

Very tasty & lekker! - maconda supports the German Gustoso Group in entering the Dutch restaurant chain 't Zusje

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The Cologne-based experts for market analyses and Commercial Due Diligence maconda have analysed the Dutch restaurant market for the successfully growing German restaurant platform Gustoso in the run-up to the acquisition of the system catering chain 't Zusje. With 36 locations, 't Zusje is the fourth largest restaurant chain in the Netherlands and is primarily active here as a successful franchise system.

With now more than 170 restaurants, the Munich-based Gustoso Group is one of the fastest growing system caterers in the German-speaking region. The acquisition of 't Zusje – meaning "little sister" – not only increases system sales to a good 200 million euros, but also makes Gustoso the fourth-largest restaurant operator in the attractive Dutch market in one fell swoop. 't Zusje stands for an innovative, modern dining experience concept in which guests enjoy freshly prepared small dishes in a cosy, refined atmosphere in several order rounds, sitting together all evening and having a good time.

In order to better assess the Dutch market and recognise any special features, Gustoso commissioned the Cologne-based consulting firm maconda. The experts specialising in market analyses and Commercial Diligences have extensive experience with chain stores of all kinds, with franchise systems, in the horeca market and with food in general. Another key aspect was maconda's extensive experience in the Netherlands, also comprising of native speakers and local consultants.

For the market analysis, a wide range of local sources were analysed, all in Dutch of course, and compared with data on the German market, among others. The local information was supplemented and validated by interviews with Dutch experts and various restaurant visits to 't Zusje and other chains. This made it possible to develop a good picture of the market structure, trends & drivers, guest behaviour, competitors and expansion potential.

About 't Zusje

't Zusje was founded in 1998 by Peter Smits in North Brabant in the south-east of the Netherlands. He developed a successful franchise concept that he has successfully rolled out across the whole country over the years. 't Zusje currently has 36 locations. Special emphasis is placed on the fact that the restaurants are housed in beautiful buildings. The concept of eating and spending time together in a cosy and stylish setting is very popular with the Dutch, where it is known as "Burgundian dining". Many of the restaurants are fully booked especially at weekends. In 2023, over 1.5 million people visited the restaurant chain. More than 1.7 million are expected for 2024. The system turnover is just under 70 million euros.

About Gustoso

The Gustoso Group is one of the fastest growing restaurant groups with now more than 170 restaurants in Germany, Austria, Switzerland and, thanks to the majority shareholding in 't Zusje, now also the Netherlands. As a result, Gustoso has system sales of around 200 million euros. The group, which was founded in Germany, is thus expanding its portfolio to a total of eight growing catering brands. In addition to 't Zusje, these include Cotidiano, Ciao Bella, Otto's Burger, 60 seconds to napoli, Ruff's Burger, Burgermeister and Cucina in Switzerland. Gustoso's mission is to support the founders of promising gastronomic concepts on their way to market leadership.

maconda - a wealth of expertise in system catering and food

The maconda team has extensive expertise in system catering, the food industry and retail and has successfully completed several projects and is undoubtedly one of the most experienced consultants in both the German and Dutch-speaking regions. This includes many Commercial Due Diligences, mandates for Strategic Realignment and Business Model Optimisation as well as projects to improve operational performance.

Extensive industry experience: system catering | franchise systems | chain stores of all kinds | bakery and butcher chains | frozen food | convenience food | baked goods | confectionery | meat | beverages | organic | vegan | sports nutrition | nutritional supplements | ethnic food | pet food | food retail | wholesale | consumer goods of all kinds and much more

About maconda

For more than 20 years, maconda has been providing support for company takeovers, performance optimisation and restructuring. With over 800 consulting and implementation projects and more than 450 transaction-related mandates, maconda has extensive experience in providing pragmatic support for even the most challenging projects. Clients include medium-sized companies, divisions of large companies as well as international private equity investors and family offices.

maconda sector expertise: Consumer goods | Food | Retail & eCommerce | Packaging | Manufacturing industry | Future technologies & software | B2B services (incl. business process outsourcing) | B2C services | Healthcare & MedTech

maconda core topics: Transaction consulting | business model development | performance management