



GLEE
HOSPITALITY
SOLUTIONS

ABOUT US



Based in Dubai, “**GLEE** Hospitality Solutions” is a collaboration of industry experts with broad knowledge and expertise in developing, opening, and operating restaurants. With their diverse backgrounds, experience, and understanding of the global marketplace, the partners of “**GLEE** Hospitality Solutions” offer more than 30 years of combined experience in restaurant/hotel management, food and beverage, business development, operations, and sales and marketing.

Following a solid success in restaurant management, the partners are now focused on offering new food concepts and venues to today's demanding, curious, and inquisitive consumer. In collaboration with world-class designers, “**GLEE** Hospitality Solutions” have opened many restaurants, and are now introducing their experience and knowledge to the UAE marketplace in prime locations with a focus on exciting menus, fresh ingredients, contemporary design elements, and a well-trained, amicable, and approachable staff.

OUR SERVICES



- ❖ Concept Creation & Development
- ❖ Project Management
- ❖ Sourcing of FF&E
- ❖ Branding
- ❖ Legal
- ❖ Human Resource & Recruitment
- ❖ Financial & Accounting
- ❖ Management & Operations



❖ Concept Creation & Development

- ✓ Identifying new trends
- ✓ Researching niche markets
- ✓ Developing financial feasibility studies & business plans
- ✓ Locating & negotiating premium locations
- ✓ Collaborating with interior designers to develop new concepts

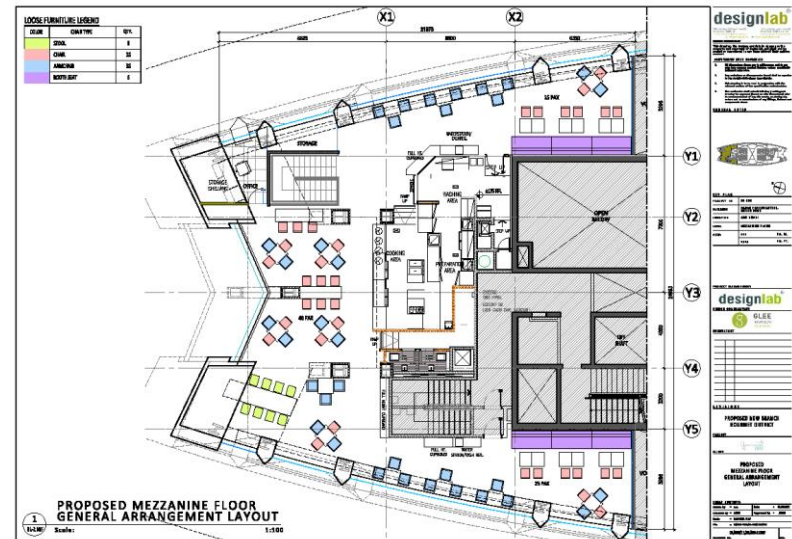
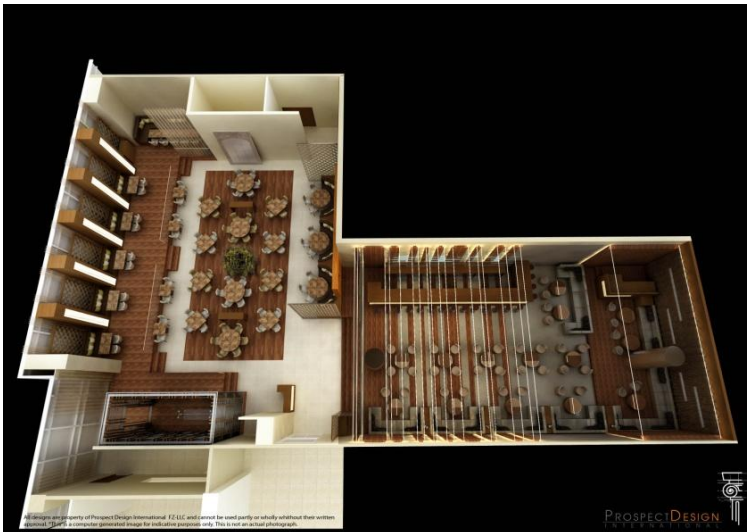


PROJECT MANAGEMENT



❖ Project Management

- ✓ Overseeing all construction, architecture, design and layout
- ✓ Selection and management of consultants, MEP and general contractor
- ✓ Kitchen design and consultancy
- ✓ Selection and purchasing of kitchen equipment
- ✓ Selection and purchasing of FF&E
- ✓ Day to day project management

