

**ΨASSERMANN**  
**CATERING**



# 01/ our passion

Sporting, cultural and corporate events -  
we are your hospitality partner



## 02 / sport events

Whether it be a soccer game, winter sports, a golf, horse riding or tennis tournament- we love the unique flair of sporting events and know how to fill sponsors, guests and fans with enthusiasm, as well as create the ideal platform together with an adequate ambiance.



02 / sport events

Official Supplier |  
FIS Alpine Ski-WM  
St. Moritz 2017

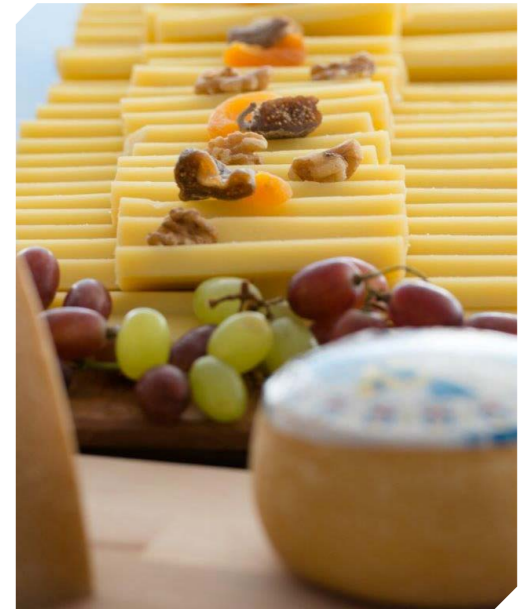
WASSERMANN & COMPANY  
*Catering & Events*

OFFICIAL VIP CATERER



presented by  
Audi Vorsprung durch Technik 

11 days of VIP catering | total of 15'000  
guests | conception of interior and food





# 02 / sport events



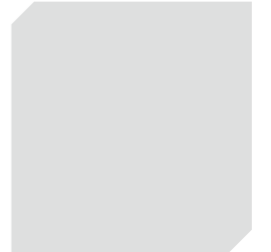
Hospitality catering | Swiss Indoors  
ATP Tennis tournament



7 days | total of 8'400 guests, 5'600 VIP, 2'800 in our à la carte restaurant



02/ sport  
events



VIP catering | CSI Longines Basel horse riding



4 days | total of 5'200 guests, 4'000 VIP, 1'200 in our à la carte restaurant



# 03/ cultural events

Concerts, musicals or cultural events: the individual atmosphere must be accompanied by an equally individual interior design and food concept, which we adjust according to your occasion. The events lead to pure pleasure for eyes and ears, whilst we provide the pleasure for your taste buds.



03 / cultural events



Hospitality and public catering | Baloise Session



Series of concerts in a club-like atmosphere in the event hall at the Basel trade fair.  
12 days | total of 18'000 guests | VIP catering – village & club | crew catering, public





03 / cultural events



Event catering | Basel Tattoo musical performance

*Basel*  
**Tattoo.**

Open air musical performance in the former barracks of Basel  
10 days | 5'500 guests | VIP catering and volunteer party



# 03/ cultural events



Concerts | open air

**Helene Fischer**

1'000 VIP guests | 30'000 public viewers

**Metallica**

800 VIP guests | 40'000 public viewers



# 04/ corporate events

Whether it is an employee party, a congress, seminar or general assembly: we know how to make your guests feel comfortable. Our logistics, our service staff members along with our team of project leaders will bring the necessary experience. The location can either be chosen by us or we come to you- wherever you wish to celebrate.

We advise and cater global players from a wide range of sectors, as well as associations and SMEs. Each and every customer can expect a specialized offer and service that is tailor-made for your event. Our clients are involved in our planning every step of the way- from the first envisionment to the moment the guests leave.

