can be placed in the dishwasher, microwave and freezer. The next time you visit the restaurant, simply return it and get your deposit back. Or get a new one!



Soup and waffles on a stick

Saturday, 29 September, is a good day for a family trip to Vratislavice nad Nisou, where you can visit Ferdinand Porsche's birthplace and refresh yourself at the Zátiší Catering food truck. Autumn soups and sweet waffles on a stick will be served.



The latest *news*

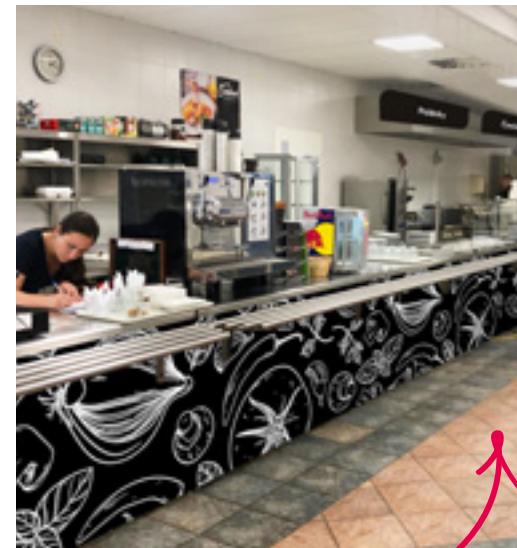


Neon desserts at the Signal Festival

A glowing pastry, sparkling homemade ice cream and more... You can taste and see it all on 10 to 13 October at the Signal Festival on the main path in Kampa Park. Stop by the Neon Food Lounge or visit the streetfood stand from Zátiší Catering, where you can find, for example, a slice of bread baked with chopped beef, cheddar, jalapeño and coriander, black hot dogs and chestnut soup.

Manifesto in Smichov with the Bowl wearing an autumn coat

The Manifesto Market continues in autumn and the concept of Bowl by Zátiší will introduce seasonal changes. As it grows colder, the menu will turn to warm dishes: soups made with autumn ingredients complemented by our popular warm breads.



Another 1,200 customers

Since July, the Fresh & Tasty division has taken over three operations for Komerční banka: a canteen for employees of VN 42 on Wenceslas Square, the public KABE CAFÉ in Stodůlky, where MY DINING ROOM with a café has been operating for the public since September.

New Fresh & Tasty Chef

Dino Galvagno is the new Executive Chef of Fresh & Tasty. Over the past 30 years, he managed kitchens in Croatia, Germany and Italy, where he opened and successfully managed several of his own restaurants. He is responsible for creating in-flight service for Croatia Airlines, was the face of the TV show MasterChef Croatia and is one of the most popular chefs in Croatia. He joins Fresh & Tasty with a spectacular goal: to help us become the best independent provider of daily meals in the Czech Republic.



Dino Galvagno



The joy of the new

Zátiší Group marketing managers Alena Větrovcová and Svatava Dvořáčková have a particularly interesting way to describe the perfectly presented meal. It leads us through delivery rooms and ordinary pubs.

It was difficult for both Alena and Svatava to overcome their natural shyness and agree to be the subjects of our magazine cover. It required delicate negotiations and, occasionally, unscrupulous pressure from the interviewer. But they both gave in eventually. They were a great choice for several reasons. First, the Zátiší Group has just undergone a visual identity change in which the Marketing department was deeply involved. Second, they are both veterans of the profession, with 36 years of experience in gastronomy and marketing between them. And, third, they are both very friendly, open and amusing – and wonderful conversationalists.

The Zátiší Group has recently completed the transformation of its visual identity, which is a big step for a successful and established brand. Why did you decide on the change?

Svatava: Today, the visual image is very important, because people think about everything that they see in a few seconds. Marketing is also about timing. Ideas on changing our visual identity had come from the Marketing department a long time ago, but they could only be realized now because the entire company needed to be behind them.

I was initially in charge of the Catering division, where the product shifted drastically and the original brand identity – not just the logo – was incompatible with what our catering activities were and are about. The Zátiší Group comprises several divisions, some of which are dynamic, such as Catering, while others evolve more gradually. A compact brand should reflect the evolution of all its divisions, and now all have changed so much that the original logo complicated communication for us.

Alena: But it wasn't a dramatic change. The Zátiší Group is one of the most stable post-revolutionary gastronomy brands on the Czech market, and one of the main reasons customers return to Zátiší is because they know that it will

always turn out well with us. We wanted to visually emphasize this reliability in our logo as well, so we used the square as a symbol of stability, inserting some red color to symbolize positive energy and appetite, and we also included a bit of handwriting based on the signature of the company's founder, Sanjiv Suri. We did not use literal symbols, such as the original logo of Zátíší Catering – a small fork and a knife next to a small plate...

Svatava: ...it wasn't really practical (*laughing*).

Changing corporate identity is a touchstone of the marketing team. How do you work?

Alena: We don't respect the service hierarchy. We've found that every person has a talent that can be used in every department, so instead of telling someone that he's going to be a marketing manager for Fresh & Tasty, we're trying to make it possible for everyone to exercise their talents everywhere throughout the department. Marketing is teamwork, and anyone in this industry who says that he has done something on his own is probably making it up. You need a team to share, develop and filter ideas. For someone to tell you, "I see it totally differently," before the customer tells you the same. And we are very lucky to have this team here at Zátíší, not just in marketing.

Svatava: The whole Zátíší Group works a bit like a family – in all its aspects (*laughs*). Sometimes it turns out that 'Daddy' just slams the table and says, "This is how it will be," and sometimes you know you can rely on everyone on the team to have your back.

