



Press release

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New étagères from Hepp celebrate teatime on four levels

Afternoon tea: Culinary trend with tradition

A tradition in England, five o'clock tea has long since become an established trend on the international catering and hospitality scene. Giving the centuries-old Great British lifestyle its due in modern times calls for perfection not only in the choice of the infusion and its aroma, plus all the accompanying delicacies. Style-perfect afternoon tea also requires exactly the right framing in its presentation. The three new teatime stands in high-quality stainless steel from Hepp offer a big stage for the various delectables: on four levels, distributed across an overall height between 117 and 125 centimetres depending on the version, there is space for the tea service and also thinly sliced sandwiches with mouth-watering trimmings, heated scones with mounded clotted cream, fruity preserves and other culinary delights. The tasty nibbles are crowned either by a classical softly curving arc with or without stylish knob or a filigree, jaunty arrowhead – always a gleaming eye-catcher alongside any table. Caterers and hoteliers can add a wealth of detail to the post-meridian tablescape by selecting matching accessories from the full Hepp range: from smaller universal stands and platters for serving through a variety of coffee-pots, teapots and milk jugs, tea strainers and sugar bowls to champagne coolers for a tea ceremony with an added touch of exclusivity.

Legend has it that as an institution, afternoon tea dates back to the nineteen-hundreds, and that the ritual was created by one Anna Maria Stanhope, Duchess of Bedford. The long hours between breakfast and dinner passed much too tardily for this lady in waiting to Queen Victoria – she warded off the pangs of hunger by having the kitchens prepare a little something to partake of during the afternoon. Today the ritual is celebrated all over the world in one form or another – always preserving the traditionally superlative qualities of the niceties to eat and the beverages to drink, and the harmony of their presentation. Once the guests have taken their seats and chosen their blends of preference from the extensive choice of teas, the ceremony can commence. The new, generously dimensioned teatime stands from Hepp allow serving staff to present tea service and specialities of the table at the same time. There is ample room for teapot and milk jug, sugar bowl and cup on the bottom level measuring a neat 31 centimetres in diameter, while the niceties are presented above in the classic sequence: first come savoury tasties such as sandwiches and saltines, next up are scones and at the top pastries or pralines. Each of these three levels measures around 21 centimetres in diameter.



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Request photos

To download photos visit our media portal <http://press-n-relations.amid-pr.com> and search for "Hepp-Teatime". And of course we will be delighted to email you the files on request. Contact: hepp@press-n-relations.de



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About Hepp

HEPP – a brand of proHeq GmbH – is based in Birkenfeld, near Pforzheim, Germany, and internationally it ranks among the leading suppliers of tableware. The company uses highly specialised production techniques to manufacture the world's most diversified range of tableware and serving ware – from cutlery through coffee pots and accompaniments to chafing dishes and food distribution systems. Materials and workmanship are among the highlights, but Hepp products also meet ultra-high requirements in terms of design, quality and practicality. Those were the principles on which brothers Carl and Otto Hepp originally founded their company back in 1863, so they are justly acclaimed as the inventors of hotel silverware. Traditional values such as reliability and quality still apply and together with innovative drive, the development of new techniques and products and flexible manufacturing, they remain the foundation for the company's success today. Worldwide, Hepp is a supplier of choice to premium hotels, hotel chains and restaurants, and also to quality-conscious catering firms, international cruise lines, airlines and rail companies.