



COPENHAGENCONCEPTS

MASH | LE SOMMELIER | UMAMI | UMAMIGO



WHAT IS COPENHAGEN CONCEPTS?

Copenhagen Concepts ApS is the parent company behind the successful international restaurants MASH, Le Sommelier, Umami and UmamiGo.

Copenhagen Concepts owns all the restaurants and the rights to the brands and serves as the administrative company overseeing the entire group.

The group currently has 630 employees and earns a revenue of USD 60 million.

MASH

le Sommelier
EST. 1997

LE **SOMMELIER**
BAR & BISTRO

UMAMI

UMAMI GO



BRAND IDENTITY

Of course, fundamental to any restaurant is the food, drinks, service and setting. For Copenhagen Concepts, it's very much the unique atmosphere and experience of each restaurant which defines the brand identity. All of which has played a significant role in the remarkable success of all our restaurants.

MASH is Copenhagen Concepts' strongest brand based on a complete concept, structure and strategy. Since its inception in 2009, the MASH brand has generated a lot of publicity, recommendations and media hype locally as well as in London, where MASH opened its doors in 2012. Since then, three new MASH-restaurants have opened in 2015: MASH Rungsted, MASH Hamburg and MASH Penthouse in the Tivoli Hotel in Copenhagen.

In Copenhagen, the MASH brand alone generates ad value in social media and press for USD 55,000 per month without a single dollar spent on advertising.

The brand platform for MASH is designed so it can be localised to any market with only a few changes. There are many similarities in the design and concept in the restaurant itself, which can easily be adapted, including the same superior quality meat, which characterises MASH and the other Copenhagen Concepts restaurants. We target high-end customers who appreciate superlative quality and unique dining experiences.



MASH Hamburg



MASH Penthouse



MASH Rungsted



MASH London



MASH Airport



MASH Skovriderkroen



MASH Aarhus



MASH Bredgade



Le Sommelier, Bredgade



Le Sommelier, Airport



Umami



WHAT WE DO



PROFESSIONALISM

Copenhagen Concepts is based on a set of values that all employees live and breathe. We are hard working, dedicated and strive to achieve excellence in everything we do. Professionalism is a high priority and something we apply throughout and in every link of the chain - from the first ideas for a new restaurant, the raw ingredients and the chefs in the kitchen, to the in-depth knowledge of wine, superior service, atmosphere and customer experience. For Copenhagen Concepts, professionalism is an on-going goal in the way we operate and co-operate.

THOROUGHNESS

Do it properly right from the start. It's an approach that underlines absolutely everything that Copenhagen Concepts do. For example, before the opening of MASH in Copenhagen, London and Hamburg, our teams spent two years travelling around the world to research the best steaks, service and the right customer segment.

The grand opening of a restaurant is always considered "the big day". But at Copenhagen Concepts, we put great importance on every day in the process prior to the launch of a new restaurant. Countless considerations and decisions need to be made. Not only does the meat and wine have to be perfect, so do our locations. The city, its history and culture. The neighbourhood, as well as other restaurants and businesses nearby.

All of these elements need to be evaluated. Not to mention the design, interior and atmosphere. To this end, we work in close cooperation with Mike Duncalf, a famous designer who, together with the contractor, ensures that Copenhagen Concepts' DNA is present in any new restaurant location.

MORE THAN A LOCATION

Copenhagen Concepts puts an effort into running businesses built on professionalism. The process of opening a new restaurant is closely supervised by our CFO and we are proud to present a high turnover in all of our restaurants.

Our experience has shown that a Copenhagen Concepts restaurant contributes to developing the neighbourhood. Having a restaurant which attracts high-end customers every day helps to develop the city life of the surrounding area. We see it as our obligation to continuously strive to contribute to the neighbourhoods and cities wherever we have a business venture.



MASH – BUILT ON A SOLID FOUNDATION

In addition to the concept, food and unique experience, the platform for our success is also due to the individuals with various areas of expertise, who are behind the scenes driving the process and propelling the business forward.