How would you describe the other's biggest talent?

Svatava: Alča has an incredible feel for working with people and a lot of patience. Even if she has to repeat her message a few times, she's able to explain it gently in situations where I would have exploded long before.

Alena: Sváťa has an unsurpassed sense of detail and cutting corners. She is so good that when the deadline is at hand and we already need to give up something, we say, as a joke, "Don't show it to Svata because she'll find something and cut it."

Did marketing attract you from the beginning?

Alena: As a child, I wanted to be a police officer or a soldier, probably because of the adrenaline rush (*laughing*). I graduated as a midwife, which is one of the most beautiful jobs, because nowhere else are you so close to a miracle. But because the starting salary was very low at that time, I started earning a living as a hostess at the Bellevue restaurant. The job was supposed to

last only a year, long enough for me to earn some money and then go back to healthcare. But 21 years later, I'm still here, with a different education and experience. I realized that in gastronomy and marketing there was everything that I have always enjoyed: working with people, creativity, beauty and, finally, a big dose of adrenaline.

Svatava: I've been around marketing in the true sense of the word for about 15 years, but I've always had a relationship with gastronomy – as a beer lover. And because I cannot do what doesn't satisfy me over the long term, I rejected about 15 professions since college. Subconsciously I kept looking for something I could enjoy professionally, until I encountered gastronomy. Here my search finally ended, and I've been working in gastronomic marketing for 14 years – first, a ten-year school at Ambiente restaurants and the last four years at the Zátíší Group.

How did gastronomy win you over?

Svatava: Paradoxically, I like what discourages some people – unpredictability. Nothing in marketing can be planned exactly, which forces you to improvise and manage the creative chaos. But this lack of control and diversity moves you forward in a way you couldn't have imagined before. I'm pleased to observe the evolution, the old becoming new, and I see that it works and people like it.

Alena: In this type of gastronomy, you are constantly close to something beautiful, aesthetic... It's a kind of art and the artist doesn't work by saying, "Where is the niche in the market?" Our chefs are also artists, and we try to pull information and recipes from them and convince them to let us go into the kitchen and take pictures of them at work (*laughs*).

In the 25 years of the Zátíší Group, gastronomy in the Czech Republic has changed a lot. What are the trends now?

Svatava: Time is accelerating. For example, the Catering division cannot stop literally for a minute. Stalling is not possible; continuous innovation is needed. The current trends are moving towards nature, ecology and back to our roots in tastes. The main reason for this is the rapid transmission of information. This is sometimes an advantage, but also a spur for us.

Alena: If the main attraction of fine dining used to be spectacular luxury, today customers choose according to the scale and quality of the experience – they want to experience something new, and unexpected, and they don't care whether it's at a very expensive restaurant or a cheaper establishment.



Marketing

band

or all together now

Julie Šimečková

Zátiší Club Coordinator

"A woman full of energy who is always in a good mood and can do the impossible. She loves everything that shines and she herself adds sparkle to the office."

Petra about Julie

Petra Jehne

Marketing Executive

"Yes, yes – the gentle and elegant queen of paper!"

Svatava about Petra

Filip Vrlík

Online Manager

"A man with a capital 'M'. He brought not only online knowhow to the team, but also some new jokes. He finds solutions for the unsolvable."

Alena about Filip

Svatava Dvořáčková

Marketing Manager

"She was perfectly described by Oscar Wilde when he said, 'I have the simplest tastes. I am always satisfied with the best.'"

Niki about Svavava

Nikola Malá

Sales Manager

"Her energy flow is unreal. She never runs out of energy and always laughs at everything. And she will sell you what is already yours!"

Julie about Nikola

Alena Větrovcová

Marketing Manager

"The best boss. She is aware of everything that's going on, but she's not afraid of change. And she trusts her team."

Filip about Alena

Nikola Tkáčová

Online Manager (on maternity leave)

She put our online world on its feet.

She always meets deadlines and she also convinced her daughter Timea, who was born on time, to keep a deadline. So Niki couldn't take part in this photo shoot.

We also

eat with our eyes



1. Celery purée with a marble effect

Wrap the unpeeled celery in aluminum foil, bake it until soft, let cool, peel and blend it with butter and a pinch of salt into a smooth purée. Juice a handful of spinach leaves. Add the green juice to the purée, but mix only incompletely so that it creates a marble effect in the celery purée. Pour onto a plate and spread it over the plate in one motion using the underside, or convex side, of a spoon.



2. Roasted potatoes

You will cut the potato more easily and into pieces of the same size if you first cut it on one side. You can prepare mashed potatoes from the cut pieces. Instead of using classic spring onions, cut the green pods of imperial peas into thin noodle-like strips.

3. Seasonal mushrooms

If you want the mushrooms to maintain a firm shape and pleasant crunch, make sure the oil in the frying pan is really hot before frying them for two minutes. If the oil is not hot enough, the mushrooms will absorb the oil and release water. They will suffocate instead of frying and become rubbery.

5. Edible flowers

Pansies, yarrow leaves and “ordinary” parsley can do wonders for your visual presentation. You can use tweezers to apply them, or train your fingers to perform delicate culinary operations.



6. Veal Schnitzel

Panko breadcrumbs are the whitest possible and are made, well, from the whitest bread. Cut the rinds off the toasted bread and dry the white centers. Then just smash it with a mallet in a plastic food storage bag. The larger pieces will make for delicious crisps on the cutlet. You can also purchase Panko at Oriental food shops.



7. Beetroot dust

A delicate final touch will take your presentation to another level. Either use the remains of the beet after juicing, or fine-grate a beet, squeeze the juice out of it by hand and dry the rest. Grind the dried beet into dust and dust the plate with it before serving.

