AUDITOIRE
HOSPITALITY

F&B CONSULTANCY
RESTAURANT CONCEPTS
HOSPITALITY RECRUITMENT

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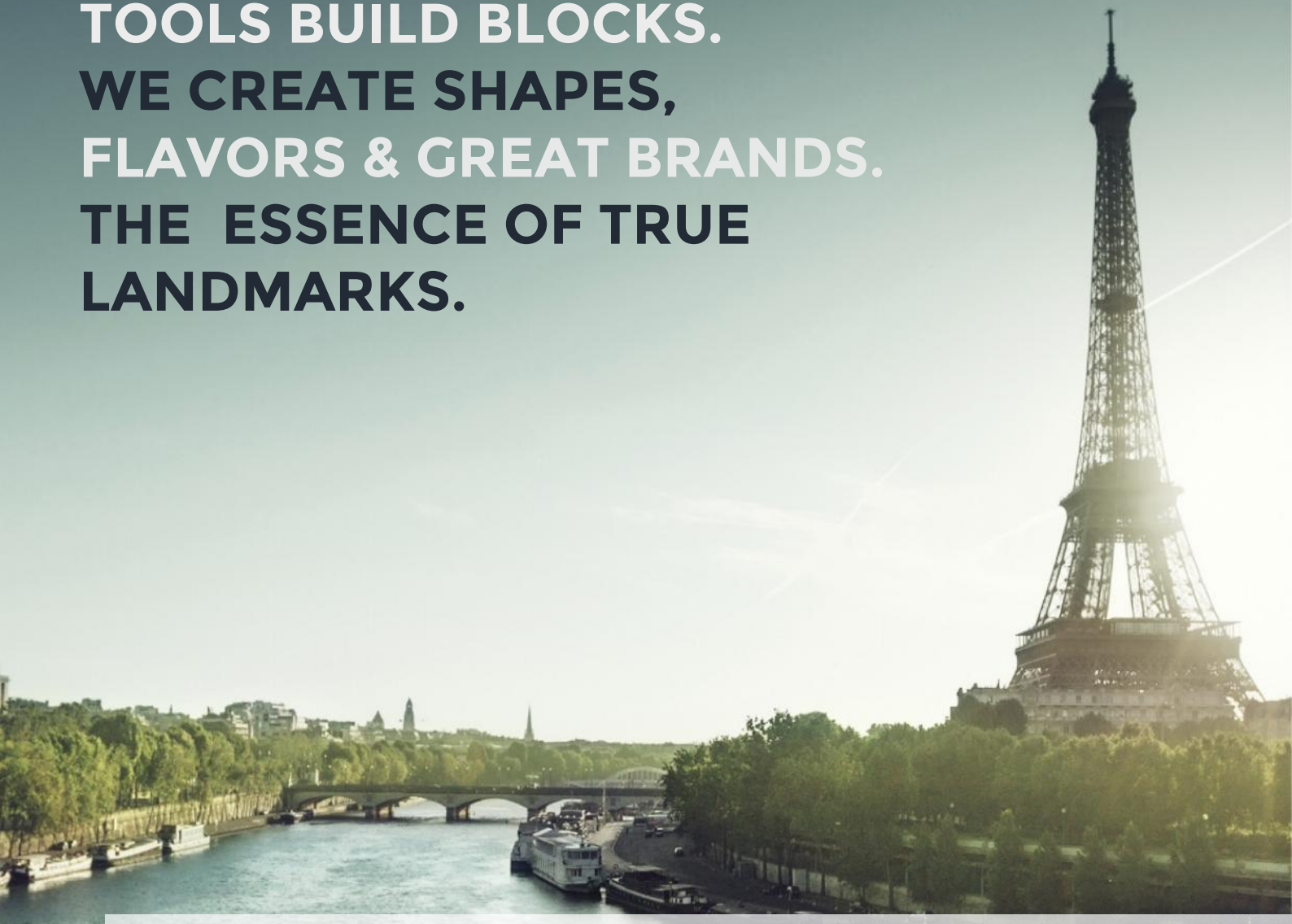
TOOLS BUILD BLOCKS.
WE CREATE SHAPES,
FLAVORS & GREAT BRANDS.
THE ESSENCE OF TRUE LANDMARKS.



