

Atelier F, Hamburg

A culinary concept unique in Germany is being implemented in the Merchant's House in Hamburg. And the Wenz 1919 plays a major part in it.

Korzilius says that this concept is "probably unique" in Germany, not without a hint of pride. Mark Korzilius is not originally from the catering trade. He is from a family of entrepreneurs from the German region of Hesse, and he shares their agility. His restaurant chain concept, Vapiano, now has restaurants in over 20 countries.

"Atelier F brings together the best of French and American cuisine," is Mark Korzilius' short and concise description of the idea. French onion soup au gratin (soupe à l'oignon) is served here, as are American steaks, which are grilled on an open flame before customers' eyes.

"Just" good food is not enough anymore – and not only in Hamburg. The right atmosphere is also essential. Mark Korzilius succeeded in creating the right ambience. The restaurant is divided into five different areas. The BBQ with the

above-mentioned open grill is typically American. Towards the water, the complex opens up into three opulent salons. They contain both typical French séparées, as well as long rows of tables with bar stools, and cosy booths.

However, the first thing passers-by and guests see is the deli. Opening onto the building's lobby, it exudes the typical flair of a French street café. "We intentionally wanted to arouse curiosity," explains inventor Mark Korzilius. That is why the two Wenz 1919 ovens are positioned so that everyone can see them immediately. Its nostalgic cast-iron face conceals an electrically heated deck oven with stone plates. MIWE Michael Wenz GmbH, the inventor of 'sight and smell baking', produces state-of-the-art, simple to operate and energy-saving ovens in top "Made in Germany" quality.

The Wenz 1919 visualises the 100-year tradition of the oven builder tradition of the Wenz family. German oven face experts call it a "Schruff" or classic oven door, and it is a true facsimile of the original old-German wooden ovens. The counter-weighted chain-operated cast iron door is pushed upwards with a wooden grip, just like it used to be. →



Freshness and tradition never looked better than this!



Different room concepts and styles ensure that every guest can find “their” place.

“The oven is always the centre of attention for customers,” tells restaurant manager Tobias Preiss. He adds that even passers-by ask the employees how old the ovens are. “That gets us talking to customers, and we always tell them that the ovens are brand-new.” However, passers-by and guests do not feel disappointed or even misled by this.

Preiss and his team take the opportunity to establish personal contact. “That is very important,” says Mark Korzilius, and considers the ovens as a key part of his concept. Because they are intended to create an atmosphere, generate emotion and, in particular, to appeal to the senses. “The action at the oven and the aroma of delicious baked goods when the oven doors are opened also contribute to this.”

At the same time, Korzilius also points out another aspect of presentation baking: “It also gets our freshness concept across excellently.” Freshly-made products are a key component of the concept of Atelier F. And the ovens allow guests to experience this freshness live, and take it in with all their senses.

At the same time, we have to ask what is actually baked, and who does the baking? After all, baking is only a peripheral part of the chef’s job, and certainly isn’t one of the tasks associated with service personnel! The first question is very easy to answer with a look at the daily routine: For example, in the morning, French croissants are baked for sale in the Deli’s breakfast service.

All cakes from the pastry kitchen are also baked here. “As a result, all ovens are utilised constantly, and the guests



The varied seating areas in Atelier F match the wide range of products.

see what is produced. The baking quality is exceptional,” reports Tobias Preiss proudly. The cast-iron face conceals a modern deck oven – the MIWE condo, which is frequently used in the pastry sector. That results in ideal conditions for baking delicacies like crême brûlée or New York cheesecake before the customers’ eyes.

This product is now used to an increasing extent by quality-conscious craft bakers. Compared with convection ovens, an entirely different baking quality is achieved in the deck oven with a static baking atmosphere. The contact heat from below, combined with the gentle radiation heat from above, ensures that the baked goods rapidly form a beautiful crust. A high level of moisture in the baked goods and long freshness are key product advantages.

That is why more and more deck ovens like the MIWE condo are used in hotel bakeries and pastry kitchens. A new and unique quality of the baked goods can be achieved compared with baking in combined steamers, for example. In products like croissants or (small) bread products, the differences can not only be seen, they can also be tasted.

The Deli offers warm focaccia, which, thanks to its production on the stone plate of the Wenz 1919, has a particularly crusty base, and a delicate moist crumb (which is what baking experts call the interior of baked products). “Even our breads look and taste like they were made by a traditional craft baker,” points out Tobias Preiss. Rustic, tasty bread is served with “potage provençal”, a vegetable soup with fresh herbs from Provence.



Tartes flambées are topped and baked in minutes before the eyes of the guests in the MIWE wenz 1919.



The small quiches, which are reheated for customers in the Wenz 1919, are also typical.

At lunchtime, the two Wenz 1919 ovens are used for quiches and tartes flambées. Both are always prepared freshly right beside the oven, in view of the guests. The bases of the tartes flambées are pre-prepared and only have to be topped. "A tarte flambée is fully baked in just four minutes," notes Tobias Preiss.

With the high baking chamber temperature of the Wenz 1919, the tartes flambées can be baked directly on the oven's stone plate. At the end of the baking time, they are pulled from the oven with a lifter, portioned and served immediately. "The freshness is simply impressive," explains concept developer Korzilius.

Which still leaves the question as to who actually does the baking? "I'm not a qualified baker," says Ellen, a young, personable and hard-working employee. She explains that she enjoys working with people, which is why she works in the catering sector. She represents the type of employees Mark Korzilius and his restaurant manager Preiss look for, employees for whom service is the number one priority.

Ellen adds that she now enjoys the baking work. "It's a piece of cake," is her brief answer as she starts the baking programme for the next tarte flambée. The Wenz 1919 bakes at the push of a button. The oven control unit is hidden from →



A range of dishes are freshly prepared in full view of guests...



... and right beside this, delicious products are taken out of the Wenz 1919.



Chocolate rolls and pains au chocolat are baked fresh multiple times a day and served in the bistro area.



Quality not quantity is the motto for presenting products like pains au chocolat.

guests and passers-by. That would clash with the nostalgic look of the oven. That is why it can be attached flexibly on-site, where it's not in the way. At Atelier F, the control units are located at the side near the ovens, in small cabinets.

The baking programmes were developed together with a MIWE expert consultant and stored in the control units. Permanently saved baking programmes can be accessed via eight direct selection buttons with product images. Overall, 30 programmes with five baking steps each can be saved. These baking steps are important because different products have very different requirements for temperature, humidity and baking time. "The baking programme does this fully automatically, so that the operating staff cannot make any input errors," says Tobias Preiss.

At the end of the baking time, a short signal sounds and the employees know that the delicacies are ready to take out of the oven. And the Deli guests soon notice it too, thanks to the seductive aroma wafting through the entire restaurant, whetting their appetite.

Profile:

Atelier F Systemgastronomie GmbH

Concept and implementation: Mark Korzilius

Idea:

American and French cuisine with an emphasis on the dining experience and product freshness.

www.atelierf.eu