4. Mayonnaise

Refine ordinary mayonnaise with roasted garlic. Láďa did not tell us the recipe for the mayonnaise at the Mlýnec restaurant, so experiment and create your own.

Serve a schnitzel with some porridge on it and it will be good. Or you can use the simple tips of Mlýnec restaurant chef Vladimír Vaníček and turn the presentation of your dish into an artistic experience in the category of EXCELLENT! Láďa has prepared veal schnitzel with fried potatoes, celery purée, autumn mushrooms, mayonnaise and edible flowers for you, so that you can serve it at home.

FOR THIS BEAUTIFUL DISH YOU NEED:

veal sirloin
flour + eggs + Panko breadcrumbs
1 celery bulb
leaf spinach
potatoes
several pods of imperial peas
handful of chanterelles, small boletus
mushrooms or young mushrooms
mayonnaise
garlic
yarrow leaves,
curly parsley
1 small beetroot



Liquid luxury

Many people wonder if wines that cost three times more are also three times better. In short: yes, they are. And not only in taste...

Bellevue restaurant manager František Novák and Libor Pavlíček, the manager of V Zátíší, chose from the wine cellars of “their” establishments the wines they consider the best, the most interesting or the most expensive and explained why their quality and uniqueness must be reflected in their prices. There is a fascinating story behind each of these bottles – as well as hours, days, months, and sometimes centuries of toil, perseverance and love.

1 Bollinger Champagne

R. D. 2002 Extra Brut

“If I had to stay on a deserted island with only one kind of wine, I could survive on champagne alone,” laughs František Novák. “The wine from this bottle was on the yeast lees for 14 years, and moreover it is produced only during the good years of the grapes. The price reflects not only its scarcity, the tradition of the brand and the production, but also the 14 long years someone took care of this wine without a break.”

Pairing with food: According to F. N., “Champagne is traditionally served with fish or seafood, but this wine is so mature that I would not be afraid to have it with quail, truffle risotto or mushrooms.”

2 Grand Vin de Château Latour

Premier Grand Cru Classé 2003

According to František Novák, the demand for Bordeaux wines continues to grow. “Investing in wine has been a trend lately, and Bordeaux wines are a good investment because they are suitable for aging – they even grow in value as they age. This wine has the potential to remain in the bottle for 30 years. Château Latour is located on the left bank of the Garonne River, which means we can find such grapes in it as Cabernet Sauvignon, Merlot, Cabernet Franc and Petit Verdot.”

Pairing with food: According to F. N., “Strong-flavored meats such as beef or lamb, or a hard cheese after the meal.”



Libor Pavlíček

3 Santa.Ne

Palari

“This wine is very rare, with extremely low production near Messina, in Sicily,” says Libor Pavlíček. “The volcanic igneous rock gives it an inimitable smoky tone. It grows on tiny plants that are 150 to 160 years old. Their yield is small, about 1500 bottles a year. The vintner is an architect with a great sense of vineyard preservation, and therefore does not renew and rejuvenate, but preserves the original French varieties, which are banned in Sicily today.”

Pairing with food: According to L. P., “Such an elegant wine with a wonderful aftertaste is suitable for finer meats such as veal sirloin or lamb chops.”

4 Ryzlink vlašský

2015 / Železná / Mikrovín Mikulov

“This dessert wine comes from a vineyard with a top location for this variety,” says Libor Pavlíček. “The grapes used for dessert wines remain on the vine until December, and are harvested almost in the form of raisins. They are ideally infested with botrytis mold, which takes water from the grapes, thereby concentrating the taste and aroma. In this wine, you will taste dried fruit, apricots and tones of honey. In addition to being a big risk to keep the grapes on the vines until December, the winemaker gets only a third of the must for dessert wines compared to normal wine production. Moreover, the weather is not suitable every year. In 2016, for example, this wine could not be produced. This must also be reflected in the price.”

Pairing with food: According to L. P., “It goes well with apples, so it’s a good accompaniment for the classic strudel. In September, we will certainly serve it with plum desserts.”



František Novák

Czech street food has roots and *wings*

Are you up for having Svíčková (sirloin steak in cream sauce) at a street stand? According to Jan Šmelhaus, managing director of Zátiší Catering, Czech fast food is experiencing a boom. And this is only the beginning of its culinary potential!

Every Czech and Moravian has a natural love of Czech cuisine – those classic dishes are our roots. And the Czech classics are now becoming popular again, as the most creative chefs are giving them new wings and making them part of the growing street food culture. A bit like Mum cooked, but Dad served. Jan Šmelhaus believes that Czech cuisine



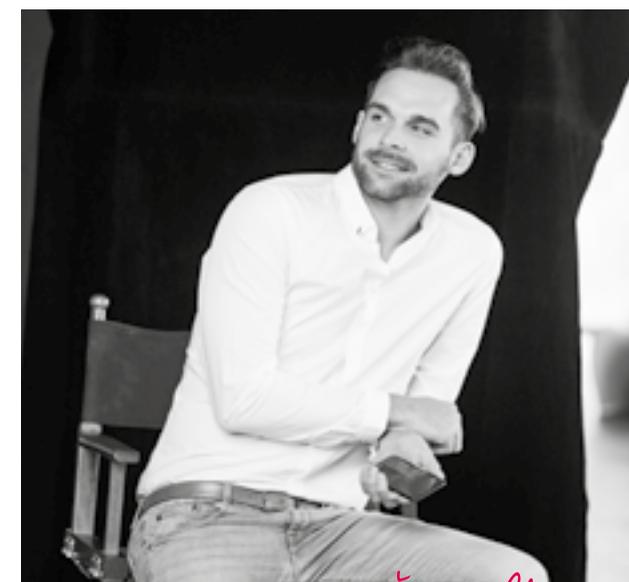
has great potential as a satisfying fast food option: *“Czech cuisine does not have to be heavy. It can be done properly so that it doesn’t weigh you down all day. In addition, it usually takes a lot of time to prepare, and people today can’t afford eight hours to make a duck confit. We’d rather have them spend their time eating.”*



