

Mansogroup opens Terra Steakhouse Belval following a €2.5 million investment and first restaurant property acquisition



While many restaurant operators across Europe are slowing investment amid rising costs and economic uncertainty, Luxembourg-based hospitality group Mansogroup is doing the opposite. Following the official opening of Terra Steakhouse Belval on 25 July, the group has completed a €2.5 million investment — including the acquisition of its first-ever restaurant property — marking a major milestone and reaffirming its confidence in Belval, one of Luxembourg's fastest-growing districts.

The group's second Terra Steakhouse has created around 20 new jobs, further strengthening Mansogroup's presence in southern Luxembourg. The restaurant is also ideally positioned to benefit from the area's expanding hotel capacity and major events at the nearby Rockhal, which welcomes up to 6,500 visitors per event.

« This investment reflects our confidence in Belval's future, » says Yannis Xydias, Co-Founder & Director. « We have been following the district's evolution for more than a decade. We deliberately waited until it reached the right balance of residential development, employment, culture and business activity. Today, we believe the district has reached that level of maturity. » He adds: « Belval is a self-made place. We are a self-made company. »

More than a restaurant: investing in Belval's transformation

For more than a decade, Mansogroup explored opportunities in Belval, choosing to invest only once the district had developed into one of Luxembourg's most vibrant urban hubs, home to the University of Luxembourg, international research centres, modern offices, hotels and the iconic Rockhal.

Situated beside the historic Hauts Fourneaux, Terra Steakhouse occupies a landmark location that already held a strong place in Luxembourg's dining landscape. « We always build for the future rather than for today's market, » explains Xydias. « A premium concept can become an anchor for a neighbourhood if it offers genuine quality and value. »

Why Terra?

Unlike many restaurant groups that replicate identical concepts across multiple locations, Mansogroup follows a different philosophy. « We are the anti-chain, » says Xydias. « Traditional chains adapt locations to fit their concepts.

We do the opposite. We study each location carefully and develop the concept that best reflects its identity and long-term potential. » Already recognised as one of Luxembourg's leading destinations for premium beef, Terra combines carefully sourced meats, dry-aged cuts and a relaxed contemporary atmosphere. Designed for its surroundings, the restaurant brings together business professionals, residents, researchers, concert-goers and cross-border visitors throughout

the week. Open daily with continuous kitchen service, Terra also extends its opening hours on major Rockhal event nights, allowing guests to dine or enjoy drinks at concerts.

Growth built on discipline, not speed

« We don't have an exit strategy. We have an entry strategy, » says Yannis Xydias. Following the recent openings of Azur in Kirchberg and now Terra Steakhouse Belval, Mansogroup continues to grow through carefully selected opportunities rather than expansion for its own sake. Despite inflation and rising operating costs, the group's priorities remain unchanged. « We never compromise on quality. We focus on creating places that people genuinely want to return to », Xydias explain.

Premium quality, built on craftsmanship

Head Chef Manuel Barra says Terra's reputation has always been built on consistency, craftsmanship and absolute respect for the product. « Everything starts with the product, » he explains. « We only work with premium meats that meet our quality standards. Great steak doesn't need unnecessary complexity — it requires outstanding ingredients, technical precision and consistency. » The Belval restaurant follows the same culinary philosophy, menu and operational standards that have made Terra Steakhouse Kirchberg one of Luxembourg's leading destinations for premium beef.

Looking ahead

Terra Steakhouse Belval marks another milestone in Mansogroup's journey, building on a family tradition while continuing to develop new concepts. « Every Terra Steakhouse is part of our family's story. My father and I opened Chimi Churri together, and Terra Steakhouse Kirchberg evolved from that shared vision. Following the success of Terra Steakhouse Kirchberg, which has welcomed over 250,000 guests since opening in 2023, we felt the time was right to open a second Terra Steakhouse — in the first property we have ever owned. It is both a professional and a personal milestone. I believe my father would be proud to see this new chapter, » says Rémy Manso, Co-Founder & Director. The group remains focused on creating distinctive restaurant experiences shaped by the character of each location and the communities they serve.