With MASH, Jesper Boelskifte and Mikkel Glahn are responsible for innovation and development of the concept, the brand and the core business of running the restaurants. They work closely with CFO Stig Bergstrøm, because all good decisions are made together with numbers and figures.

Francis Cardenau and Erik Gemal as a team are amongst the most experienced restaurant duos in Europe. Francis is a two-star Michelin chef. Erik is a master at managing and motivating staff. Both have exceptionally high standards when it comes to quality, with a focus on taste and choice of wine. Together they are overall responsible for ensuring a consistent food experience every day, all week, in each restaurant and city - whether in Denmark, England, Germany or elsewhere.

In terms of customer experience, Peter Trauboth have an amazing talent for keeping an eye on all the tables simultaneously whilst giving the impression that his is dedicated to only one - yours. His success has lead to some of the best MASH cases ever. Peter is responsible for providing the best experience for guests every time they visit one of our restaurants.

Armed with this winning team of owners, partners and experts in gastronomy and the restaurant business, MASH has paved the path for our proven track record and formula for success.





THE PARTNERSHIP

VISION

Copenhagen Concepts is committed to making a difference in the industry and to opening more locations in the future - in the domestic market as well as several markets in Europe and elsewhere around the globe.

MISSION

Copenhagen Concepts' mission is to keep a constant focus on the equity through the process of expansion. Our aim is to extend the focus to markets in the United Kingdom, Germany and the rest of the world.



PARTNERS – WE ARE READY

Expanding into new markets, Copenhagen Concepts is using MASH as a point of entry. This will facilitate the ability to spread the concepts throughout a given market and lay the groundwork for other Copenhagen Concepts projects to come.

Given our international focus, we are in the market for further global expansion of our concepts and always open for the right franchise partner.

WHAT WE'RE LOOKING FOR

At MASH, we serve the best of the best. We look for the same kind of partner. In London we worked with the traditional and well-known CROWN Estate and in Denmark we deal with one of the biggest landlords, JEUDAN. We are looking for a strong partner. We have learned that the key to a successful MASH restaurant lies in the partner who leads MASH into new territories.

We are looking for a like-minded partner with the same level of professionalism and thoroughness. Someone with knowledge of the local business and insights into the cultural climate. We are interested in long-term contracts. These elements are essential for ensuring the success of any MASH restaurant.



THE PEOPLE BEHIND



JESPER BOELSKIFTE
CEO, FOUNDER AND OWNER

Jesper Boelskifte has been in the industry for 25 years. He has worked with fine wine in Italy. He was responsible for overseeing three restaurants in China. And he was the Director of Service at the exclusive Hotel Store Kro – Fredensborg in Denmark, prior to opening his first restaurant Le Sommelier in 1997. As the name of the restaurant implies, it was the love of wine in particular which has, to a great extent, shaped his career. Jesper has been the President of the Danish Sommelier Association for 11 years and Board Member of the World-Wide Sommelier Association “ASI”. He has been a national Sommelier Champion five times and culminated his active Sommelier career as Nordic Sommelier Champion in 2000.



ERIK GEMAL WITTING
CO-FOUNDER AND OWNER

Erik Gemal has worked in Denmark’s capital for more than 30 years as a chef, restaurant manager and sommelier, with several Michelin Guide restaurants under his belt. Wine is his passion and he became a member of the Danish Sommelier Association in 1991. In 1997 Erik opened the restaurant Le Sommelier with Jesper Boelskifte. Le Sommelier quickly became highly regarded as an exclusive restaurant with a talent for combining wine with cuisine. Responsible for operational tasks, openings, and supervision of Copenhagen Concepts franchise restaurants. Member of Horesta Board.



FRANCIS CARDENAU
CHEF, CO-FOUNDER AND OWNER

Francis Cardenau was born in France and quickly earned respect in Denmark as a chef at the restaurant Kommandanten, where he was the first chef in Denmark to be awarded with two stars in the Michelin Guide. Since then, Francis has been the chef and owner of Le Sommelier, where he creates French country cuisine at its best. In 2005 he opened the critically acclaimed restaurant Umami together with Jesper Boelskifte and Erik Gemal. Francis has worked in numerous French Michelin star restaurants, including Taillevent and Le Copenhague.



