

**LET'S TALK.
PROOF IS IN THE PUDDING.**

**INGREDIENTS
FOR A PERFECT
RESTAURANT AND
BAR CONCEPT**

RECIPE FOR CONCEPT
RESTAURANT & BAR CONCEPT DEVELOPMENT

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We stand for a high quality approach with a strong sense of European contemporary cuisine, respecting the old and seeking out the new. With our recipe for concept we will **dish up** memorable gastronomic venues, together. Like with all recipes, it's all about **mouth-watering** ingredients.

10

INGREDIENTS FOR A PERFECT RESTAURANT AND BAR CONCEPT

NO. 1

ANALYSIS OF CLIENT'S PROPOSITION, REQUIREMENTS, NEEDS AND RESOURCES

Your goal is to create successful, approachable, hassle-free and uncomplicated experiences with finesse. And our goal is to help you achieve that with a thoroughly developed high-class gastronomic concept, authentically **seasoned** with your character and ideas.

NO. 2

OPEN

ANALYSIS OF MARKET AND COMPETITORS

What does the market say? What does the market want? What are the competitors doing and how are they performing? In order to be successful, a restaurant or a bar has to fit in to meet the market's needs and to claim the perfect place instead of **oversaturating** nothing but the segment.

NO. 3

SITE ANALYSIS, CONCEPT MAPPING AND CONCEPT SCREENING

To achieve what you want, we need to see what you have. An early screening of the site is mandatory to create an authentic establishment. We understand our work as being a bit like a **showkitchen:** with further concept mappings and screenings, you will be as close to every step as you can be.

NO. 4

A FEATURED FOOD & BEVERAGE THEME

You can't want something that you don't know - and a restaurant or a bar needs to create a desire on behalf of the potential customer. That requires an absolutely clear and defined theme. Because nothing is more **appetizing** than knowing exactly what you are getting.



NO. 5

A FOOD AND BEVERAGE
SIGNATURE MENU

»What's your signature menu?« is a frequently asked question when visiting a new restaurant or bar. Make sure you **serve** the right answer. Once this question is answered with a remarkably crafted dish or drink, people won't ask again - because they know and spread the word.



NO. 6

CORPORATE DESIGN AND RESTAURANT GRAPHICS

A successful restaurant or bar not only convinces through its concept and menu but also through its distinctive design. Coherent elements as well as a fitting look on cards, signs, clothing and ads will catch attention and stick in the customers minds. Naturally, as you eat with your eyes first.



NO. 7



INTERIOR AND ATMOSPHERE

Finding the matching interior for your unique concept and creating the corresponding atmosphere is no **piece of cake**. That's why we cooperate with an internationally renowned architecture group. So you can benefit from integral concepts - a translation from service and cuisine to colors, fabrics, materials, decoration and ambiance.



NO.

**KITCHEN, BAR
AND SERVICE
FLOW**

**FUNCTIONAL
DESIGN**

The public areas need to please the customer. But everything around and behind needs to please you. With a well thought-out functional design matching your personal work flow and the premises, you increase effectiveness which **deliciously** pleases the customer even more in the end.



NO. 9

OPERATING EQUIPMENT GUIDELINES

When you think big, you also need to remember the little things: Only the right equipment will convey the desired impression and ensure appropriate presentation of your dishes and drinks. A suitable selection accompanies your whole concept like an exquisite **side dish.**

No. 10

OPERATIONAL BUDGETING GUIDANCE AND FINANCIAL PERFORMANCE ESTIMATE

Passion and ambition make a great starter. But to become successful, a precise budgeting and financial plan needs to be set up regarding your concept and goals. Without following this plan closely, the best concept won't get its **piece of the pie.**

