

# THE BIG F&B CONVERSATION







STARTERS

A HOTEL  
RESTAURANT?

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MAINS

THE BIG F&B CONVERSATION?





NO RESTAURANT BRANDING  
TO ENHANCE YOUR  
BEAUTIFUL HOTEL  
NO DIFFERENTIATION

NO BRANDED RESTAURANT  
DIFFERENTIATION  
NO LONG TERM PROFITABILITY

CUSTOMERS HAVE NO  
RELATIONSHIP WITH PRODUCTS  
THEY ARE LOYAL TO BRANDS







FACTS ABOUT RESTAURANT BRANDS

45,000 BRANDS GLOBALLY

17+ BILLION DOLLARS  
ANNUALLY





IN THE UK

86K RESTAURANTS

45% BRANDED

80% CUSTOMERS DINED IN  
BRANDED RESTAURANTS IN  
THE LAST 6 MONTHS

VALUE OF BRANDED DINING  
IN THE LAST TWO YEARS  
22 BILLION





INTERESTINGLY...

ONLY 4% OF HOTELS  
HAVE A HIGH STREET  
BRANDED RESTAURANT  
ON THE PREMISES





NON BRANDED SLEEPER  
DINER RATIO 40%

BRANDED SLEEPER DINER  
RATIO +60%





... WHY?





HOTEL  
DINING  
EXPERIENCE



A RESTAURANT  
EXPERIENCE  
AT YOUR HOTEL



## YOUR F&B OPTIONS

Stick with the hotel's restaurant?  
*Easier*

Go the fine dining route?  
*Ok*

Go the celeb menu endorsement route?  
*Expensive*

Rent your space out to an independent?  
*Brand Reputation*

Do your own thing?  
*Risk*

Or...

*Get a Franchised Branded high street restaurant in your space!*

## CELEBRITY FRANCHISED BRANDED HIGH STREET OPTION?

1. Safe Option

2. Celebrity Chefs have a space

3. Organic growth

4. Pull factor

5. Leave F&B to the experts & focus on your rooms





# THANKS

## Our restaurant concepts



## Our business models

Current operating Models

Restaurant Franchising Model

Growth Models

Concessions Model

Licencing Model

Bespoke or Hybrid Model

Lean Models

JV Model

Alliance Model

E-commerce