



From the left: Přemysl Sobotka, President of the Senate of the Parliament of the Czech Republic, Udo Luerssen, Chairman European Development and Innovation of Aramark, Josef Svoboda, General Manager Aramark Czech Republic

Dear clients,

*I am pleased to use this opportunity to inform you that this year Aramark will attend the National Quality Award competition again, and after our success last year when we were awarded the title of **SUCCESSFUL COMPANY** in the START model we have managed to achieve an absolute victory – the title of **EXCELLENT COMPANY** in the advanced EFQM model.*

Being awarded the Excellent Company title is good news particularly for you, our clients – it offers assurance that Aramark provides the top quality guarantees in all areas of management. We are proud that we have added another important part to the complex of our company's values, expressed through the motto "It is important to be different"; we are also proud because we are the only company operating in the field of public catering to receive the award during the entire history of the competition.

We accepted the award from Přemysl Sobotka, the Chairman of the Senate of the Parliament of the Czech Republic on 10 November 2010 at a festive evening in the Spanish Hall of Prague Castle, in the presence of many other personalities from political and public life.

Please be assured that this award is not only a big honour for Aramark ČR, but also a responsibility and obligation to our clients in the following years. Thank you for your trust and I am convinced that you will have the opportunity to test the top quality of our services every day.


Josef Svoboda
GENERAL MANAGER

The program of the National Quality Award of the Czech Republic is organized by the Association for Quality Evaluation. A new year of the competition is announced by the Chairman of the Quality Board of the Czech Republic; the award is presented by top representatives of the state and the Quality Board of the Czech Republic. Besides services and products, the quality of management, economic results and attitude to employees also play a role in evaluation of the participants.

The EFQM model is recognized in the international context as one of the most complex managerial tools for company management and today

it is used by over 800 important companies throughout the world. It leads not only to improving company processes and activities, but also to support of competitiveness on domestic and foreign markets.

The National Quality Award of the Czech Republic is the most important award that a company in the business sector or an organization in the public sector can achieve; it is the only one that is granted based on internationally valid rules. A national quality award is granted in 80 countries around the world, e.g. in Sweden it is presented by the King and in the USA by the President. You can find more information at www.npj.cz, www.narodnicena.cz