favorite tartares (beef, salmon, eggplant or beet). Then the summer menu turns autumnal (our bestseller bread, i.e., bread baked with beef and cheese, remains on the menu, of course). *“We want to introduce underrated typical Czech ingredients. Because it will be colder, we are preparing chestnut and pumpkin soups, bread baked with duck or pork and really exclusive sirloin,”* says Jan Šmelhaus, and it is clear that he is looking forward to the food too. *“In our neck of the woods, we are accustomed to the fact that winter is not an ideal culinary time, because nothing grows locally. We have determined that, if we want to eat well in winter, we reach out for exotic and imported ingredients. We want to show that even in autumn and winter Czech food can be varied and nutritious, and that you can eat locally and sustainably, even though there is snow all around.”*

Our time is devoted not only to cooking, but also to inventing new concepts. Fast and continuous innovation characterize the Catering division. Whatever worked yesterday will be old tomorrow, so you have to be able to offer something new and attractive. But Jan realized some time ago that everything was not just about speed and innovation for its own sake, and that the most important aspects of cooking were simplicity and quality. This was a “Eureka moment” for him. *“We decided that, in addition to innovation, trends and attractions, we also want to focus more on Czech cuisine, which is sometimes underestimated in the industry. But every Czech and Moravian will most often want to have Czech food. In all of our canteens, schnitzel is repeatedly the most popular meal.”*

This trend is also reflected in the menu at the Smíchov Manifesto Market, where we have been presenting the Bowl by Zátiší concept since summer. Until October, you can still enjoy your



Jan Šmelhaus

With regard to the Earth

If you work in catering and want to do it responsibly, sooner or later you have to think about the amount of waste you generate. At the Zátíší Group, we take this issue very seriously – sustainability is in our hearts. That is why we came up with the idea of guests using a single bowl for the entire event – which inspired the Bowl by Zátíší concept (which you can experience at the Manifesto Market in Prague's Smíchov). “You may find this idea a little strange, but you will soon fall in love with the bowl,” says Zátíší Catering managing director Jan Šmelhaus. “You'll find that the courses are arranged so that the bowl never gets dirty, so you can easily have another meal in it. And not only that, at the end of the event, you can load up the bowl with whatever you liked the most, put a lid over it and take it home. It's also a bonus for organizers, because there's that much less to clean up the next day.” Jan believes that much can be done to improve the sustainability of events, and he is enthusiastically exploring other opportunities. “But it's not just a question of supply, but sustainability also depends a lot on demand,” he says. “Each customer can also have a lot of influence on it.”



3x stylish fun and ecological trends



Grab & Go

Food is served so that you don't need a napkin. If necessary, we have prepared an “adult bib”. No plastic or paper plates, cutlery, napkins...



Mainly digital communication

Avoid printed flyers and invitations. Invest the money you saved in a good photographer and more creative online promotion.



Green location

The beauty and importance of nature is best realized, well, in nature. Technological developments make it possible to organize outdoor events with every convenience. Maybe in a place that can also be reached sustainably: on foot, by train, by bike...

Z We are *happy!*

A lot of food is usually left after a catering event. Zátíší Catering has long tried to donate it to the food bank, but this was prevented by a hygiene law. But we didn't give up. Eventually, and in accordance with the law, we found a way to donate the leftover food from our catered events to the charity initiative Naděje o.s.

C

Autumn Queens

Pumpkin & edible chestnuts. Are you ready to try them even though you've never cooked them? Or do you already love them but would like to take your food to the next level? Try these tips by Jan Šmelhaus, managing director of Zátíší Catering, on preparing these Czech superfoods.

Pumpkin soup

Soup and purée will have more taste if you first bake the pumpkin in the oven. Cut into spheres or cubes, spread them on baking paper, sprinkle with olive oil and bake until light brown.

Honza's tip:

“For the soup the best is Hokkaido. Its skin is very nutritious and it does not have to be peeled. Butter pumpkin is faster to prepare, has fewer seeds and a sweeter taste, but you have to peel the skin. Buy it in bio quality.”



