

PRESS RELEASE

“Become a Klüh Champion 2018 now”

Klüh Catering brings the World Cup to the company restaurants

Düsseldorf / Dubai, 28 June 2018 – How do you take the hot topic of the summer to the company restaurants? Klüh Catering GmbH now has a world-class answer to this question: in keeping with the tournament in Russia, the Klüh teams are serving country-specific delicacies – reinterpreted - such as cold borscht, stroganoff with beef strips, pelmeni, pierogi or plov (a rice dish with turkey) in 120 company restaurants throughout Germany.

The culinary World Cup dishes are accompanied by an entertaining offer for the table guests. “Become a Klüh Champion 2018 now” is the motto for the guests of the company restaurants, combined with the call to place bets on all the World Cup matches. The winners will receive attractive prizes such as a gas grill, professional knives, Klüh picnic bags and Klüh footballs.

The eye-catching offer for table guests is communicated via L-banners, posters and stand-up displays. Accompanying placemats additionally entertain the guests with a witty football quotes quiz. Incidentally, the betting game is processed via a microsite developed by Klüh especially for the World Cup. Here every table guest can simply register and see their current score after logging in.

“We also have tailor-made offers at the ready for companies that wish to watch the World Cup matches together with their own employees”, says Thorsten Greth, Managing Director of Klüh Catering GmbH. “Varied World Cup offers from “Party Power of the 70s” to BBQ dishes “For real men” to “Ladies Night” bring the World Cup atmosphere and team spirit to our company restaurants”, Greth went on.

About Klüh:

Klüh Service Management GmbH is a global multi-service provider. Founded in 1911, the company has decades of experience in the area of infrastructural services. The departments Cleaning, Catering, Clinic Service, Security, Personnel Service, Airport and Facility Service offer both individual services as well as integrated service concepts. With around 50,000 employees across eight nations, the company achieves sales of over 803 million Euros (2017).

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