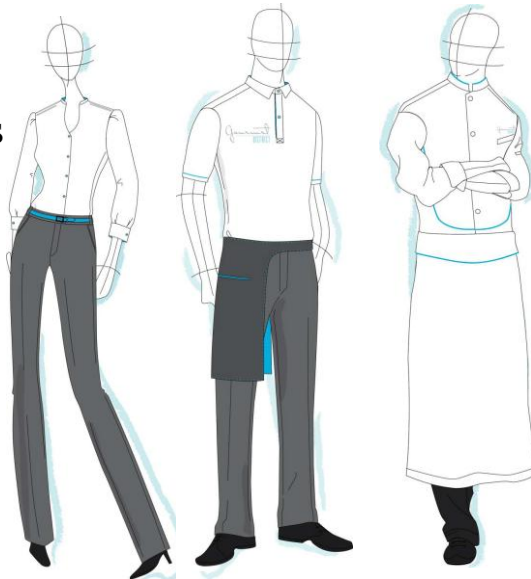


SOURCING OF FF&E



❖ Sourcing of FF&E

- ✓ Kitchen equipment
- ✓ Kitchen smalls
- ✓ China, cutlery and glassware
- ✓ Uniforms BOH & FOH
- ✓ Operating equipment
- ✓ Small equipment
- ✓ Packaging
- ✓ Printing
- ✓ Disposables



Food Box Wraps with a white space for writing any extra information, ex: No tomatoes...

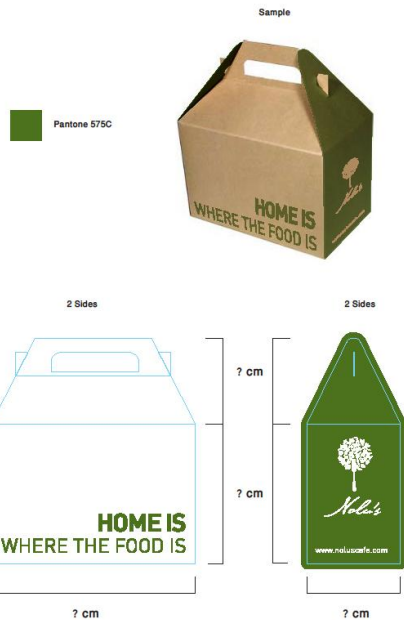
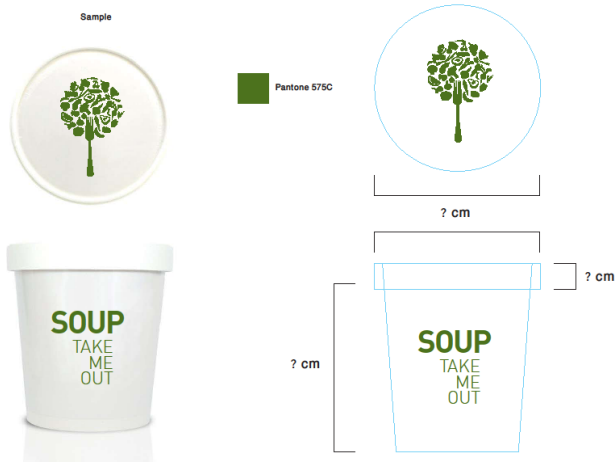


BRANDING



❖ Branding

- ✓ Coordinating all branding aspects, name and logo development
- ✓ Stationary
- ✓ Signage
- ✓ Packaging
- ✓ Website
- ✓ Menu design
- ✓ Uniform design