In French the word "**AUDITOIRE**" has a complementary dual-meaning. It is indeed used to define both an **AUDIENCE** and an **AUDITORIUM** (or amphitheatre) the place where such audience can be addressed. The business solutions we provide incorporate simultaneously these two elements as they highly depend on one another. We believe in long term business relationships based on trust, professional efficiency, mutual interest and vision.

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MAKING F&B MORE VISIBLE, PROFITABLE & FUN TO RUN BUSINESSES.

CONRAD HOTELS & RESORTS · ARMANI Hotel Dubai · SOFITEL LUXURY HOTELS · SPICE MARKET · MARKET BY JEAN-GEORGES · VOGUE café · Hilton HOTELS & RESORTS · W HOTELS · GQ BAR

WELCOME TO YOUR WORLD OF HOSPITALITY

Our team provides existing and future hospitality stakeholders, restaurateurs with relevant market studies, benchmark reports and other internal audits: the keys to efficiently **protect your investments and drive your business forward.**

Auditoire Hospitality takes brand representation very seriously, bringing in to the market hand-picked **international F&B concepts & brands.**

In addition to bespoke restaurant concept creation, our team has developed **turnkey restaurant concepts** that are available for swift deployment within hotels, retail complexes, airports, cruise ships, or stand alone locations.

Auditoire Hospitality Managing Director, Antoine Pravin, is a global hospitality and restaurant consultant with over 20 years of experience through Europe, Africa, Asia and the Middle East, living and breathing great hotel brands and contributing to some of the most respected hotel and restaurant groups worldwide.

While based in Dubai (United Arab Emirates), we embrace working for clients with projects, missions or challenges in the whole of the **Middle East & Africa**.

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- F&B Consultancy
- Brand Representation
- F&B Concept Creation
- Restaurant Branding
- Project Management

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F&B CONSULTANCY

Our global operational and management experience enables us to conduct business-centered and eye-opener diagnosis which are designed to help you making swift, documented and profitable decisions.

We offer clear working matrix which are relevant to the structure, performances, operating model, challenges and aim of your company. Such matrix also take into consideration the past, current and future environment the company has been, is and will be evolving within.

F&B MARKET STUDY
(local, regional, worldwide)

RESTAURANT TREND REPORT
(design, cuisine type, marketing, operating models)

OPERATION & BUSINESS ANALYSIS
(benchmark, competition survey, positioning, quality and financial performance audit)

FOOD & BEVERAGE / RETAIL MIX
(propose and define market-friendly F&B mix within hotels/airports/cruise ships/retail complexes...)

BROKERING SERVICES
(brand/location search, negotiation with franchisor)

DEVELOPMENT STRATEGY
(Study and recommendations on improvement, focus points and ongoing strategy)

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DIAGNOSIS IS NOT THE END BUT THE BEGINNING.

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BRAND REPRESENTATION

Auditoire Hospitality provides brand representation services to franchise owners - for the best possible level of exposure in territories we are familiar with; territories in which we have an established and growing network.

As Brand Ambassador, we look after your brand(s) as if it was ours. While brand deployment and growth is our priority, maintaining a high degree of brand integrity is as much of a focus.