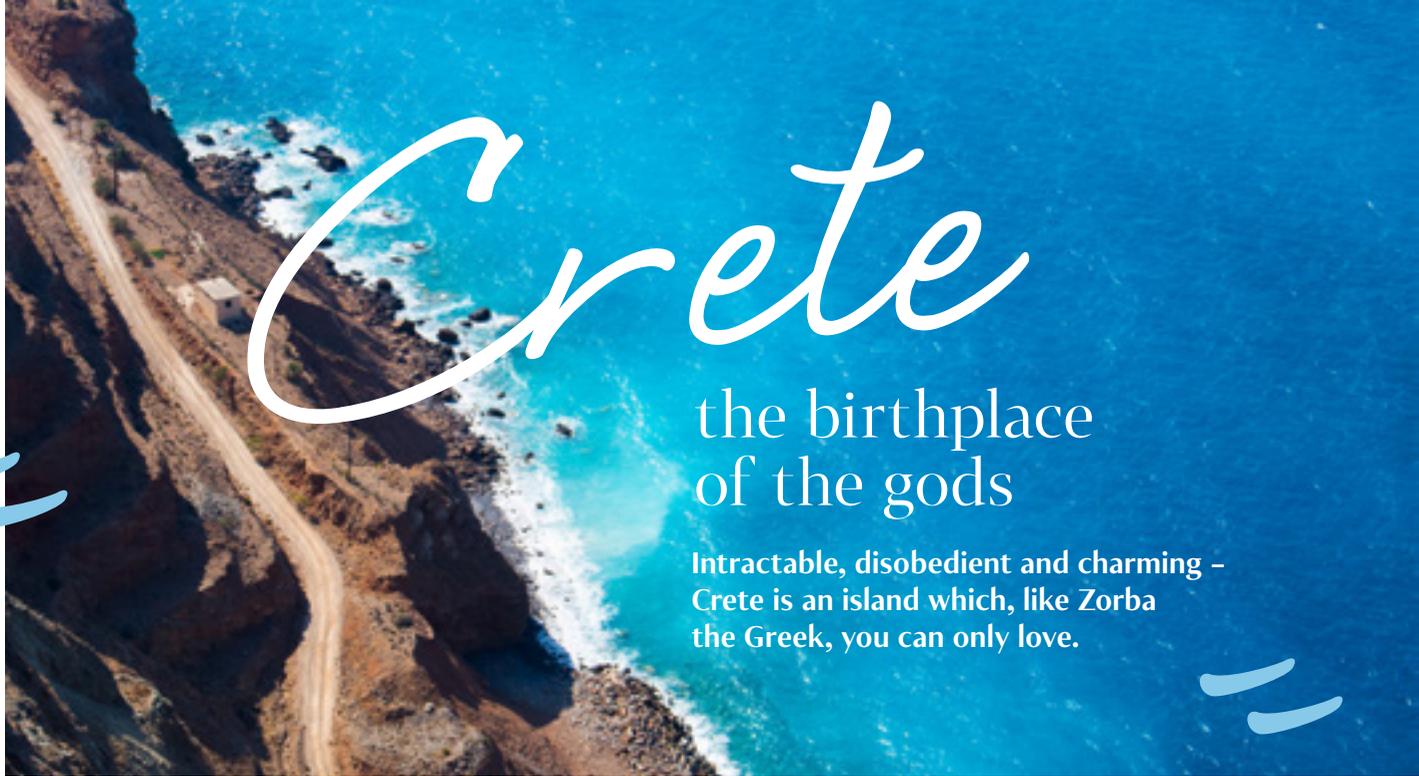
Edible chestnuts soup

Some people say that chestnuts are a food of the future because of their nutritional value and incredible versatility. If you really want to appreciate chestnuts, forget about the vacuum-packed, peeled and non-local varieties sometimes available in supermarkets. Find out where they grow (for example, on the brilliant map www.na-ovoce.cz), and in late September and October go with your family or friends on a trip to gather chestnuts. Make sure that you are looking for the right variety and have in fact found the edible chestnut.

Honza's tip:

“On the ‘belly’ of the brown husk, cut a cross with a knife – the skin will blister while baking and the chestnut is then easily peeled. Spread the chestnuts on baking paper on a baking tray and bake for half an hour. You can cover it with aluminum foil. Let the chestnuts cool slightly and peel them with a knife.”





Crete

the birthplace of the gods

Intractable, disobedient and charming – Crete is an island which, like Zorba the Greek, you can only love.

It is said that one who goes to Crete cries twice, the first time on arrival – from the shock of the hostility of an alleged holiday paradise – and the second time on departure. No matter how short you stay on Crete, you fall in love with the island and don't want to leave it. You come to see the arid landscape as majestic as grand mountains. You begin to see the unfinished houses and half-dilapidated taverns as evidence of a life force capable of arising even in the most unlikely conditions. Beneath the loudness and bite of the Cretans, you feel their passionate and unsurpassed hospitality. The birthplace of Zeus is simply filled with divine energy. Crete has always been renowned for its fine cuisine, and more and more restaurants have opened recently that offer local traditional cuisine in the form of modern or fine dining.

Here are the best ones:

1 Peskesi

In the capital Heraklion, visit the Archaeological Museum, which has recently undergone a successful renovation. When you're hungry, treat yourself to a real gourmet experience at Peskesi. The authentic Cretan cuisine served there is made with many ingredients which don't exist in the Czech countryside, let alone on your family farm.

Peskesi offers exclusively Cretan wines. The rustic character of the interior and exterior will take you back a few centuries – but with a level of service that easily meets today's high standards.



photo Nikoleta Vasilaki



photo Yiannis Fais



Georgia Bafaki

If you talk about food and mention Georgia [pronounced Gay-or-gee-ah] in Paleochora, everyone immediately knows who you're talking about. Georgia Bafaki is the local chef who has contributed more than anyone to the cuisine of this small fishing village. Georgia cooks at the newly opened Pasifaei restaurant on the main promenade, which has become the culinary hit of summer, not only for tourists, but for locals as well.

How would you characterize your kitchen?

Creative and fully based on Mediterranean ingredients. I use organic herbs from our own garden, and we buy vegetables from local farmers and try to find local sources of meat.

What menu would you recommend to the first-time guest?

Definitely try the grilled smoked pork with oyster mushrooms, mizithra mousse with Cretan herbs and aged balsamic vinegar, the homemade pasta stuffed with halloumi cheese in pumpkin sauce with Greek black truffles and, for dessert, the tart with hazelnut cream.

What vision did you have when opening Pasifaei?