THE PEOPLE BEHIND



PETER TRAUBOTH
OWNER

Peter Trauboth has been involved in the hospitality industry for 18 years. His career started at Le Sommelier in 1997 working as Jesper Boelskifte and Erik Gemals apprentice. During his apprenticeship, he became the youngest to be accepted into the Danish Sommelier Association. From 2000 to 2005, he went on to manage several top restaurants in Copenhagen, writing about wine for several of the press publications. In 2005 he once again teamed up with Jesper Boelskifte, Erik Gemal & Francis Cardenau and opened UMAMI and later MASH. Peter has been a member of the Danish Sommelier Association (D.S.F) for 16 years and a Board member for 7 years. Having recently won the award for best sommelier in Denmark 2011. In 2012 Peter moved to London to open MASH in Brewer street, winning the London Lifestyle Award for Best restaurant in London. He is currently based in Copenhagen and is in charge of negotiations with suppliers and optimizing operations, training and costs on all levels of Copenhagen Concepts brands



MIKKEL GLAHN
MARKETING MANAGER AND OWNER

Mikkel Glahn is a sales specialist, creative marketing specialist, venture capitalist and IT geek, who has had great success in various business segments, including restaurants, clothing, LCD and plasma TVs, digital printing and the mobile phone industry. Creativity, flexibility, persistence and an infallible moral code are the tenets he lives by and the cornerstones of his business philosophy. Mikkel joined Copenhagen Concepts in 2009. Mikkel has built and improved the MASH brand both in the UK and Denmark. In London MASH won the award for Best Restaurant in 2013. As a result of this the number of visitors on the website increased with 20%.



STIG BERGSTRØM
CFO

Stig Bergstrøm has a background in finance and has worked as an auditor at the prestigious firm Ernst & Young for nearly 10 years. Since 1996, he worked in CFO and Managing Director positions in companies with strong brands within consumer goods, publishing and the lifestyle industry, focusing on doing business in European markets. He attended Copenhagen Business School, has a Graduate Degree in Business Administration and a Master of Science Degree in Economics and Business Administration. Stig has been part of the Management Team since 2011.

MASH

BREWER
STREET W1

BREWER
STREET



MASH

MASH is an acronym for Modern American Steak House, and has become one of the best steak houses in the world. Starting in the states, steak houses have achieved an enormous popularity, attracting actors, celebrities, sports heroes and others who crave top-notch steaks in a cosy atmosphere with loads of character.

We've transported this cultural icon elsewhere around the globe, offering the highest quality of meat in the world. In fact, our two-star Michelin chef and founding team spent two years researching the best steaks and side dishes to capture an authentic American steak house experience. Add to that a specially selected wine list by our Chairman of the Sommelier Society of Denmark, as well as attentive customer service, and MASH has garnered an amazing reputation amongst culinary connoisseurs bar none.

The first MASH opened in Copenhagen in 2009 to rave reviews. Since then, we have opened five more in Denmark, one in London and launched a huge MASH restaurant in Hamburg. MASH London was awarded Restaurant of the Year in 2013 and MASH Skovriderkroen was the second most visited restaurant in Denmark in 2014. The latest member of the MASH family is our grand MASH Penthouse on 12th floor in Tivoli Hotel, Copenhagen which opened in October 2015.



MASH
PENTHOUSE





MASH

THREE NEW RESTAURANTS IN 2015 - AND MASH CONTINUES ...

In 2015, we launched three brand new MASH restaurants: MASH Rungsted in June, MASH Hamburg in September and latest MASH Penthouse in Tivoli Hotel, Copenhagen in October. And right now, we are looking for new, interesting partnerships and locations.



MASH RUNGSTED



MASH HAMBURG



MASH PENTHOUSE





le Sommelier

EST. 1997

Le Sommelier is the ideal place to experience a timeless club frequented by bourgeois society.

