



Kerten Hospitality's food & beverage concept Frikadell targets the customisation-loving and technology-driven market

Tech-savvy brand allows customers to create their own burger with user-friendly app

Ireland, November 22, 2018 – Kerten Hospitality, a division of leading investment firm Kerten, is continuing to make its mark in the world of hospitality with its forward-thinking and tech-savvy food & beverage brand, Frikadell.

Frikadell is a premium gourmet burger concept that allows customers to tailor-make their own burger through a fun and interactive process. Diners can scroll through a number of ingredients on the proprietary app to combine items to build their own meal. Customers are fully in control of the ordering process, and by using the advanced technology Frikadell offers, they can: avoid queuing by ordering and paying from any device; collect their order from the counter through notifications; or use the tracking system to follow their orders' journey from preparation through to delivery.

In addition to technology, the quality of ingredients used is paramount; these include the secret Frikadell signature sauce as well as the high quality of meat. The brand is also fully aware of local customer needs, and is committed to adapting the seasoning on the patty to suit regional tastes.

Frikadell, whose name is inspired from the German word for meatballs that are flattened between bread, is based on components that are never up for compromise: funky and trendy design combined with home-made, high-quality burgers, made using locally sourced fresh products and proprietary spices. Frikadell does all of this while delivering advanced tech-savvy experiences through its app where the team was able to utilise know-how from another of Kerten's business sectors: technology.

The concept, which first opened in 2017 with a franchise partner, is already witnessing a lot of interest from many more potential franchisees. Frikadell's USPs give it a head start and desirability in the burger sector, which has led to rising levels of demand from franchisees interested in operating a Frikadell of their own. The brand's ambitious but achievable future plans include 300 outlets for the next three years, with openings in Istanbul and Austria in early 2019. In addition to these sites, Frikadell is pencilled in for global locations such as Spain, Georgia, Azerbaijan, Greece, Kazakhstan, the Gulf Cooperation Council (GCC) countries - particularly Saudi Arabia and Kuwait - and the UK.

For more information, please visit www.frikadell.com

#burgertogether



Frikadell

About KERTEN Hospitality: Kerten Hospitality is a division of Ireland-based Kerten. Kerten Hospitality has a lean and dynamic team who are essentially corporate disruptors, rebel hoteliers and food enthusiasts with hospitality pedigrees from well-known brands. Hospitality brands created by Kerten Hospitality include The House Hotel, The House Residence, and Cloud7 Hotel & Residence. Its portfolio extends towards Ouspace, which offers supportive, 24/7, full-service work spaces that encourage solo working and collaboration, and its tech-driven gourmet burger concept, Frikadell - with more brands in the pipeline. Visit www.kertenhospitality.com

Kerten (www.kerten.com), a leading investment firm dedicated to creating value and profitable growth using our expertise, commitment and innovative approach. Kerten is owned and funded by a Swiss-based Irish entrepreneur and has led the successful transformation of innovative and high potential mid-sized and start-up companies in Europe, the Middle East, the United States and Africa to become market leaders, it operates in 16 countries across 20 business sectors.

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