

9-11 NOVEMBER SAINT-PETERSBURG

MEGU STRO

THE MOST
INSPIRING
GOURMET
FESTIVAL FOR
CHEFS AND
RESTAURATEURS

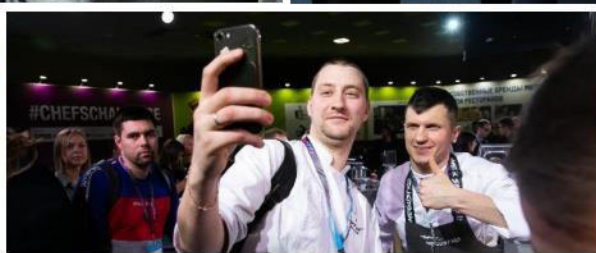


Stanislav Levoho,
Chef at Banshiki restaurant

ORGANIZERS:

METRO

EXPOFORUM



MEGUSTRO

OVERVIEW

MEGUSTRO – 3rd professional HoReCa event in Saint-Petersburg. Key business event of restaurant market.

3 DAYS

for inspiration & deep
dive into HoReCa market

9 144

visitors – restaurant
owners and chefs

13 000

Sq. m for exposition &
business program

80

exponents and partners

100

workshops on key
business topics

+

pop-up dinners, visits to
restaurant kitchens, online
talk-show and MEGUSTRO
Fashion Show!

EXPERIENCE MEGUSTRO 2020



MAIN LOCATIONS

METRO STAND

main competences presentation,
assortment & services for HRC

CHEFS' CHALLENGE

most awaited event of MEGUSTRO –
10 chef collaborations: best Russian &
international chefs with Michelin stars

BUSINESS PROGRAM

5 key business topics prepared
by market leaders



FOOD MARKET

13 most popular street food
restaurants of Saint-Petersburg

EXPOSITION

80 exponents: suppliers, partners
& HRC IT companies

CHEF A LA RUSSE

Qualifying round for N-W region for
Chef a La Ruse Grand final 2020

EXPOSITION

MOST RELEVANT ASSORTMENT FOR HORECA BY SUPPLIERS & PARTNERS

	2018	2019
Suppliers	21	16
Non-suppliers	19	46
Stands	41	95

Key suppliers:





CHEFS' CHALLENGE

UNIQUE INTERACTIVE GASTRO SHOW ABOUT WORLD HORECA TRENDS & INSPIRATION

- 8 Michelin star chefs from China, Germany, Italy, Spain, Hungary, France
- Long-term partnership with some chefs – they visit MEGUSTRO every year
- Opportunity for international chefs to exchange experience & collaborate with best professionals from Russia
- 18 best Russian chefs – rising stars & enthusiasts from most famous St-P restaurants
- METRO-countries support



CHRISTIAN COSTARDI

Ristorante Christian e Manuel (1* Michelin)

DIEGO PRADO

The Basque Culinary Center, Сан-Себастьян, Испания

TIAGO SABARIGO

Шеф-повар, Венгрия (1* Michelin)



JULIA KOMP

Шеф-повар, Германия (1* Michelin)

STEFAN STILLER

Основатель Stiller's Restaurant; Шеф-повар ресторана Taian Table (2* Michelin)

ISTVAN VERES

Ресторан Babel Budapest, Будапешт (1* Michelin)



FLAVIO COSTA

21.9 Restaurant (1* Michelin)

BRUNO DINEL

Le Bistrot du Boulanger

FRÉDÉRIC SIMONIN

Ресторан Frédéric Simonin (1* Michelin)

ALFONSO CAPUTO

Ресторан TAVERNA DEL CAPITANO (1* Michelin)



CHEF A LA RUSSE

ALL-RUSSIA CHAMPIONSHIP FOR PROFESSIONAL CHEFS

- Unique format in Russia
- 7 qualifying rounds in most HRC oriented Russian regions with Grand Final at METRO EXPO 2020 (Voronezh, Ekaterinburg, Yaroslavl, Ryazan', Rostov-on-Don, Nizhniy Novgorod, Saint-Petersburg)
- Over 60% of participants are chefs from Saint-Petersburg
- WACS international judges: Jo Nelissen, Bocuse D'or coach from Belgium and Bruno Dinel, chef at «Au Pain de mon Grand-Père», 1* Michelin star, France
- 25 teams and 75 chefs from Ginza Project, KoKoKo, Goose Goose, BoBo and other restaurants



- 1st place - team from Irkutsk– to participate in Chef a la Russe Grand Final at METRO EXPO 2020!





