



REVVA

CASE STUDIES

Regina and Ulrich Hienle

1. INTRO

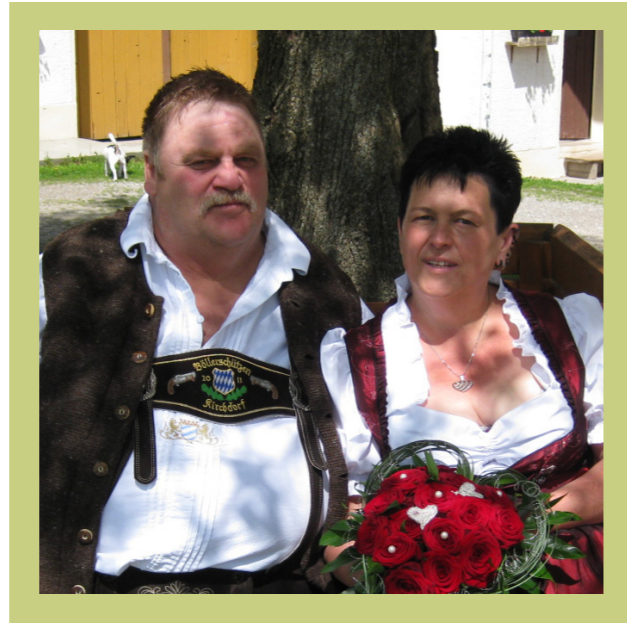
The Pizza-Stadl in Kirchdorf is today a regional institution. It has become an integral part of the Hienle family business. Today, the farm has two stands: agriculture with about 40 dairy cows and their own offspring as well as the Pizza Stadl.

Every second weekend, the operations manager Regina Hienle opens the doors for her distinctive pizza. On the other weekends and also during the week special delicacies are offered and company or family celebrations are organized.

The company has grown organically based on a lively network that the entrepreneurs cultivate. Apart from a website (www.pizzastadl.de) there are business cards. Additional advertising was never necessary.

2. PROMOTER PROFILE

- **Name:** Regina and Ulrich Hienle
- **Age:** both 52 years old
- **Gender:** Female / Male
- **Education:** Housekeeper / Farmer
- **Marital status:** Married
- **Number of children and children age:** 4 children (32, 23, 21, 20)



3. REUSED/VALORISED BUILDING

- **Address - to be used for the building location map:** D-86825 Kirchdorf.
- **Reused/Valorised building type:** Barn, garages.
- **Reuse/Valorisation purpose:** Gastronomy.

Building description before reuse/valorisation

Before conversion, the building was a barn for all kinds of operational equipment. However, the space was no longer urgently necessary for the agricultural operation. On the occasion

of the 40th birthday of the operations manager, the barn for the festivities was completely cleared in 2005. This was the birth of the Pizza-Stadl.

Building Pictures before reuse/valorisation



Building description after reuse/valorisation

The raw building was gradually expanded step by step. After installing a first kitchen, water, electrical installation, oven installation as well as insulation and furnishing, you will now find rooms for a gastronomy on a modern standard without losing the charm of the original agricultural building. The kitchen, guest room and sanitary facility are up to date. For today's kitchen and the sanitary facilities, the garages connected to the barn were used.

Building Pictures after reuse/valorisation



4. FARM DESCRIPTION

- **Address:** D-86825 Kirchdorf.
- **Farm Area in ha:** About 40



Farm description before reuse/valorisation

Before the conversion as also after the conversion, the dairy cattle farm is operated to the same extent: 40 dairy cows and own offspring on approx. 40 ha agricultural area. The necessary food is obtained completely on the operating surface. It is mostly grassland. Corn and maize are cultivated on arable land. The basis for the feed is silage and cereal mixtures.

Farm description after the reuse/valorisation process:

As described, the farm is continued to the same extent. This is achieved by a great cohesion and a 24-7 activity of all involved family members in both agriculture and gastronomy. Of course, it is also important to be more efficient.

Farm Pictures



5. REUSE/VALORISATION PROCESS

The beginnings of the Pizzastadl go back to the stove in the house of the Hienle family. After first success with pizza baking, a used pizza oven was purchased. A chassis was built for him to move him in the house. Little by little it became known that Mrs. Hienle made an excellent pizza. She offered her pizzas freshly baked on private parties and with the next pizza oven she started a mobile pizzaservice. With a pizza oven on a trailer, she baked pizza at family-, club- and company parties. When the 40th birthday of Mr. Hienle came up in 2005, the former barn was emptied and the first room for the Pizzastadl was available and the foundation was laid. First the room was equipped with the oven and beer-tables. Then a baking area and counter area was designed and appropriate water and power supply installed. After a modernization of the baking area, another room was created. After the next room was converted, 3 garages connected to the gastronomy were converted into kitchens and modern sanitary facilities.

Then the terrace was built. There was a new painting for the building and the flagpole as well

as an advertising panel were erected.

It has always been developed step by step, with simple means but high quality.

Threats/Challenges

- Financing: The financial effort to use a barn and garage for gastro-purposes is very high. Unless one does it step by step, and uses cheap opportunities on the used market. Thus, large parts of today's stainless steel kitchen were purchased as part of a hotel dissolution. It has always been funded with equity: first money is earned, and then invested for the further steps.
- Time: this is not a problem, but you should adjust to it. For this reason, investments were made in partial steps to see how the project was accepted by customers / guests / market.

Main Training/Skills/Competences

- Conviction: the effort is enormous. If you are not 100% motivated it does not work.
- Team spirit and Practical Skills: A great advantage is when a project is hand in hand with the family. To be able to help and cooperate - no matter where: both in agriculture and in the gastronomy: this is what characterizes the family members of the Hienle family.
- Management: In the catering industry, the ability to motivate, guide and set clear lines is very important to offer a good service that is very important today.

Promoter advice

- You have to be very convinced of your project
- It is advisable to go hand in hand with the family to such a project (long-term focus: succession to the young generation)
- Use existing things.
- Start with simple means! Not from the beginning in high expenses.
- Be patient! Each project requires a "start-up" phase. Waiting for the project to be accepted by customers / guests / market. Rome was also not built in one day!
- Contact the authorities in advance to discuss the procedure together.
- So finance as far as possible with own equity! Borrowing increases the pressure on yourself and the project. The funds are to be repaid within a reasonable period, even if there is few income.



6. CONSIDERATIONS, SKILLS/COMPETENCES INVOLVED IN THE REUSE/VALORISATION PROCESS AND QUERIES/QUESTIONS

General considerations

It is important to involve all parties involved in the project, especially in the family, right from the start. When in the end all “pull”, then one can create things as we have created them. Agriculture and gastronomy to the extent that we operate it can only work if everyone pulls together and do their work diligently, very well and with passion.

Only when all the participants and the children are prepared for the work and the result of the work pleasure will the next succession be achieved. This should always be kept in mind.

Skills/Competences especially relevant for the reuse/valorisation process

- Creativity
- Communication skills / motivation / cohesion
- Sustainable thinking across generations

Queries/Questions

- What niche is there in my area?
- Does this niche offer a possibility for a further income levy?
- How can I create added value for both myself and the environment, which stabilizes business?

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