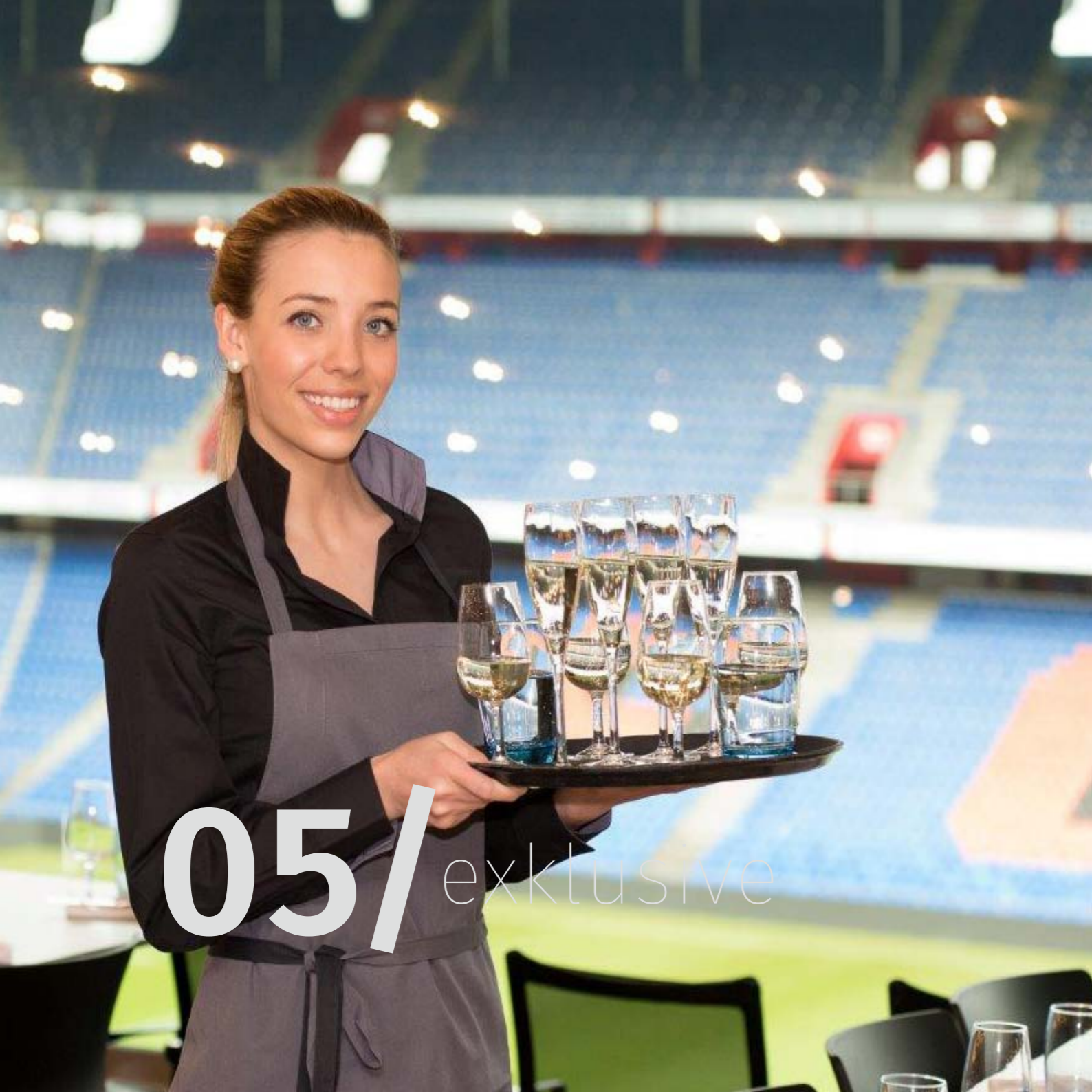
Some of our clientele





# 05/ exklusive preferred

Our partnerships are long-term. This is why multiple locations in Basel have chosen us as their exclusive or preferred hospitality partner. We are truly proud of this and do everything to make sure our clients and guests are satisfied with our performance in terms of catering, cuisine, service and logistics.



05/ exklusive



Catering partner of the St. Jakob Park stadium



**On game days**

Approx. 1350 guests in VIP area | up to 37'000 guests at our catering stands

**Non-game days | 600 events per year**

The St. Jakob Park is the largest stadium in Switzerland and offers variety and uniqueness due to its diverse room composition.