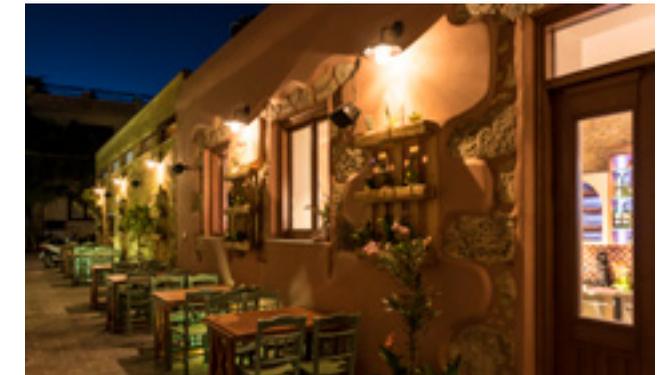
We are a team of friends and we all have talent and a passion for detail, so we can afford a great vision (*laughs*). I would like Pasifaei to become one of the best restaurants in Crete and for people to come back to us because they had a great experience, not only culinary but also human.

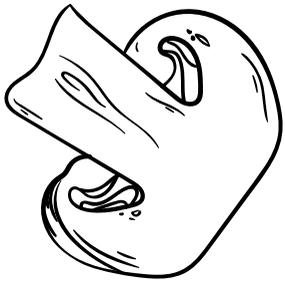
2 Pasifaei

Paleochora is a small seaside resort, but don't expect the usual tourist bedlam. Even during the high season, it retains the character of a village where normal life goes on, despite the tourists. A visit to the Agia Irini Gorge is a good starting point. When you return by boat from the all-day trek, go straight from the port to have dinner at the new Pasifaei restaurant, opened by the Nektarios and Michalis brothers. They have a good culinary reputation in Paleochora thanks to the iconic Agios bar (where you have to try a Tree of Life cocktail made with a mastic liquor and aquafaba, a chickpea infusion). Pasifaei boasts a tasteful but unobtrusive interior, the superb cuisine of chef Georgia Bafaki and, with good timing, a romantic view of the full moon rising over the sea.



photo Nikoleta Vasilaki





Food

that heals



A Blue Zone is a region whose inhabitants live to significantly higher ages than the world average. The main reason is the food they eat.

'Blue Zone' is a term that first appeared in an article by journalist Dan Buettner, in which he looked at the lifestyles of regions where people live significantly longer than on the rest of the planet, such as the Japanese island of Okinawa, the Italian island of Sardinia, Nicoya in Costa Rica, the Greek island of

Icaria and the Seventh-day Adventist community in California. One of the primary reasons the inhabitants of these places live so long is the food they eat. Western civilization is now dealing with ailments related to abundance, so-called affluenza – the unhealthy effects of affluence, which is today regarded as a widespread social problem. We can eat, drink and consume anything on the planet, and we do so because we don't know what to choose. As a result, various new diets – paleo, raw, vegan, keto – have sprung up to provide a healthy alternative. And

the adherents of each one swear that theirs is the right solution. But how does one choose, especially if they contradict each other? One difficulty in choosing a healthy diet is that its adherents are mostly enthusiastic young people who would feel healthy even if they ate sausages every day. If you want to know what really works, ask those in their nineties or older. The answers are usually surprising and, to the disappointment of diet faddists, they cannot be easily summed up. The main criterion seems to be eating local foods and a balanced diet. What do some of the world's healthiest cuisines look like?

Icaria, Crete

Some of the longest-living people in Europe live on Icaria and Crete. From archaeological research, we know that people in ancient Minoan palaces consumed foods very similar to what today's islanders eat: olive oil, pulses, honey, mountain plants such as coriander and chicory, seeds and herbs. Thanks to such a diet, they survived a difficult climate and periods of political turmoil.

Okinawa

The traditional Okinawan diet consists of 30 percent yellow and green vegetables. Compared to the rest of Japan, they eat much less rice, which they replace with pink sweet potatoes. Unlike our potatoes, they don't increase blood sugar. Of the legumes, soya is mainly consumed. In addition to fish, one of the biggest constituents of their diet is pork, of which everything is consumed, including the viscera. In addition, people here are used to eating smaller portions.

A healthy village

In the Dutch village of Leende, in the province of Brabant, doctors, restaurant owners and residents have launched a unique project: they have all decided to improve the village diet and monitor the results. Sports physician Hans van Kuijk noticed that, even though people in the village practice more sport than average, the population's health was below average! Van Kuijk found that their eating habits had changed drastically over the last century, from eating a lot of fat to little fat, but they consumed a lot of carbohydrates. With other partners, he has provided cooking courses, sharing recipes and disseminating information for

all 6,500 residents. And physicians have teamed up with local food producers, shops, supermarkets and restaurants to offer tips on eating healthy foods. In addition, bakers offer low-carbohydrate breads, and in family dining rooms salads are served instead of fries. Some 250 residents agreed to carefully follow the prescribed diet and undergo regular monitoring. The results were astonishing: lower cholesterol levels, lower blood pressure, fewer cases of diabetes and slimmer bodies. Van Kuijk then formulated eight principles of healthy nutrition that every village and city can easily apply.



The eight principles of healthy nutrition Fresh & Tasty...

...according to Dr. Hans van Kuijk. At all Fresh & Tasty operations, we try to follow a similar approach and offer a balanced diet with meals always cooked on the day they are served and made with healthy ingredients.

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- 1 Eat a low-carbohydrate meal with plenty of healthy fats.
 - 2 Eat real, unprocessed food.
 - 3 Omit processed carbohydrates and unhealthy fats from your diet.
 - 4 Follow your intuition and listen to your body.
 - 5 Don't eat hastily; remain calm before, during and after a meal.
 - 6 Plan your breakfast and lunch well.
 - 7 Eat organic, local and fresh food whenever you can.
 - 8 Take care of your intestines – your gut microbiota is decisive not only for your health but also for your mood.



