



SHOW Recap



The Journal



Award-winning baker behind Patisserie 46 St Paul's most authentic bread

St. Paul MN By Sharyn Jackson Star Tribune
October 17, 2019

“We wanted to do something bread-centric,” Kraus said. “Because of the Bread Lab, we wanted this to be a bakery but also a learning institution.” Kraus and his partner and wife Elizabeth Rose said.

The light-filled cafe offers much of what Kraus’s other bakeries do: Parisian-inflected sandwiches and sweets, including his world-renowned pastries that earned him a place in Relais Desserts, a 100-member French fraternity of the best pastry chefs. There are also some unique additions, such as a laminated brioche French toast (the bread is 30 percent butter) that’s been caramelized and served with seasonal housemade jam; a fiery sandwich inspired by Kraus’s Sicilian ancestry made with sausage from Keg and Case butcher K’nack; and a decadent egg and cheese croissant with a touch of béchamel. “I can’t live without my béchamel,” he said.



Oscartek display cases Rosa model

Down the hall and through viewing windows, customers can watch bakers mixing dough, topping croissants with almonds and making the bakeries' beloved breads.

"I really wanted people to see into it," said Rose, the company's CEO. In most restaurants and cafes, "you never really see behind the curtain."

Laminated brioche French toast at Rose Street Cafe, caramelized and served with seasonal housemade jam
The 3,200-square-foot commissary kitchen is all new, but housed within old bones. Wood-paneled walls encasing the facility are original. A massive, ornate safe that's part of the building's foundation is visible in an office opposite the kitchen. Some of the building's original copper encircles columns in the space, too.

Through viewing windows, customers can watch bakers mixing dough, topping croissants with almonds and making the bakeries' beloved breads. But the light is most impressive to Kraus. "We've never had windows in our kitchens," he said.

The new production facility will supply all of the bakeries, leaving room in those smaller spaces for cakes and catering.

"Each kitchen now is a little less stressed," he said.

What won't be coming out of the new kitchen: those MN Slice pizzas. With the company's recent expansions, that was one thing they had to let go of, Rose said

HostMilano 2019 ends this record-breaking edition with more than 200,000 visitors, confirming its place as the leading global event in the hospitality industry

Milan, 29th October 2019– Tuesday 22nd, 2019, marked the end - with significantly growing numbers – of the 41st edition of HostMilano, the leading global event in the hospitality industry, organised by Fiera Milano: in five days, over 200 thousand visitors (+8% compared to 2017), 40% of whom international from 171 countries, brought the entire fairgrounds to life. As well as originating from European countries such as Spain, Germany, France, the United Kingdom and Switzerland, there were particularly large delegations from the USA, China, the Middle and Far East; there were also those who had travelled many thousands of kilometres to reach Milan, even from the Fiji Islands or Nicaragua.

There were also some intensive business meetings with the hosted buyers, who came to Milan thanks also to the collaboration of ITA-ICE.



“The extraordinary results of this edition of Host – comments the Managing Director and General Manager of Fiera Milano Spa, Fabrizio Curci – confirm how valid the strategy of Fiera Milano is, namely to focus on making its events international reference hubs”.

Aside from the figures, HostMilano is confirmed as the exhibition that showcases worldwide previews of technological innovation and that anticipates out-of-home trends and consumer styles, thanks to the large number of novelties presented by Italian and international exhibitors and set in context, often design-based, which “illustrate” how the products accommodate the users’ desires. A propensity to storytelling which is reflected in the dynamic following on social media: the Instagram accounts connected to the trade fair registered more than 650 contents (including posts and Instagram stories), exceeding 1.1 million single users.



Host 2019 proved to be a unique opportunity also to share expertise and experience, thanks to a schedule of over 800 high-profile events dedicated to training and information on issues such as sustainability or technologies 4.0 including Artificial Intelligence or the Internet Of Things, in addition to exciting competitions, demonstrations and show-cooking with star chefs, experts and masters of various disciplines.

The appointment with the next edition of HostMilano is at fieramilano from 22nd to 26th October 2021.

HostMilano shines the spotlight on professional hospitality, a macro-sector worth over 5.4 billion Euros



The worldwide food equipment market will exceed the value of 50 billion dollars by 2025 and the contract market (furniture and complements) will exceed 22 billion by 2022.

From 2019 to 2022, global trade will grow by 5.2% for the Food Service Equipment and +4.8% on the

Italian food equipment has a turnover of 5.4 billion Euros. Of these, 3.6 billion come from exports. Italy is a leading manufacturer of ovens and of gelato and pastry equipment; world’s third largest exporter of food service equipment and of contract furniture and complements.

These are sectors of systemic value for the economy also thanks to the growth of global tourism (+6% in 2018) and hospitality, which is worth 83 billion Euros in Italy and 600 billion dollars in the US.

Green, smart and ‘hygge’: at HostMilano, a preview on hospitality, out-of-home and retail in the age of sustainability. Raw and natural materials in neutral colours, green walls with vertical gardens, rearrangeable and recyclable furniture. Domestic comfort in

keeping with the hygge philosophy, smudging the barriers between home and public venues; long tables to bring strangers together and bookshelves that become the protagonists of the most varied layouts 3D food printing at the service of vegetarian and vegan diets Robots perform specific tasks such as mixing cocktails or baking pizzas. Attention to the sustainability of ingredients and packaging is on the rise and compostable packaging for coffee capsules is here.

The HostMilano events are all fully booked. Contests, cooking demos, seminars and training.



361 Beach Road, Burlingame, CA 94010

Tel: 855.885.2400 | 650.342.2400 | Fax: 650.342.7400 | www.oscartek.com