ESTABLISH
a clear brand strategy (deployment, franchise guidelines, operating parameters)

PROMOTE
your brand & franchise within the assigned territory using selective networking method

EVALUATE
the reputation, expertise & financial strength of operators interested in your franchise

OFFER
your franchisees brand recommendations to ensure quality remains within the minimum standards

COMPILE
and forward you quarterly KPI reports (financial, marketing, quality)

CONDUCT
brand integrity audits, ensure proper execution of the franchise agreement

MONITOR
the marketing activities and financial performances of your franchisees

SHARE
F&B market trends that are relevant to your brand and growth strategy

COLLABORATE
with your other representatives overseas to strengthen global brand visibility

ADVISE
new/potential brand ambassadors of yours, facilitate the brand deployment in other territories

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F&B CONCEPT CREATION

Auditoire Hospitality team has the creative and pragmatic ability to **craft bespoke restaurant concepts** that not only suits your dream and vision but also concepts that will give your venture a definite competitive advantage in its given business environment. To achieve just that, we like:

- Hearing and understanding what our client pre-requisites and/or guidelines are.
- Making sustainability (financial, social and cultural) our key priority.
- Defining impactful and easy-to-communicate Unique Selling Points
- Assisting interior designers in coming up with bold interiors, creating a true sense of place, places where to belong.

Bespoke restaurant concept elements:

- Introduction
- Concept brief
- Unique selling points
- Target market & business model
- Human resource essentials
- Main operating principles
- Interior design brief
- Kitchen design brief
- Table presentation
- Operating supplies & equipment direction
- Uniform guidelines
- Music play list directions
- Menu matrix and sample
- Wine list matrix and sample
- Logo and branding guidelines

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RESTAURANT BRANDING

Branding is not an expense but rather a wise investment that helps your brand's long term success and overall marketing initiatives,

With our team of international graphic designers, we assist F&B business owners to improve the visibility of their restaurants, hotels, retails - by developing striking brand designs:

- Brand guidelines
- Logo design
- Guest supply design
- Menu design & collaterals
- Merchandising
- Vehicle branding
- Website design
- Advertisement artwork
- ...

For more information about our brand design packages, please contact us today: **info@auditoirehospitality.com**

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F&B PROJECT MANAGEMENT

Auditoire Hospitality team is well-equipped to engage into the **project management** of your hospitality venture. Our flexible and progressive project management packages can be split into three distinctive phases, as summarized below.

PROJECT PLANNING

Market study
Concept sourcing / development
Financial forecasting & planning,
Third party selection
Concept brief, design brief, USPs
Design development
OS&E/FF&E selection
...

PROJECT EXECUTION

Coordination between all third parties
Progress monitoring/ critical path SOP and P&P reviews
Product, service and brand training coordination
Sourcing FOH & BOH heads
Support culinary & mixology creation
...

PRE & POST OPENING

Sourcing the playlist, uniforms, supplies
Assistance with marketing, promotion and PR plans
Planning trial runs, assessments
Support the operation during the soft opening
Drafting post opening fit out snag list
On-going asset & operation management

OUR CONCEPTS

Our creative team has developed turnkey café, restaurant, and bakery concepts that can be adapted to your business environment & deployed within weeks. All our concepts and brands cater for the lifestyle-living aspiration of today's audience: eating well but most and foremost living a sensorial experience, feeling connected, united.

During the entire creation process, sustainability at all levels as well as market trends and appeal remain the focal points. While we are constantly coming up with new turnkey concepts, we do as well put our thinking minds in action when requested to put together one's dream concept.

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OUR HOMECRAFTED RESTAURANT CONCEPTS

CHARWOOD GRILL

LIVE CHARCOAL WOOD VIGOUR, INTENSE FLAVORS CAPTURED

Charwood Grill proposes to meat and fish lovers the occasion to sample succulent dry-aged prime meat cuts, marinated fresh fish served together with healthy sides and salads.

The char-master is running a well-tuned and most awaited show; the one which consists in making the flames, heat and smoke evolving around quality products and intense flavors.

Charwood Grill is an everyday venue where to enjoy casual yet unforgettable meals, served in a warm, cosy and communal environment. It is also a great dining destination for special events and flamboyant celebrations.

HAKAWATI

HAKAWATI , ARABIC FOR "ANCIENT ART OF (ARABIC) STORYTELLING".

