

ORDERMAN PORTRAIT No. 6: FRANXA TOMÁS AND KIKE GOMA, BARCELONA.

No Time Lost Between Order and Preparation: CREATIVITY MEETS BUSINESS SENSE FOR DINNER.

Cosmopolitan restaurants with great service and casual food: When a creative and a restaurateur team up, they are sure to serve up something new. Since its grand opening in 1999, the first SANDWICH&FRIENDS has gained another 3 outlets.

43,000 Diners a Month

"We wanted a concept that would make people from every walk of life feel comfortable. Our first restaurant is located in the artist's quarter of Borne, and the other three are in Aribau, Madrazo and Rambla. From business center to classic neighborhood right up to tourist center," explains Franxa Tomás, responsible for design and image, original idea and implementation. Accordingly, the numerous friends of SANDWICH&FRIENDS are equally varied. What they all have in common are urbanity and

the enjoyment of fast, fresh and individual eating pleasure.

The gastronomic brain behind it all, Kike Goma, speaks about the core competences of the rapidly expanding chain: "We also offer mini-pizzas on a freshly baked crust, salads and baguettes. But as the name says, our menu is mostly about sandwiches: as a doubledecker or rolled, hot or cold, in more than 50 (!) different variations." And everything is prepared fresh. A clear case for the wireless ordering system from Austria which is cut to exactly the needs of the restaurant business:

With ORDERMAN in 0 Seconds from Guest to the Kitchen.

"As soon as the guest has made their decision, the order is instantly sent to the kitchen and is already being prepared while the next guest is making their choice. It is the perfect technical basis for our concept of freshness." Quality service, quality products, young, unconventional and dynamic: those are the pillars upon which the duo



If you want to quickly provide your guests with freshly prepared products, you need a direct line between the guest and the kitchen. "While a guest is still trying to decide between two sandwiches, the order from the other person at the table with them is already in the kitchen and the cook is already preparing it. No time is lost, simply ingenious!"

The SANDWICH&FRIENDS inventors Franxa Tomás and Kike Goma in front of a wall painting by Jordi Lavanda, who has also had a great influence on the style of their four restaurants.

has successfully built their business. Families, students, business people and tourists all enjoy a unique meal that is personally put together just for them at around 9 euros. "Eat fast, but fresh" – and that while still being served. No wonder business is booming.

Amazingly Successful Right from the Start.

The original restaurant in Borne has made an impression in the Bohemian corner of Barcelona. In the mean time it has doubled in size, "it wouldn't be possible to handle the daily stream of customers otherwise". This is also why 3 of there in total 15 ORDERMAN DON are in use here. "We constantly employ around 75 employees, and this number is of course higher when the patios are open." What has changed with

ORDERMAN? "During rush times we needed one employee alone just to enter in all the orders. With ORDERMAN DON we save this lost time and manpower. All of our employees can concentrate on the guests and the quality of service has greatly improved."

35% Annual Growth and Other Pleasant Prospects.

They are constantly on the lookout for new locations outside of Barcelona, and can also imagine a franchise system in the future. "SANDWICH&FRIENDS already has a very strong branding despite the fact that it has only been in business for such a short time. We are getting a ton of requests to open new restaurants from everywhere in

the world, even from as far as Argentina and the USA," the two tell us, beaming over their recipe for those hungry for success.

For a small taste in the internet, visit:

www.sandwichandfriends.com,

or better yet, live in Barcelona:

Passeig Del Born, 27 (c/re),
Madrazo, 15 (via Augusto),
Aribau, 179 (c/Londres),
Rabla De Catalunya,
5 (c/Gran Via)

www.orderman.com