



INTERVIEW WITH MATTHIAS LUDWIG,  
FOUNDER OF TÖRTCHEN TÖRTCHEN IN COLOGNE

# TIME TO BUILD A CHEF NETWORK

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"KEEP YOUR BUSINESS GOING IN THE REALITY OF COVID 19."



Matthias Ludwig is a Germany pastry chef, owner of the pastry cafes Törtchen Törtchen, in Cologne where you can enjoy a coffee & cake or take-away. He is especially famous for his pralines and macaroons. Moreover, he is also offering pastry classes, mostly to consumers.

Since March 16th, Mathias closed the dine-in area and switch entirely to take-away. The pastry classes have also been cancelled for now.

Luckily, Mathias already had an online shop. Because of German law, he used this only partially in the past. Now it is the main focus of his business. He is having a kind of hybrid model, online orders for delivery and for take-away.

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**MY BIGGEST WORRY WAS NOT TO SELL ALL THE EASTER PRODUCTS, BUT THANKS TO THE ONLINE SHOP I WAS SOLD OUT TWO DAYS BEFORE EASTER - SOMETHING I NEVER MANAGED BEFORE!**

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# NEXT EASTER WE WILL ONLY OFFER PRODUCTS FOR PRE-ORDER, PRODUCED ON-DEMAND, TO ASSURE THAT WE SATISFY EVERY REQUEST. AND WE WILL AVOID ANY WASTE OR LEFTOVER!

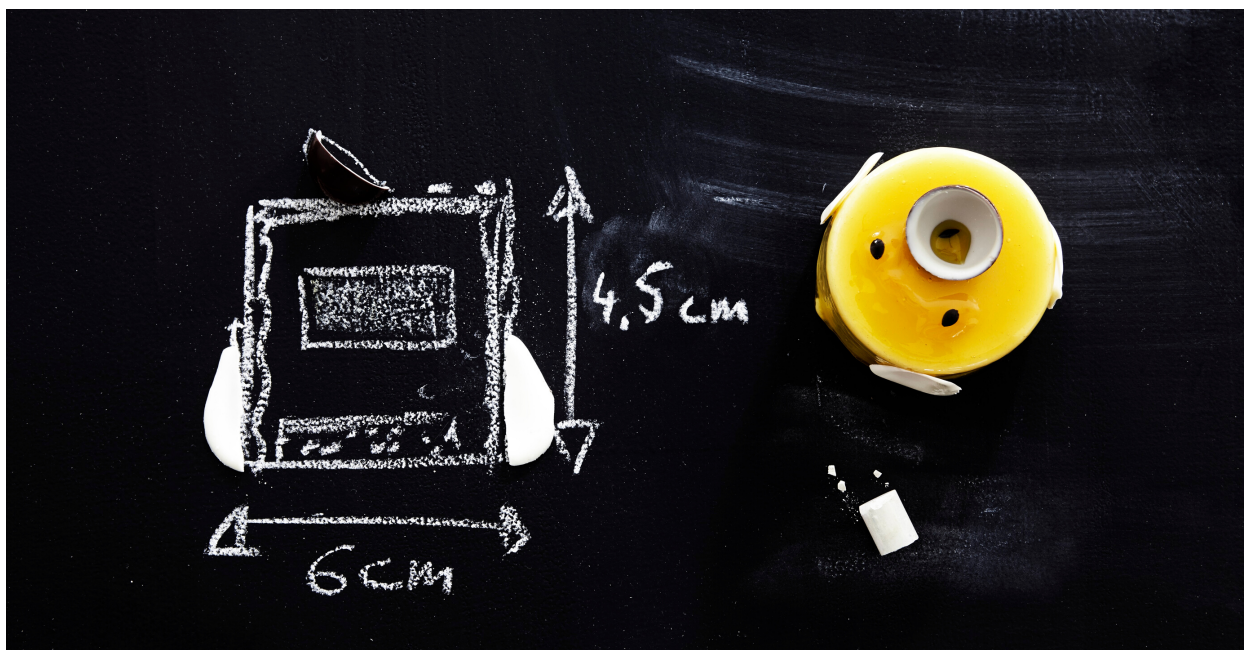
Matthias is doing the delivery with his team and not with third parties. "You cannot let someone else deliver these delicate cakes" says Matthias "they are too fragile and even a taxi driver will not make it".

Matthias has changed the sizes of his tarts, before they have been mainly sold per portion in the café. Now he is selling more whole cakes to take home. Moreover, the offer has been reduced and streamlined, to deal with the situation and reduce leftovers.

In the future, Matthias sees the need to update his online shop, to a more user-friendly interface and improve sales.

Even though online delivery and take-away are now booming, Matthias also had in the past business with customers that just came to the shop for bringing home some delights.

However, in-site consumption represented 85% of the turnover. This part of the business has not been replaced.





“We are open, and we are selling, but is not sufficient to survive in the long run, it is only a fraction of the pre-Corona business, my employees are on partial technical unemployment”.

Despite that, Matthias is quite relaxed during the lock-down. Daily business is less pressure, he is spending time to focus on the future.

Matthias is especially thinking about the story of Törtchen Törtchen. He spends his evening working on it!

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**I AM LOOKING FOR THE COMMON THREAD  
WHICH RUNS THROUGH MY SHOPS AND WHICH  
CAN BE SUMMED UP IN ONE WORD,  
FOR UNIQUE STORYTELLING!**

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Customers are showing tremendous loyalty and are very thankful that his pastry shop is still open, and they can buy the products they love. The atmosphere is very positive; Matthias feels that the connection with the customers has increased! The only question that customers have for Matthias and his team is about the opening hours; no one is doubting about hygiene or have any concern by visiting the shop. Matthias has implemented an entry regulation process so that only one customer at a time is in the shop.

Many customers have donated money to the shop to help survive these tough times, and to show their support.

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**WE CANNOT GET OUT OF THIS SITUATION,  
SO WE NEED TO EMBRACE IT:  
WE ARE PASTRY CHEFS USED TO WORKING  
IN A KITCHEN AND TO IMPROVISE, SO WE  
ARE EQUIPPED TO MAKE THE MOST OUT OF  
IT. NOW IT IS MORE THAN EVER THE TIME  
TO SEE OTHER CHEFS AS PARTNERS AND  
NOT AS COMPETITORS. THIS IS THE IDEAL  
TIME TO NETWORK AND TO BUILD LONG-  
LASTING RELATIONSHIPS!**



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