

Food & Beverage consultancy and concept development

Presented by Food Gallery ME

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ABOUT US

Food Gallery ME, has been operating in the Middle East since 1999. Our team members have a cumulative experience of over **25 years** in the Food and Beverage Hospitality industry.

Our main areas of expertise span from **Advisory**, **Conceptualization** and **Development** to **Operations and Management**.

CONSULTANCY SERVICES

Our founding members are responsible for the development and management of many successful restaurants in the UAE, Lebanon, Qatar, KSA and Africa.

Our team has provided F&B consultancy services in Lebanon for a \$35M project including restaurants by Michelin star chefs **Yanick Alleno (STAY)** and **Antoine Westerman** (Relais Foché) as well as signing a JV between “Solidere Hospitality” and Mourad Mazouz - owner of the award winning **Momo’s** and **Sketch** (UK).



- Our management team has restructured and turned around one of the region's top catering companies, **Faqra Catering**.
- We have consulted and developed greenfield concepts for **Delmonte Group** (UK) and private equity firms (USA)

OUR PROCESS

Our experience in the region allows us to offer our clients a **holistic approach** to every project.

Our network includes internationally renowned celebrity chefs, culinary consultants and top tier design and branding agencies.

OUR PROCESS:

KEY INGREDIENTS

MARKET STUDY + CONCEPT
DEVELOPMENT + FEASIBILITY
STUDY + BRAND DEVELOPMENT
+ DESIGN DEVELOPMENT +
PROJECT MANAGEMENT +
OPERATOR SELECTION + PRE-
OPENING SUPPORT + DELIVERY
+ OPERATION ASSISTANCE



ADVISORY

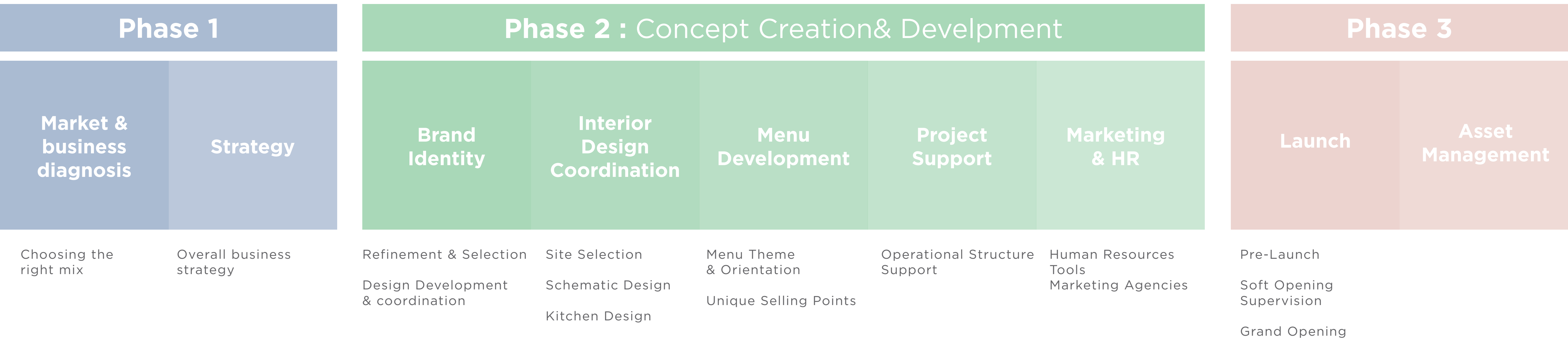
- Diagnosis
- Strategy and advice
- Market entry strategy

OWNER REP

- Asset Management
- Franchise assistance

PROJECT LIFECYCLE

LIFE CYCLE & CRITICAL PATH



PROPOSAL

FLASH BUSINESS DIAGNOSIS

We will meet with stakeholders from both the operator and property owner to better understand the ambition and vision set for the project.



- + Image, design and brand guidelines
- + Organizational chart & CV's of key staff
- + Outlet details, type, category, size, location
- + Customer profile, trends & behavior
- + Main attractions
- + Validate return on investment analysis

MARKET DIAGNOSIS

This will provide the information you need to determine **why**, **when**, **where**, and **how** to develop the project.

We will consider market demand, latest trends, competition and site analysis.



Our consultants regularly conduct **flash** and **full-fledged market studies** through field and desk research in the MENA region.

- Evaluation of competition
Benchmark successful Brands and their offering
- F&B current & future trends
Global industry trends & future trends
Regional emerging trends in the food service industry specifically in the hotel market segment

CONCEPT DEVELOPMENT

1. Conceptualization

2. Corporate identity & brand development

3. Design development coordination

4. OS&E Selection

5. Menu development

6. Recruitment
& Training

1. CONCEPTUALIZATION

Our consultants have experience in creative concept development from fine dining to quick service restaurants:

- Consult on overall business strategy
- Advise on best overall concept mix
- Develop concepts & menu based on guidelines or review existing ones to align with new market trends
- Define business strategy, positioning & USP
- Presentation of mood board & support materials

2. CORPORATE IDENTITY & BRAND DEVELOPMENT

Development of the brand system (brand identity, language, personality, strategy and positioning).

BRAND STRATEGY & IDENTITY

- Positioning & naming
- Concept design (mood boards, logos, applications)

BRAND IDENTITY IMPLEMENTATION

- Applications & packaging
- In-house applications & staff clothing



3. DESIGN DEVELOPMENT COORDINATION

We supervise and liaise with designers and consultants (lighting, MEP, kitchen, etc) to:

- Ensure the interior design elements are in line with the overall concept and established brand standards
- Oversee kitchen design & supervise the execution (circulation design, kitchen equipment requirements)

4. OS&E SELECTION

- Table set up, Glass, Chinaware, Utensils
- Table setting
- Packaging (if required)



5. MENU DEVELOPMENT

The menu dictates the brand direction and should be reflected in the interior and brand design. The menu is also your most effective internal marketing tool: it impacts what clients order and how much they spend.

- Develop the menu & create recipes
- Food & beverage menu engineering
- Food and product presentation
- Advice on costing and pricing strategy
- Assist in vendor sourcing & stock par levels



6. RECRUITMENT & TRAINING

Our network of internationally renowned chefs and restaurateurs offers access to a multitude of craftsmanship and a **first-hand transfer of knowledge**.

- Recruitment plan
- Job descriptions
- Assist in the recruitment process of key personnel

TRAINING

- Training Assistance
- Set up menu service sequence

PROJECT MANAGEMENT & PRE-OPENING

Our project management and pre-opening assistance services help ensure **quality**. We are committed to the projects we develop and our consultants will provide the necessary support until the business is up and running.

- Professional execution supervision
- Management of timetable & budget
- Coordination with consultants
- Operations assistance





DELIVERY & HANDOVER

We will deliver a well-articulated and ready-to-operate concept.

This phase will include spot checks in addition to mystery diner reports.



MARKETING ASSISTANCE

We define key marketing guidelines specifically **tailored** for every project. We coordinate with appointed agencies to ensure the brand standards are upheld and in line with the brand strategy and vision.

- Brand recognition (media coverage, social media)
- PR events (grand opening)
- Client interaction (online order/booking, fidelity cards)
- Seasonal activations (Ramadan, Valentines, etc.)
- Custom activations (sports events, sponsorships)
- Corporate Social Responsibility (CSR)
- Byproducts and derivatives (promotional items)

ASSET MANAGEMENT

Food Gallery can help represent property owners to safeguard their interests and **maximize the value of their assets.**

Our experience both as consultants and owners, places us in a unique position to provide such services and to **optimize profitability.**

THANK YOU !

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