We execute various events of different sizes. From general assemblies to concerts, from product presentations to employee parties: we leave a lasting impression.



05 / exklusive

Official catering partner of the  
MCH Group | Trade Fair Basel

We are responsible for all things gastronomy at the trade fair in Basel. We offer event catering and delivery services to presenters and company clients at all events.

**Art Basel**

7 days | 8'000 hospitality guests  
15 outlets for 95'000 visitors

**Swissbau**

5 days | 6'000 guests  
22 outlets for 105'000 visitors

**Baselworld**

8 Tage | täglich zwischen 1.000 und  
3.000 Hospitality-Gäste 18 Outlets  
für 100.000 Besucher

**Giardina**

5 Tage | 50.000 Besucher

**Fespo**

3 Tage | 50.000 Besucher

Messe } Basel Messe } Zürich

**Art | Basel**



BASELWORLD

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GARTEN





05/ exklusive



Exclusive gastronomic service  
provider of the Congress Center Basel

Congress Center **Basel**



**2'000 events per year in every order of magnitude**

The largest congress center in Switzerland is exclusively catered by us. We deliver the gastronomic know-how to congresses, conferences, seminars, exhibitions and general assemblies in its grand multifunctional rooms.





05/ *exklusive*



Preferred hospitality partner  
of the St. Jakobshalle

**St.Jakobshalle** | Basel

The St. Jakobshalle is currently under construction. It will be modernized and expanded for future multifunctional usage. Events such as the Swiss Indoors, the CSI Longines horse riding tournament or corporate events of various sizes take place nonetheless. We do it all- from classic event catering to VIP occasions to banquets- and our first class quality is always prominent.



05 / preferred



Furthermore, we are the proud catering partner of:

