

## FHWien der WKW Team Wins EMCup in Amsterdam

**Four tourism management students impressed at the European Mise en Place Cup 2026 with their cross-generational concept for the food and beverage operations of hotels.**

Vienna, February 20, 2026 – A team from FHWien der WKW has achieved overall victory at the 18th European Mise en Place Cup (EMCup) on February 15 and 16, 2026, in Amsterdam. The students from Vienna prevailed against teams from 28 universities across Europe. The theme of the EMCup 2026 was “Changing Course – Cranking up the heat in F&B.” Over two days, the participants developed concepts for the food and beverage sector in hotels and presented them to an international jury of experts. The EMCup is one of the most important competitions for universities in the field of hotel and hospitality management in Europe.

### “OMA” Connects Generations through Cuisine

The winning team from FHWien der WKW – Laura Viscuso, Anahita Shirbaz, Marlon Geserick, and Veronika Sophia Ober – impressed with “OMA – Opportunity for More Authenticity.” The idea behind the concept developed by the students, all four of whom are completing the Bachelor’s degree program in Tourism Management, is as follows: Grandmothers from the region organize culinary workshops and food experiences for guests in hotel kitchens. This gives older people a platform to pass on their knowledge and stories. At the same time, guests gain insights into family recipes and traditions. In this way, “OMA” combines hospitality with social responsibility.

### Proof of the High Quality and Practical Relevance of the Degree Programs

*“I would like to congratulate our students on their extraordinary success at the EMCup 2026. With their ‘OMA’ concept, they are building bridges between generations. They are impressively demonstrating how innovative strength and social responsibility can be combined in the hotel industry,” says FHWien CEO Stephan Gasser. “The fact that our team was able to prevail against competition from all over Europe in this prestigious competition underscores the high quality and practical relevance of our degree programs in tourism and hospitality management.”*

Lecturers Peter Klinger and Andrew Pullen played a key role in this success. They prepared the students for participation in the EMCup and supported them during the competition in Amsterdam.

### About the EMCup

The European Mise en Place Cup (EMCup) is a competition for students in the field of hotel and hospitality management. Teams from selected universities develop solutions to current challenges facing the industry and present them to experts from the fields of practice and teaching. The EMCup also serves as a platform for international networking and exchange with industry representatives.

### FHWien der WKW's Degree Programs in Tourism and Hospitality Management

With two practice-oriented degree programs, FHWien der WKW is a leading provider of academic education in tourism and hospitality management in Austria.

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- The Bachelor's program in Tourism Management is offered both as a full-time program and as a dual program.
- In the dual version, students are already employed by a company alongside their studies and gain industry-specific professional experience.
- The Master's program in Urban Tourism & Visitor Economy Management is conducted in English. It qualifies students to design sustainable urban tourism and balance the needs of guests, the population, and the economy.

Applications for a place on the tourism degree programs at FH Wien der WKW can be submitted until March 30, 2026.

[www.fh-wien.ac.at/tourismus](http://www.fh-wien.ac.at/tourismus)

## Photos:

Award ceremony for the winning team from FH Wien der WKW at the European Mise en Place Cup 2026 in Amsterdam.

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The four students from FH Wien der WKW presented their "OMA" concept to an international jury of experts.

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## FH Wien der WKW – University of Applied Sciences for Management & Communication

*FH Wien der WKW is Austria's leading university of applied sciences for management and communication. Its Bachelor's and Master's degree programs offer around 2,900 students a practical academic education. Two-thirds of the lecturers come directly from the business world. The close cooperation with local companies in teaching and research prepares students optimally for their careers. Since its foundation in 1994, FH Wien der WKW has already produced more than 15,900 graduates.*

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