The many ancient stories and myths men and women in this vast region have heard, improved and made theirs make the Middle Eastern region enchanting and fascinating.

Each course, tailored by our culinary specialist, is intriguing, "refreshing", high in colour and has their own story to tell; presented in a rich contemporary way. This creates an enchanting new world of Middle Eastern cuisine.

The music playlist is composed of Arabic music-influenced lounge and low bit house music, bringing energy to the overall dining experience.

TARTINE

HAND-CRAFTING A SLICE OF BREAD AND TURNING IT INTO A GREAT MEAL

This inventive and versatile concept addresses the needs of a growing audience who looks for quality, a-la-minute fast casual dining. TARTINE offers a relaxed, artisan, woody, bright and vibrant settings.

Prepared (exclusively) with fresh and (mostly) local ingredient, TARTINE menu mostly evolves and revolves around season changes and local chef's inspirations. Traditional and signature breads are baked in house; or supplied by a nearby artisan baker.

Warm or cold, simple or gourmet, sweet or savoury, there are tartines for every taste.

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OUR HOMECRAFTED RESTAURANT CONCEPTS

MAISON BURGER

A GOURMET (BURGER) VEHICLE CRAFTED TO SPREAD THE WORLD'S DIVERSITY.

While the paternity of burger is engraved in stone, Maison Burger beautifies this popular snack - by giving it a rainbow of tastes, textures & flavours of the world.

Our menu is a world map of gourmet specialities turned into delicious, freshly made burgers, served with cool "maison-made" drinks.

The décor reflects the modern age designs inspired from places such as Havana, Helsinki, Hanoi, Istanbul, ...

FIKA

"FIKA": SWEDISH FOR "GOOD TIMES TOGETHER"

While grammatically "fika" is a verb meaning "to take a coffee break", it is in fact a Swedish way of life, an integral part of the culture this Nordic country.

It relates to informal, casual, stress-free gatherings with friends, family, or colleagues around a good hot drink, traditional bakeries or a typical sandwich..

FIKA introduces to the world great Nordic specialties and coffee experience in a revitalizing and close-to-nature setting.

choux STREET

SWEET & SAVOURY CHOUX LABARATOY, CAFÉ & LOUNGE

In 1540, Chef Popelini invented a dough, known as "panade" (and later "pâte à choux"). Years later, pastry chef Jean Avice decided to give it a sweet uplifting. The choux, which means "sweet" and "cute" in French, was born and evolved ever since.

Choux Street is a very trendy, versatile and gourmet "single-product" café, lounge and bakery concept.

The venue interior design is geared toward modern art-deco with few key vegetal elements, a real breath of fresh air.

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MORE NEW CONCEPTS IN THE MAKING...

Additional turnkey hospitality & restaurant concepts are being developed by our team and will be available within weeks. For more details, please contact us today.

F&B FRANCHISES

Auditoire Hospitality is privileged to represent boutique F&B brands in the Middle East, Africa and beyond.

More than an intermediary between brand owners and a franchisees, our team provides market advises, project guidance and ensures brand integrity is maintained, returns maximized and relationship enhanced.

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FOOD & BEVERAGE FRANCHISES

LA CHAMPAGNERIE
BAR À SABRAGE

La Champagnerie was created by a group of passionate people and friends.

The first venue opened its doors in the heart of Montreal in 2013, the second recently opened in Quebec City late 2016.

La Champagnerie democratises what champagne and bubbles are commonly known for. It offers an unique, unpretentious and cosy space with an incredible variety of bubbles at all different price points, quality meals to sample in a fun, relaxed atmosphere.

GQ BAR

CONDÉ NAST
INTERNATIONAL | RESTAURANTS

Launched in the US as Gentleman's Quarterly, GQ is the world's leading men's magazine, offering its large and distinguish audience an informed opinion on culture and lifestyle.

