A new dimension of experience and cuisine for all of the senses

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The vision was a restaurant of the future, which is why Thomas Mack, managing partner of Europa-Park, and gastronomy expert Oliver Altherr, CEO of Marché International, decided to enter into a partnership. “The goal is to reinvent gastronomy and to move guests on an emotional level. It's time for us to take visitors on a futuristic journey to different worlds of indulgence, appealing to all their senses and amazing them," say Thomas Mack and Oliver Altherr, explaining the idea behind the innovative gastronomic experience concept called ‘Eatrenalin’.

Opening of Eatrenalin in summer 2022 in the Europa-Park Resort

The opening of Eatrenalin is already planned, with the restaurant (total surface 1.600 m²) being situated between Krønasår - The Museum Hotel and the VR experience YULLBE. This gastronomy sensation promises new dimensions of gourmet pleasure and a unique experience. A culinary journey for all of the senses, in which the strengths of the Baden family business are brought together in a way that has never been seen before. “An innovative ride system from Mack Rides, virtual media from Mack Animation and MackNeXT, as well as the gastronomic expertise of 2* Michelin chef Peter Hagen-Wiest. There is nowhere else in the world with this combination,” says Thomas Mack happily. Ultra-modern technology accompanies guests on a journey through different worlds of taste during the almost two-hour experience. From summer 2022, the restaurant of the future ‘teleports’ guests to spectacular places, awakening desires for culinary sensation at the highest level.

Expansion worldwide through franchising

Following the opening of Eatrenalin in Rust, there are plans for a worldwide roll-out in major cities such as Shanghai or New York over the next few years. Potential investors can expect low-maintenance, safe and user-friendly system components, excellent content and story worlds, innovative and individualised food concepts, lean and automated processes in the catering business and a modern mix of marketing and communication.

More information: www.eatrenalin.com