BUSINESS PROGRAM

5 LOCATIONS WITH FOCUS ON KEY BUSINESS TOPICS: MANAGEMENT, HR, MARKETING, INNOVATIONS & EDUCATION

- 100 workshops & seminars and 125 invited speakers
- Business relevant topics only: PR & Marketing, HR, Management, Innovations, Schools
- Program developed with support of opinion leaders in each topic
- New topics in 2019: Innovations by UnoDosTres and Teach by leading gastro schools (Novikov, SVCH, Gastro MBA)
- New format with Lena Usanova: online interviews with chefs & restaurateurs
- REAL restaurant alliance conference





BUSINESS PROGRAM LEADERS



HR ME

EKATERINA STARODUBTSEVA
CEO HURMA recruitment



MANAGE ME

DMITRY LEVITSKY
President of REAL restaurant alliance



MARKETING ME

ALYONA MELNIKOVA
CEO at St.Petersburg Gourmet Days



INNOVATIONS ME

ELENA POBEDONOSTSEVA
Marketing leader at UnoDosTres restaurant alliance



INTERVIEW ME

ELENA USANOVA
TV & radio host



NOVIKOV
SCHOOL



HIGH LEVEL OF SPEAKERS & A LOT OF CUSTOMERS PARTICIPATING:



Matilda Shnurova
Owner of KoKoKo restaurant



Maxim Polzikov
CEO at Ginza Project



Eugenia Kachalova
Founder of Bazar Family restaurant group



Eldar Kabirov
Co-owner of pizzeria "22 cm" and stake house Red Steak&Wine, Saint-Petersburg



Anna Kistochkina
HR director at Hilton and Hampton by Hilton St. Petersburg ExpoForum



Natalya Lezhneva
Human Resources Management at Swissam, Saint-Petersburg



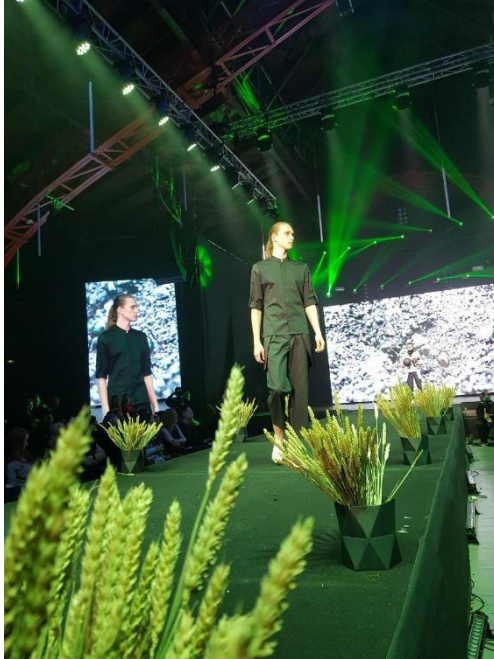
Alexander Nigmatulin
CEO at Pizza Hut



Elena Krasovskaya
CEO at Marchellis restaurant group



Eugeni Larionov
Director at Skolkovo mentor institute, founder of Coffee and the City



FASHION SHOW

UNIQUE EVENT ONLY AT MEGUSTRO – REAL FASHION SHOW MADE FOR CHEFS & BY CHEFS

- 10 creative collaborations of chefs & fashion designers & over 50 ideas of chef uniform presented by:



Konstantin Ivlev &
Olga Glagoleva



Evgeny Kozubov &
Victoria Androsova



Olga Morozenko &
Liza Odinkh



Ilya Burnasov &
Aleksandra Kirilova



Yuri Manchuk &
Daria Kozlova



Fokin Sergey &
Ekaterina Oleinik



Innokenty Regentov &
Aleksandra Kirilova



Irina Lylova &
Daniil Sychev



Artem Grebenshikov &
Alla Dolganeva



Elexey Ermakov &
Ksenia Dubyago



Partners:



MEGUSTRO EVENING PROGRAM

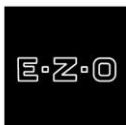
EVENING POP UP EVENTS BY ALYONA MELNIKOVA – KEY MEDIA PERSON IN SAINT-PETERSBURG

- 5 set menu pop-up dinners by Michelin chefs in best locations of Saint-Petersburg :



- 3 visits to professional restaurant kitchens for chefs only:
5th Nov: Konyushennaya Strt | 6th Nov: Rubinshteina Strt | 7th Nov: Beefzavod

hamlet + jacks



7Q7Q7U

HUNT



INNOVATIONS

NEW IDEAS FOR HORECA BUSINESS

- Wine trends & Own Brands new articles at METRO stands
- More than 25 dedicated business topics at UPGRADE ME area lead by UnoDosTres
- Trends as the key topic at REAL panel discussion with key restaurant owners participating
- Digital zone with more than 20 solutions presented by suppliers & partners (partner: Service Guru)

