

The Art of successful Capital F&B Projects

Prof. Stefan Breg

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MODULE DESCRIPTION

In the hotel sector, significant amounts of capital are spent to create F&B concepts. The selection of an F&B concept has not changed for years; it is a process that is still dominated by the personal choices and preferences of a number of stakeholders from Owners to GM's, F&B Directors to Chefs.

This module has been designed to provide the participants with the tools and techniques to make the right decisions when selecting F&B concepts.

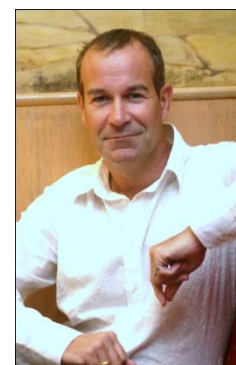
The module involves presentations and discussions on F&B trends and hot concepts and leads to a hands-on exercise known as F&B CapEx Factor. In F&B CapEx Factor, participants are given a budget, a floorplan, and extensive data on a mythical site and must then work as a team to create an F&B concept designed to meet the needs of residents and non residents. F&B CapEx Factor includes a capital paper submission and presentation by the team to a group of stakeholders

RECOMMENDED READING

- Ryder, B. (2010), Restaurant Design, Published by Laurence King Publishers, ISBN-10: 185669674X
- Katz, J.B. (1997), Restaurant planning, Design and Construction: (A Survival Manual for Owners, Operators and Developers), Published by John Wiley & Sons, ISBN-10: 0471136980

MODULE LEADER

Stefan Breg is CEO of TRIBE Restaurant Creators. TRIBE was set up in Dubai in 2003 and has become the most prominent F&B Strategy and Design House in the Middle East. TRIBE has created and designed over 250 F&B brands internationally winning both Michelin and TIME OUT awards in London. TRIBE are F&B masterplanners for some of the world's largest urban developments including Yas Island in Abu Dhabi, home of the Grand Prix and Ferrari theme park. Stefan has a degree from the Univ. of Kent and was previously Corporate F&B Director of Hilton. He has held senior positions with Intercontinental, Thistle, Pepsi and Ernst & Young and is a Visiting Professor at Emirates Academy, Dubai. He regularly writes for numerous trade magazines including Caterer (UK & UAE), Hotelier and Express Hospitality (India) and is an internationally recognized speaker and expert on F&B strategy.



LEARNING OBJECTIVES

By the end of the Module, participants will be able to:

Knowledge

- Identify key aspects in managing F&B capital projects
- Explain how operational and architectural objectives can be harmonized with respect to function, cost & design
- List the managerial and financial aspects of F&B design projects.
- Compare and contrast alternative designs with a commercial approach

Competencies

- Apply best practice tools and techniques to derive market understanding as a foundation for F&B development.
- Establish a set of processes leading to the objective selection of F&B concepts
- Implement processes and techniques in managing F&B capital projects

Mindset

- Defend best practices tools and techniques to achieve effective returns from F&B investment.

METHODOLOGY

Interactive lecture-discussions, workshops and case-studies.

PARTICIPANTS

For hotel owners, owners representatives, managers and department heads, vested with the responsibility for managing F&B capital spends and maximizing the return on investment for F&B.