



Member Interview



Name	Ingo Faust
Nationality	German
Hometown	Vienna
Education	Professional education Master of Life
In Dubai since	2019
Employer	Working for my own :) Le Burger
Hobbies	Kitesurfing
Contact	E: ingo.faust@leburger.ae LinkedIn: linkedin.com/in/ingo-faust-8b0b82182

Q: Today's interviewee is our newest member to the Austrian Business Council. It is Mr. Ingo Faust from Le Burger

Ingo: So my name is Ingo Faust. I'm from Germany, but my home base is in Vienna. I am living there since 2000. And I'm working in the restaurant business for more than 33 years. We opened our new restaurant recently here in the Mall of Emirates.

Q: We are going to get back to that. But before we start to talk about your business: can you tell us a little bit more about yourself, your career? When did you start? What are the most important stations of your life? How did you get here to Dubai?

Ingo: Of course. I started my career in the restaurant business at the age of 18. I have never done anything else in my whole life. I only worked in the restaurant business. And I was working for a lot of the big companies in Germany, for example Vapiano. And I was there working as an area manager for the whole south of Germany. And afterwards I went to Austria. And then in 2014, I met my partner Dr. Tauber from Vienna. He has a nice burger concept called Le Burger. And we decided to work together. And then, we opened this restaurant. I am the co-founder of this concept. We put all our experience, whatever we learned in the last years and put it in this concept. And we are still here now and working on this. I was working before as operations manager, restaurant manager, everything from the small A to the big Z to the end. I'm more like a hands-on manager. I'm just a working guy.

Q: I have seen this myself when I visited you in the restaurant. You are very hands-on, you are everywhere. That's very good to see. So tell us, why and when did you come to the UAE?

Ingo: Well, my best friend is living here. Therefore, I came in and went out for the last five, six years. And we all the time discussed about opening a Le Burger restaurant in the UAE, if we find a good place. And we were looking for a long time to find the right place. That's how it works. We were not thinking about it anymore, because we were looking for such a long time for a good place. We didn't find any. And then suddenly out of the blue, we found a place in the Mall of Emirates. And that's why we are here now. For a long time, we were planning and discussing about moving to Dubai to live here, but not only for work reasons, but also due to the lifestyle and the quality of life.

Q: You came here to Dubai in the year 2019, so last year. Professionally?

Ingo: Yes. Professionally. I moved here with my wife and my dogs and the whole family.

Q: Let's talk a little bit about the company. Tell us a little bit about Le Burger

Ingo: It is a family run business in Austria, but also here in Dubai. In Austria it is the family Tauber, who are the owners. We started like a fast food restaurant in 2014 with two openings in the Donau center and in another shopping center in Vienna. And in 2016, we went for the next level – we call it Le Burger 2.0, because we changed the design and we changed from self-service to full-service restaurant. Everything was changed. The menu got a lot of vegetarian options. Soon we opened a restaurant in the Mariahilfer Street in Vienna, which is our flagship store now with two floors and about 200 seats. It is our most successful restaurant that we have in Vienna. Until now we have six restaurants in Vienna and the surrounding region, and we will open this year two more restaurants. The next opening will be in August in Linz in the Plus City. The last openings we did with franchisees. So now we have two types of restaurants. According to our plan, how to grow our business in Austria and in the surrounding countries, we look for nice franchisee partners. So that's how it works right now. We are quite successful in Austria. If you want to eat a burger in Austria in Vienna, I think you have to go to our restaurant. And if you asked someone everybody would say, you have to go to LeBurger. So, we are quite happy of course. Also, after COVID, I think we are back in business in Austria much, much faster. And I am happy about that.

Q: What is your specific role in the company? Are you a manager? Are you managing Dubai only or are you also involved in the Austrian operation?

Ingo: I was earlier. I was the operation manager for all restaurants in Austria. My role has changed a year ago. As we grew our business, we made a new company. It is a Le Burger franchise company and I am the CEO of this franchise company. I am in charge now of all the franchisees. I'm selling the concept. I take care of the concept, but I do nothing operational anymore in Austria. I am the CEO in the UAE. And I am my own franchisee in the UAE. This I do together with my local partner. I am the manager here and I am the CEO of the franchise company in Austria.

Q: At the end, we always ask, are there any services that you can give to the members of the Austrian Business Council? In your case, it's very simple. People would come and eat. But is there anything else that you could offer?

Ingo: We want to support the Austrian Business Council. And so, what we can do for the members is that we give them a 20 percent discount on their invoice. And we give them a nice atmosphere,

a friendly atmosphere. And a few people speak German. If you want to speak in your mother language to order something, then come and you can have a nice talk also. We are really family.

Q: And I would like to add that currently in the COVID time, you offer meals for kids for free, so kids for up to 12 years do not have to pay.

Ingo: Yes, of course. As families are allowed now to visit malls since recently, we have this offer for families until the end of the summer holiday. So, the kid's meal is for free. It's available until the end of August.

Q: We wish you a lot of success with the Le Burger here in Dubai.