

Finding a location for a german/bavarian-style restaurant in Munich

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Introduction

In Munich/Germany, bavarian-style restaurants are very popular. Worldwide known is the „Hofbräuhaus“, mostly frequented by tourists. Apart from the Hofbräuhaus there are many other bavarian-style restaurants in the city. The three main characteristics of bavarian-style are the food, the beer served and the interior of the space. Food is mainly based on porc dishes, e.g. the famous „Schweinebraten“ (roast porc). Beer always come from a bavarian brewery, mostly even from a local city brewery. The interior is in a traditional and rustic style.



The Hofbräuhaus in Munich (Left: Outside; Right: Interior)

The aim of this study is to find an appropriate neighborhood for a new bavarian restaurant. Appropriate in this context means: A neighborhood with preferable only a few bavarian restaurants – so that a new one could establish sucessfully. Munich is a growing city. Not long ago the population passed the 1.5 million threshold. It is expected to reach 1.8 million in 10 years, or so. So there should be opportunities for new restaurants of all styles. Munich, as being the capital of bavaria, bavarian style restaurants should be one of the best options.

Obviously there are already bavarian restaurants in Munich. Most of Munich is well provided with this kind of food location – especially in the city center. But one can expect, that the density differs from neighborhood to neighborhood.

For this analysis, only population data, neighborhoods and competitors in the vicinity were included. The question is, if these data is sufficient to make a decision. One of the biggest problem in Munich is the lack of available real estate. So, even if one could find a preferred neighborhood, the intent could be totally thwarted by the fact, that there is no location available. Even if so, rental prices are kind of exorbitant in Munich.

But for a first impression this study should give useful results. Precisely: To find a appropriate neighborhood for a new bavarian restaurant in Munich.