Bliss

in the middle
of the day

Lunch is one of the most important events of the day, especially as an oasis of calm and contentment. The lunch menus at V Zátiši and Bellevue look wonderful on a plate and they are

delicious. It's fine dining, but in less than half the time and at less than half the cost of dinner. So why not pamper yourself in the middle of the day or, better yet, let your business partners or friends do it?



VEAL TENDERLOIN,
GRENAILLE POTATOES,
SEASONAL VEGETABLES

V Zátiši restaurant



TOMATO SOUP
WITH PICKLED
CUCUMBER

V Zátiši restaurant

**PEARL, ROASTED CARROT
PURÉE, ALBUFERA SAUCE,
FAVA BEANS**

Bellevue restaurant



**STEAK TARTARE, HAZELNUT
MAYONNAISE, SHALLOT
CONFIT, PEANUT CHIPS**

Bellevue restaurant



Renaissance man

The Zátíší Group has just completely changed its visual communication in all its divisions with the transformation of the brand's visual identity by Frank Atelier. The studio's creative head, David Hanousek, is a true Renaissance man, and that is also the nature of his enterprise.

It's common knowledge that only a few of those in advertising who are 30 and older began directly in the profession, and that most of them came from other creative fields. How was it with you?

I'm no exception. I came to the profession from the Musical Theater in Karlín, where I sang and danced (*laughs*). At the time, I complained to a friend about how little money I was making and he advised me to try advertising. I didn't even know that there were any advertising agencies in Prague. In the yearbook I found the three most successful ones and applied to them. Finally, after quite a difficult selection process, I landed at Saatchi & Saatchi. I graduated in artistic metal engraving, so I have always had artistic tendencies, but the work did not fulfill me. In advertising, I found a mix that was just right for me: a combination of design, copywriting, creativity, the possibility of growth and, of course, very good money.

Which of your activities do you like the best?

I definitely don't consider myself a graphic designer. I'm more of a multifunctional person; I can compose music, write lyrics, take photographs, paint. Many of my ambitions have become simple hobbies today. Thanks to my versatility I have tried almost everything in the advertising industry, and I still benefit from that to this day. I worked in large network agencies, in small creative studios, I was freelance, I tried ATL, BTL (in the media and other forms of presentation), events, online, etc.



Did your versatility lead you to establish your own studio?

Certainly. I felt the time was ripe, and I knew that advertising could be done differently. I don't have more money today, but I certainly feel better. I don't have to submit to agency processes, nobody dictates to me what to do and how to do it and no one forces me to win awards. Moreover, we are very lucky now in that we work for clients whose products we enjoy. And when we have a problem with a product, we simply reject it. I don't want to do backflips so that we can jump into today's crowded market, but that is one of the charms of doing it yourself. Our team consists mainly of graphic designers, but we are not a purely graphic studio. We combine design with conceptual creative work and have moved away from pure advertising to more "artsy" projects.

What projects do you consider most interesting?

I love two projects by a Slovak specialist in digital education: Kozmix and Phenomenons of the World. We have created their visual and communication concepts from the very beginning, and it's amazing to follow the process. For T-Mobile or E.ON, we are preparing internal campaigns, which is very specific work; we're almost unrestricted, unlike in classic external advertising, but it requires humor and we can implement some edgy ideas. And of course there is the Zátiší Group, which involves a specific segment, that of food and services. So you think in terms of smell, taste, visual attraction... I love cooking myself, so working with the Zátiší Group makes me very happy.

What is unique about this collaboration?

In my eyes, the Zátiší Group is a small company. It's not a corporation, so access to communication is different. The company still has big plans and visions, and the owner, Mr. Sanjiv Suri, daily gives it direction and the results are known. We had a similar collaboration with Antonín Kokeš, the owner of Antoníno bakeries, when we were preparing the rebranding of Albi for him. I admit that I like dealing directly with owners, because you feel a completely different level of interest and enthusiasm. I think even a marketing team that is in direct contact with the owner often thinks and works differently. At the Zátiší Group there is also a great challenge in that it's not just one restaurant or just catering, but several different and separate divisions.

What was the process of rebranding the individual Zátiší Group brands?

Rebranding is not a simple discipline. During the process, the company is divided into several camps – one believes that everything should change, the other that a few cosmetic modifications are enough and the third does not want to change anything at all. Finding the right limits, to what extent it should evolve and remain as is, is all the more difficult when the brand already has a history. We started with the rebranding of Catering, then we tackled Mlýnec and finally all the other divisions. The Zátiší Group's visual identity was the culmination of the entire process. Through the graphic element we managed to find a connecting element, which partly springs from the previous identity. Importantly, we managed to modernize the brand's logo. It looks great on the printed menu as well as on the new website.

Frank Atelier is now well established. Do you still have any dreams or wishes?

The studio is really successful. We started at zero and by natural development and quality work we gained great clients. When we started, there were only three of us, just a few; now we are ten, and we still feel we're just a few (*laughs*). We want to go even further in the artistic direction and perhaps even focus on some of our own projects.

David ve zkratce

In order to be creative in his work, taking pictures or cooking, he draws inspiration from his surroundings, from traveling, from films, galleries and from his three children.