It's where you'll meet businessmen and women. Members of the Royal Family. The cultural elite and connoisseurs who often come for lunch or dinner to indulge in iconic French dishes, such as foie gras piglet and crêpes suzette. Boasting a cellar with over 1600 varieties of wine specially selected by our accredited wine experts.

Le Sommelier is a brasserie with all that the term implies, when it comes to energy and atmosphere. The rooms are elegant, spacious and full of light. The service is smooth, attentive and considered the best in town.

At the Brasserie, the wine, the food and the setting are the appealing characteristics. In fact, Le Sommelier is recognised as one of the very best French bistros in Denmark, where an extensive selection of the best wines compliment an uncompromising French cuisine. Everything at Le Sommelier echoes their passion for their profession.







In 2012 both MASH and Le Sommelier opened larger restaurants at Copenhagen Airport (CPH) together with SSP considered the 'The Food Travel Experts' with representation in over 400 travel locations around the world.

Now you can therefore enjoy a MASH Dinner at Copenhagen Airport before, between or after a flight. Get fueled up for your further journey and enjoy a real meal...MASH style!

Or you can have an informal take on the original "Le Sommelier". A Bistro version with the same focus on quality and wine, served from early breakfast, to late night, in the buzz of the international airport.

We are looking for concepts and always open for the right franchise partner.

At MASH you will inherit a legacy of cult cuisine, superior steaks and other iconic entrées, fine wine and superior service. A sublime dining experience with plenty of personality in an atmosphere that's classic yet contemporary. This combined with our unique locations in the heart of major cities makes our holistic concept one of the most appealing on the market today. As a MASH franchisor, you will also have a professional team available for support, along with a contract providing a long-term perspective.



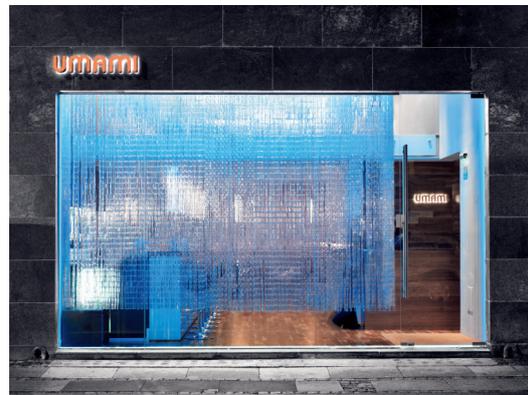


UMAMI

A Japanese restaurant with a French accent, Umami is one of the most visually striking restaurants Copenhagen has ever seen. Inspiration comes from Jesper Boelskifte, who dreamed of opening an Asian restaurant in Copenhagen, which stimulates the five senses simultaneously. But there's a sixth sense which Umami explores – atmosphere.

In terms of the cuisine, the intention was to be on par with Robert de Niro's Nobu restaurant in New York. With the design in the same class as Morimoto in Philadelphia.

At UBAR, customers can choose from an extensive array of upscale cocktails. From lemon grass infused saké to a variety of martinis to Kirin beer.





UMAMI GO

UmamiGo was established in response to a trend reflecting people's desire for upscale take-away cuisine. Especially professionals with small children who want to reward themselves with high quality dining at home. The concept is a welcome alternative for people whose private time is precious.

At UmamiGo, customers can order from either Umami or from Le Sommelier, as the chefs are the same, ensuring the same exquisite presentation and dining experience at the restaurant - at home.





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WORD OF MOUTH

"You can tell a good story in many ways.
MASH has everything the press needs for storytelling.

The best meat in the world, thousands of wines, owners on site and a vibrant, international atmosphere. All in a very simple framework that's easy to understand and easy to enjoy.

MASH has actually become a phenomenon for being a truly authentic American steak house in Denmark that has achieved success without advertising or campaigns.

MASH's immense popularity is purely due to the kind of PR that really attests to customer satisfaction: word of mouth".

MADS BYDER, FOUNDER & CEO,
HELP PR & COMMUNICATION



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