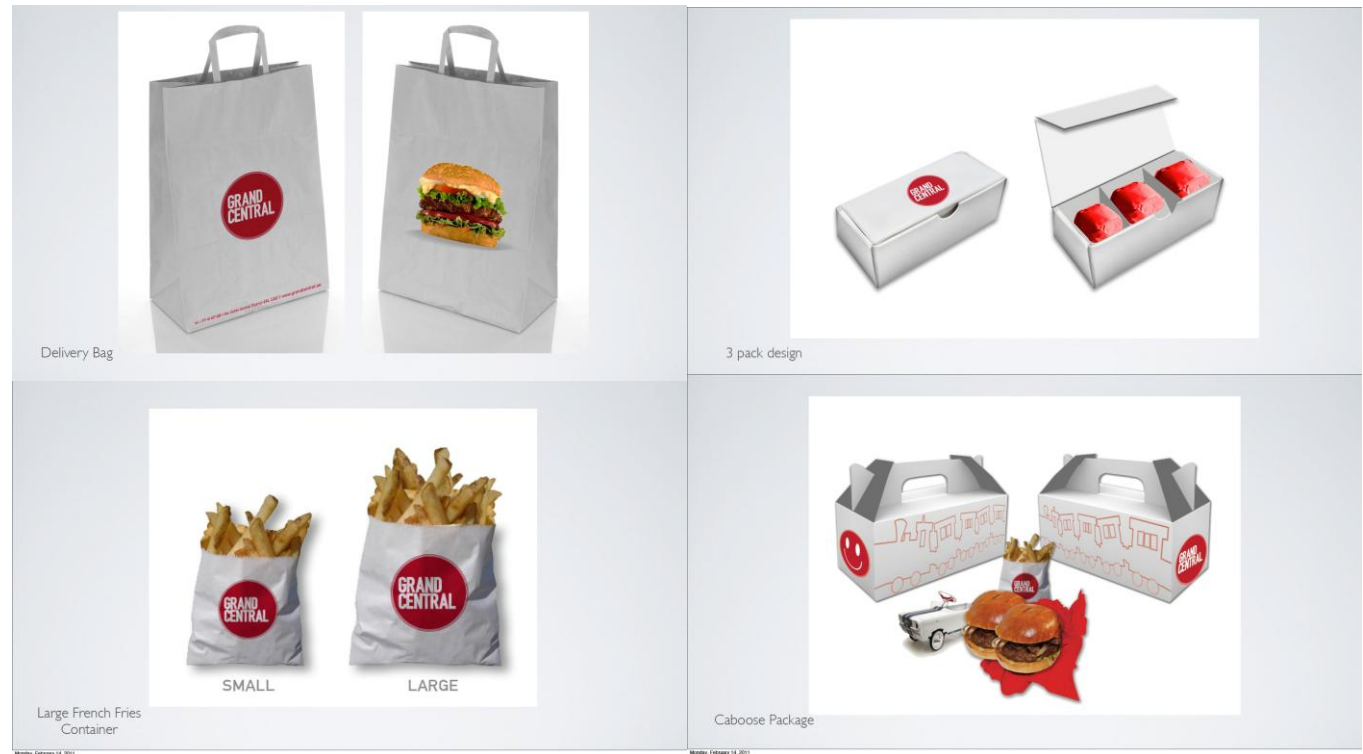


BRANDING *continued...*



❖ Branding

- ✓ Coordinating all branding aspects, name and logo development
- ✓ Stationary
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- ✓ Packaging
- ✓ Website
- ✓ Menu design
- ✓ Uniform design





❖ Legal

- ✓ Coordinating the legal work associated in company set up
- ✓ Suppliers contracts
- ✓ Employment contracts



❖ Human Resource & Recruitment

- ✓ Creating job descriptions
- ✓ Recruiting
- ✓ Drafting employee contracts



❖ Financial & Accounting

- ✓ Selection of EPOS hardware and software
- ✓ Identifying payroll software
- ✓ Accounts payable and receivable management
- ✓ Food & beverage cost analysis management
- ✓ Procurement and purveyor selection
- ✓ Supplier account set up and approval process



❖ Management & Operations

❖ Culinary

- ✓ Menu development (food, beverages & wine)
- ✓ Recipes and recipe costing
- ✓ Selection of purveyors and vendor relationships

❖ Pre-opening

- ✓ Overall training of staff for company philosophy, service standards, customer handling, description of roles and division of labor
- ✓ Trial feed; a 2 week process of actual training with volunteers, friends and family.

❖ Post-Opening

- ✓ Full operational management
 - ✓ Analysis of operations, menu, staffing, market and customers
 - ✓ Diagnose operational and financial challenges
 - ✓ Provide creative solutions
 - ✓ Reduce costs
 - ✓ Increase revenues
 - ✓ Increase profitability
 - ✓ Increase operational efficiency
- ### ❖ Improve market awareness and recognition
- ✓ Coordinate PR, marketing and events

OUR REFERENCES



❖ Restaurant Projects:

- ✓ The Gramercy – *DIFC, Dubai (Opened July 2010)*
- ✓ Grand Central – *Muroor st, Abu Dhabi (Opened August 2011)*
- ✓ Nolu's – *Al Bandar, Abu Dhabi (Opened September 2011)*
- ✓ Donatello – *WTC, Dubai (Opening end 2011)*
- ✓ Gourmet District – *Aldar HQ, Abu Dhabi (Opening end 2011)*
- ✓ Yas Marina Yacht Club – *Yas Island, Abu Dhabi (Pre-opening assistance)*
- ✓ Karma Kafe – *Souk Al Bahar, Dubai (Operational consultancy)*
- ✓ UMU Restaurant – *Mayfair, London*
- ✓ The Greenhouse – *Mayfair, London*
- ✓ Rotisserie Jules - *London*

OUR REFERENCES (*Continued*)



❖ Kitchen Projects

- ✓ Tamani Hotel – *Dubai*
- ✓ Royal Ascot Hotel – *Dubai*
- ✓ SUMO Sushi & Bento – *Dubai*
- ✓ Johnny Rockets – *Dubai*
- ✓ Gourmet Station – *Dubai*

OUR MANAGEMENT TEAM



Aboudi Saadi, *Managing Director*

❖ With over 16 years experience in the development, consultancy and management side of the Food and Beverage industry, Aboudi brings his international experience having worked in the UK, France, Switzerland and Morocco. Prior to “GLEE Hospitality Solutions” Aboudi had 8 years of experience in the high end food and beverage industry having set up and worked on Michelin Star restaurants based in the UK. His responsibilities extended from concept development and project management to operational management. Aboudi also spent 7 years working for a global leader in industrial catering. The group served over 100.000 meals daily across France, Monte-Carlo and Morocco. Roland Garros and the Monaco Tennis Open were some of the major events covered.