GQ Bar & Restaurant concept is one of Condé Nast International Restaurants' brands. It brings to life international menus and bespoke mixology, set within a refined and understated space which celebrates the discerning gentleman.

VOGUE café

CONDÉ NAST
INTERNATIONAL | RESTAURANTS

VOGUE branded restaurants are a combination of contemporary cuisine, sleek décor and impeccable service that embodies VOGUE, celebrating the fashion forward foodie.

With currently 7 locations in operation and in the pipeline, VOGUE CAFÉ & VOGUE LOUNGE are Condé Nast International Restaurants most acclaimed and influential brands and concepts.

For further information and enquiries about these boutique F&B franchises, please contact us today info@auditoirehospitality.com

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MORE GREAT FRANCHISES, LANDING SOON...

While we are constantly on the road and look out for quality brands and concepts, we are happy to engage into a **tailor-sourcing journey**, out of the blue, just for you.

Working on adding the following great concepts to our brand portfolio in 2017:

- Fresh & inventive North European fast casual brand
- A modern style South East Asian eatery concept
- Artisan Italian ice cream concept
- Single-product pastry concept from France
- A seafood concept from West Asia
- A working café concept from South America

HOSPITALITY RECRUITMENT

While qualifications, experience and skill set prerequisites are key, our focus also turns into sourcing great personalities, positive thinkers, leaders who will add great value to your team and hospitality venture.

We confidentially handpick and speak to talents who will make the difference: our approach is based on strategic, professional and reputational factors. We believe that such combination generates long lasting win-win solutions.

LOOKING TO ADD A HOSPITALITY EXPERT TO YOUR TEAM?
Please request a copy of our recruitment heads of terms: **info@auditoirehospitality.com**
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SEEKING A NEW CAREER OPPORTUNITY?
Please share with us a copy of your resume together with a brief description of your career aspirations: **resume@auditoirehospitality.com**

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RECRUITMENT PROCESS

- 1 -
SIGNING
of the recruitment agreement and start of a mutually-beneficial recruitment journey

- 2 -
FINDING OUT
What your recruitment needs are (position, reporting line, timeline, skills & experiences, education,...).

- 3 -
HAND-PICKING
Qualified & motivated leaders & executives

- 4 -
CONDUCTING
In-depth profile reviews, discussions, interviews

- 5 -
SHARING
Shortlisted candidates who qualify and match your criteria

- 6 -
PROVIDING
a balanced interface between you and the candidate

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SERVICE PROMISES

Whether for executive or mid-managerial searches, whether frequent or occasional, your recruitment needs will be addressed with the very same level of attention and dedication.

Our recruitment consultants consistently deliver **genuine 1-to-1 service in a fashionable, timely and professional manner:**

- We only introduce candidates who meet your requirements
- We assess and reference check every executive candidates
- We keep the required level of confidentiality (for clients and candidates alike)
- We provide candidates with all the available information related to the posting
- We systematically schedule a post placement call or meeting with the client and the candidate
- We work in a way which promoted long lasting business relationships
- We understand time-criticality and always do our upmost to respond quickly and efficiently
- We do not charge candidates for the placement services we provide them with
- We do not accept any incentive from candidates
- Our remuneration only comes from the successful placement fees

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AREAS OF EXPERTISE

Auditoire Hospitality is dedicated to source the most experienced, dynamic and versatile hospitality professionals; those who will add value to your hospitality ventures:

- Senior Hotel Executives / Board members
- Senior Operation professionals
- Culinary experts
- Spa & Recreational professionals
- Sales & Marketing specialists
- Finance, Accounting, Audit & Compliance officers
- Restaurant Operation specialists

Antoine Pravin
Managing Director

Daryna Obrazenko
Senior Recruitment Consultant

Auditoire Hospitality FZE
P.O. BOX 192011, Dubai, UAE

E: info@auditoirehospitality.com
IG: @auditoire_hospitality
in: Auditoire Hospitality

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www.auditoirehospitality.com

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