- He was born and lives in Prague, which he loves and is happy to return to from every trip abroad. He enjoys photographing the city and researching all its secrets in history books.
- He trained in crafts, but after a year of traveling he joined the Musical Theater in Karlín, where he sang and danced in operettas and musicals.
- He then moved to advertising, where he worked as an art director and a creative director. After 20 years in the industry, he founded the Frank Studio with his colleagues and is happy to say that it is not an advertising agency, but a creative studio. Their domain is top design combined with conceptual and creative work.
- In less than four years, Frank has carried out dozens of projects. In addition to the Zátiší Group, their current clients include T-Mobile, E.ON, National Geographic, the Prague Exhibition Grounds, Kozmix, Albi, among others.

An alchemist

chef

CONJURES CULINARY WONDERS AT V ZÁTIŠÍ

In September, diners at the V Zátíší restaurant discovered unusual delicacies and unique ingredients. They were prepared by chef Jérôme Jaegle, who came to Prague from his hometown of Kaisersberg in Alsace, where he runs the Michelin-starred L'Alchémille restaurant.

With Jérôme Jaegle, it couldn't have happened otherwise – his grandparents and his parents were butchers and meat smokers. Growing up in such an environment usually means that you either hate meat or you love it. Luckily for the gastronomic world, in his case the latter happened. But Jérôme was not only concerned with meat processing. A passion for cooking and, as he says, the “competitive spirit and the urge to go to the limit,” pushed him much further. Even as a little boy, he knew exactly what he wanted to do and where he was going: “A Michelin star was my childhood dream.”

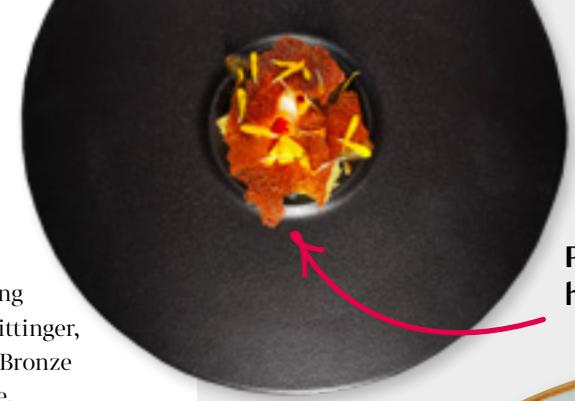
When you watch this cheerful but intense 40-year-old cook, you will understand exactly what “doing something with love” means. This doesn't just concern his work in the kitchen, but also Jérôme's love of nature, authenticity and sharing. What you get from Jérôme on a plate is rightly referred to as a “unique work of art”.



Trout, sausage with garlic, carrot, lovage

1 About Jérôme Jaegle

- Distinctions – Recipient of numerous culinary awards, including the Prix Culinaire International Taittinger, Bocuse d'Or France and Bocuse de Bronze Europe; his restaurant, L'Alchémille, was awarded a prestigious Michelin star in 2018.
- Kaisersberg – An essential place for Jérôme Jaegle. In this picturesque Alsatian town, he was born, raised, gained his first culinary experience in a family business and returned there to open his first restaurant after gaining 20 years of experience with a number of internationally renowned chefs, such as Jean-Yves Schillinger, Olivier Nasti and Christian Têtedoie.
- L'Alchémille – An alchemist of gastronomy, Jérôme named his restaurant after the herb used by alchemists – the lady's mantle, genus *Alchemilla*; in folk medicine, it is used to increase fertility and prevent miscarriages. Jérôme also claims that the droplets found on a lady's mantle in the early morning hours are elves' tears. In Jérôme's restaurant, which is designed in a simple rustic style, you will feel as if you are visiting an old friend.



Plum, curd, honey, mint

2 What you need to know about Alsatian cuisine

- This eastern French region no longer exists officially; in 2016 Alsace was merged with Lorraine and Champagne-Ardenne to create a new administrative region called Grand Est. It borders both Switzerland and Germany, and German influences still define Alsatian cuisine.
- Star – The local star of the Alsatian menu is choucroute, or sour cabbage. It is made in various ways, most often with sausage (mainly Strasbourg sausage), bacon and potatoes
- Alsace has been known since the 17th century for its controversial foie gras, a rich pâté made from the fatty livers of geese and ducks. In most countries the production of foie gras has been banned because of the way the animals are fattened, which many consider to be cruel, but in France such a law will probably never be passed.
- Another Alsatian favorite is matelote, freshwater fish stewed in red or white wine.



Lamb, turnip, honey, pollen, chlorophyll



Jérôme Jaegle

The right help

One of the charities the Zātišī Group regularly supports is Village Enterprise, which has been successfully combating extreme poverty in Africa for over 30 years. Its keywords are business and innovation.

Village Enterprise helps extremely poor people increase their income, savings and quality of life. In the spirit of the old saying “Give a man a fish, and you’ll feed him for a day. Teach a man to fish, and you’ll feed him for a lifetime,” this organization equips people living in extreme poverty in rural Africa (75% of them women) with the resources to create a small business. It teaches them business skills and financial literacy, provides the seed capital and offers yearlong mentoring for their small business, be it farming, livestock, beekeeping, a small shop, restaurant or a tailor’s workshop. The program is very effective both financially and socially, as it helps people both raise their standard of living and build a network of business and social relationships.



Small-business owners in Nwoya, Uganda, meet to receive their second grant.

Three businesswomen selling tomatoes and fish (crucians) at a farmers’ market in Hoima, Uganda.

Nabatte Samayia (left) and Alinaitwe Moreen serve homemade meals at their restaurant in Hoima, Uganda.



Small-business owners Dorkos and Stellah sift their own millet, which they will sell on the market in Soroti, Uganda.



Esther, the mother of nine children, in the middle of her sunflower field at Murchinson National Game Park.

Village Enterprise

has helped start 48,000 small businesses and has trained 185,000 extremely poor people.



www.zatisigroup.cz