**Musical Theater Basel**

**Theater 11**

STADTCASINO BASEL



# 06/ two arguments...

... why you can trust us

## **Continuity**

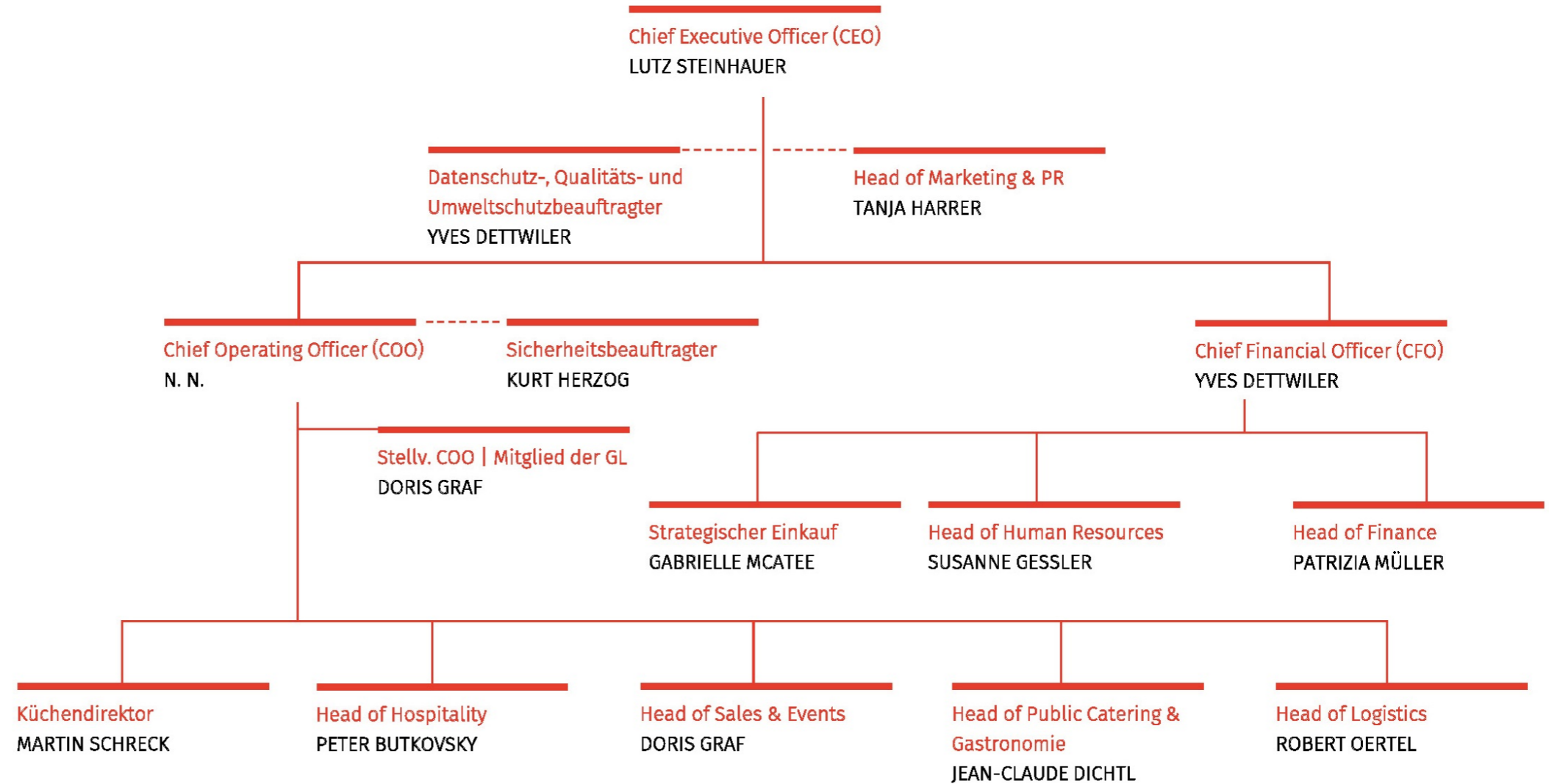
There is nothing we appreciate more than long-term partnerships on equal terms. Our clients remain loyal to us because we develop ideas side-by-side: we construct food and interior design concepts, take on responsibility for ticketing and event management and optimize your special occasion with the best means to-date.

## **Size**

Along with a reliable contact partner and an experienced project team we have 100 permanent employees working daily. Our structures lead towards growth. 600 temporary employees ensure a high quality standard in kitchen and service.

# 07/ our basement

## organizational chart





# 08 / history and experience

## **Frank Wassermann | 30 years of experience in event catering**

Frank Wassermann has been at home in the catering business since 1991. Before arriving in Basel in 2014 and becoming self-employed, he operated as the managing director at the Arena One GmbH in Munich for 15 years. As a hospitality expert he took over catering in the Allianz Arena, in the Olympiapark and at numerous international sporting events.

Under his leadership, Arena One led the hospitality sector at the FIFA World Cup 2006 in Germany and in South Africa in 2010, as well as at the Winter Olympic Games in Turin, Vancouver and in Russia, along with countless tennis and golf tournaments.

The multi-year contract Arena One GmbH received for the Spengler ice hockey cup in Davos was equally under his responsibility.

In July of 2014, he became the leader of hospitality catering for FC Basel at the St. Jakob Park stadium and numerous corporate events with his enterprise Wassermann & Company AG. In January of 2016, the Basel-based company expanded its array of services with the commission of the MCH Group for gastronomy and catering at the trade fair, the congress center and the musical theater.



# 09/ philosophy

## **Individuality for each and every event**

We design tailor-made event concepts of all orders of magnitude and stand for honest and authentic service.

Our standard: as much local color as possible along with a down-to-earth atmosphere, and as much internationalism and innovation as necessary. In addition to an authentic and honest culinary performance, we conceptualize events and create atmospheres.

80 permanent and over 800 temporary employees turn every event into a successful experience- from the first envisionment to the moment when the guests leave.

We guarantee the highest of quality by being present on game and event days with project leaders, service staff, chefs, logistics and equipment, being at the right place at the right time and by truly living our philosophy of service and hospitality.



**Wassermann & Company AG**

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