

## **orderbird launches the "Gastro-Gründerpreis 2014": Searching for the five best innovation concepts in the catering industry**

Berlin, 20 February 2014 – orderbird, award-winning provider of the no. 1 iPad POS system for cafés, restaurants and bars, has joined together with industry journal FIZZZ, ETL ADHOGA and PayPal Germany to create the first "Gastro-Gründerpreis" (Restaurant and Bar Start-up Prize, [www.gastro-gruenderpreis.de](http://www.gastro-gruenderpreis.de)). The five best and most innovative concepts for restaurants & bars from Germany, Austria and Switzerland will be awarded prizes totalling over 50,000 euros.

The first step is the hardest — especially when it comes to launching a start-up in the restaurant and bar industry. Making it on this market demands a coherent understanding of the target audience and how you'll address them, a clear definition of the prospective location and a well-considered financial plan. orderbird and FIZZZ, a journal for the restaurant and bar industry, are looking to help young creative entrepreneurs who have always dreamed of owning their own café, restaurant or bar. Their support for young founders: the "Gastro-Gründerpreis 2014" (2014 Catering Start-up Award). It's looking for creative start-up concepts in the restaurant and bar industry that are less than six months out from launch.

The five most convincing concepts for the restaurant and bar industry in Germany, Austria and Switzerland can look forward to an extensive package of assistance — regardless of whether they're a vegan restaurant, vintage café or iconic beer bar.

Each of the five winners will receive a complete package worth over 10,000 euros — including 5,000 euros in start-up capital and an extensive portfolio of noncash benefits and consulting services:

- 5,000 EUR in cash as start-up capital
- Assignment of a personal mentor
- 1-day start-up consultation from ETL ADHOGA
- iPad POS system from orderbird, including iPad and one year licence
- Media support through coverage in "FIZZZ"
- Red Bull special package for start-up entrepreneurs
- 3-day intensive course in barista service from the Berlin School of Coffee
- IFBI merchandise certificate worth over 1,000 EUR

The deadline for applications is the 30<sup>th</sup> of June 2014. All applications are to be submitted via the website ([www.gastro-gruenderpreis.de](http://www.gastro-gruenderpreis.de)). An expert jury will then select the five winners from the submitted entries. The members of the jury, all veterans from the restaurant and bar and start-up scene, will not only judge the entrants, they'll also be providing mentorship afterwards to the winners: Erich Nagl (ETL ADHOGA), Alexander Thüerer (FIZZZ), Holger Spielberg (PayPal Germany), Radoslav Pavlov (BusExpress, formally P1), Thomas Clark (enable2start startup initiative / Energy Awards), Hendrik Borgmann (Borgmann 1772) and Jakob Schreyer (orderbird).



**About the Gastro-Gründerpreis:**

orderbird, a provider of iPad POS systems for restaurants and bars, is the driving force behind the "Gastro-Gründerpreis 2014". The start-up competition is supported by partners ETL ADHOGA, tax consultants for the hotel and catering industry, and PayPal, the fast, easy way to make payments online — either using mobile devices or directly in retail locations. As sponsors, the IFBI, the beverage specialists for the café, restaurant and bar industry, and the Berlin School of Coffee, the coffee trainers to the pros, Red Bull and media partner FIZZ are all helping promote the start-up initiative for the restaurant and bar industry.

**About orderbird:**

orderbird ([www.orderbird.com](http://www.orderbird.com)) is an award-winning iPad Point of Sale system for the hospitality industry. orderbird was founded in 2011 by Jakob Schreyer, Bastian Schmidtke, Patrick Brienens and Artur Hasselbach with the goal of establishing a more affordable and intuitive POS system that fits the real needs of the modern catering industry. The fast-growing company is currently home to more than 45 employees at its Berlin location. Over 2,000 customers — restaurants, cafés, bars, clubs, ice cream shops and beer gardens — in the United Kingdom, Ireland, Germany, Austria and Switzerland are already using the orderbird POS system.

Download press releases and photo stock at <http://www.orderbird.com/en/press>

**Press Contact:**

Nicole Scheplitz  
orderbird AG  
[press@orderbird.com](mailto:press@orderbird.com)  
+49 176 100 22 491