**MEGU
STRO**





PR HIGHLIGHTS

- 8 470 216 total media coverage
 - 4 872 000 media coverage with 66 publications in print & online media
 - 3 598 216 media coverage on TV and 400 TV translations
- 30 000 reach of email campaign with info partners
- Over 10 info partners
- More than 50 journalists attended the event
- Fashion Show press tour for Cosmopolitan, Grazia, Woman.ru, instyle.ru, Hellomagazine.ru, Buro247.ru
- Special activities by partners at MEGUSTRO: contest for chefs by TimeOut and contest for TV host by EDA.tv

6 770 700
RUB total
coverage
in 2018

Key publications in media:





TAKE A PARTICIPATION

**DISCOVER NEW OPPORTUNITIES. BE IN A
TREND**

PHOTO SPA
KOSTAPUS, A
"NOBIA DAM"
"PUDCUM CA"
Charlotte &
Costard
(1" Michale)
Hansen, with
a single "Kup
Cristian & M

WHY DO YOU NEED TO PARTICIPATE?

SHARE

Share you own expertise with participants and tell them about your own product

DEVELOP

Share you own expertise with participants and tell them about your own product

INSPIRE

Share you own expertise with participants and tell them about your own product

COMMUNICATE

Share you own expertise with participants and tell them about your own product



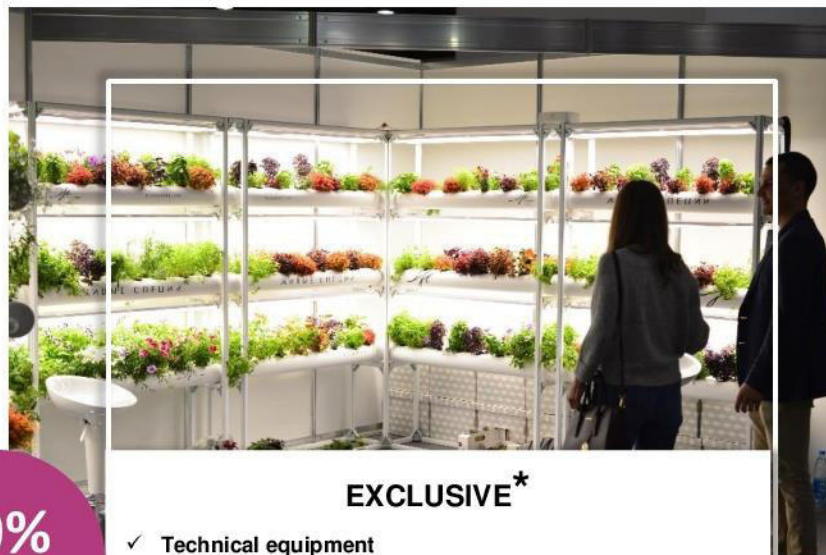


STANDART*

- ✓ **Technical equipment**
(moquette, construct, frieze panel with inscription, 1 table, 4 stools, 1 bar stool, 1 infostand, 1 socket on 1,5 kW, 1 waste basket, electricity 5 kW, storage room 1м*1м)
- ✓ **Area** multiples on 12 sq. m
- ✓ **Cost:** 3 150 euro with VAT

**20%
DISCOUNT**

**For reservation
until 30.02.2020!**



EXCLUSIVE*

- ✓ **Technical equipment**
(according the technical specification)
- ✓ **Area** multiples 12 sq. m.
- ✓ **Cost:** 1 900 euro. With VAT

*ATTENTION!

- Mark-up on corner stand +10% to base cost of exhibition area rent
- Mark-up on end stand +15% (stand's block with overview from three sides) to base cost of exhibition are rent
- Mark-up on island +20% (stand's block with overview from four sides) to base cost of exhibition are rent
- Refrigerated displays are not included in stand cost, extra payment
- Total cost is calculated from area rent, technical equipment, registration fee, mark-up

**MEGU
STRO**



FOOD MARKET

- Technical equipment
(bower 3*2 m, frieze panel with inscription, chalkboard for menu, electricity, socket, sink in common area, waste basket, prepared seats, waiter is seats zone)
- Area multiples 6 sq.m.
- Cost: 700 euro With VAT





MEGUSTRO

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Head of project

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ОРГАНИЗАТОРЫ:

METRO

EXPOFORUM