Louay AlNajjar, *Operations Director*

❖ Joins “GLEE Hospitality Solutions” as a UAE national with a background in financial services, Louay’s acquired experience working among the top British banks with the likes of HSBC PLC and Barclays Wealth encompasses prospecting high net worth individuals, as well as creating and developing investment portfolios for existing clients; whereby exercising his asset management and relationship building skills. His expertise in conducting due diligence and financial analysis brings in essential support to the foundation of identifying key opportunities for the firm in the MENA region.

Ali Farhat, *Technical Director*

❖ With over 10 years of local and regional experience in commercial kitchen design and execution. Ali has previously worked for 4 years as a factory manager in a stainless steel fabricating facility which was part of a company specialized in kitchen equipment; after which he was appointed as the General Manager. Ali’s vast critical and technical experience in design and execution of kitchens, bars and storage areas for restaurants and hotels adds great value in identifying the viability of potential layouts proposed.

RECENTLY LAUNCHED



The Gramercy – *DIFC, Dubai*

Successfully **launched in July 2010** as Dubai's first genuine Gastro-Pub and jazz lounge, we take pride in introducing you to a place where casual conversation, delightful cuisine and an easy going vibe find themselves in perfect balance.

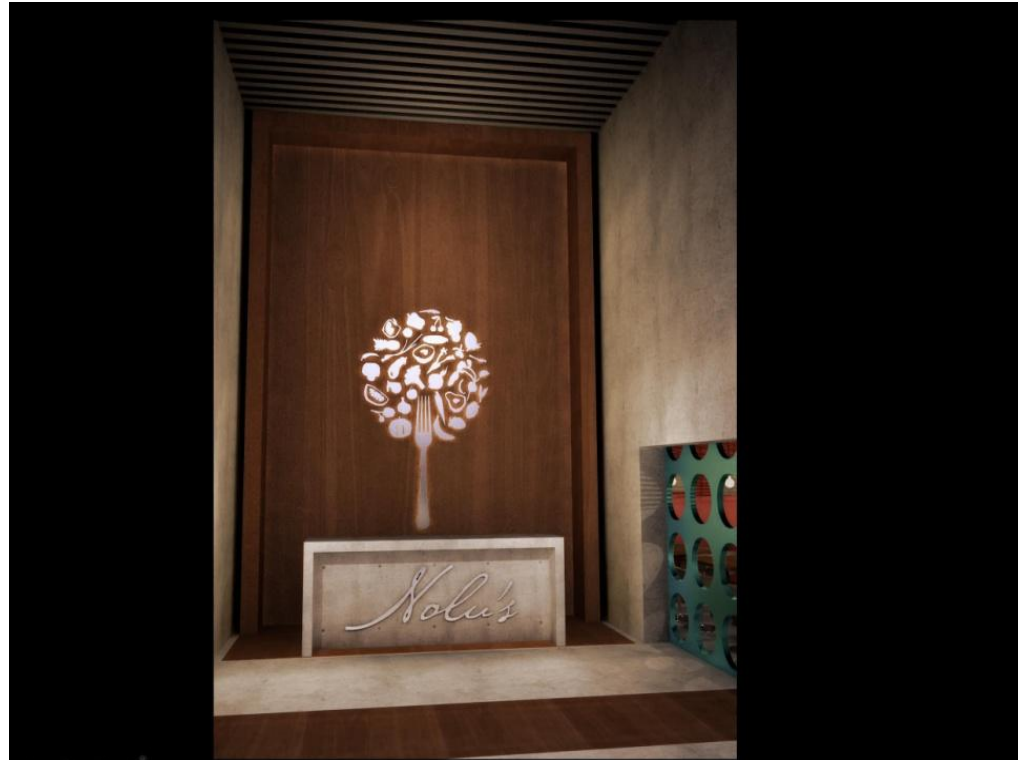
RECENTLY LAUNCHED



Grand Central – Al Muroor st., Abu Dhabi

Successfully **launched in August 2011**, a newly developed burger joint "Grand Central" is an American owned and locally inspired concept located in the heart of Abu Dhabi. Whether its a beef burger, chicken or veggie; Grand Central vouches to offer the best burger in town.

RECENTLY LAUNCHED



Nolu's Café – Al Bandar, Abu Dhabi

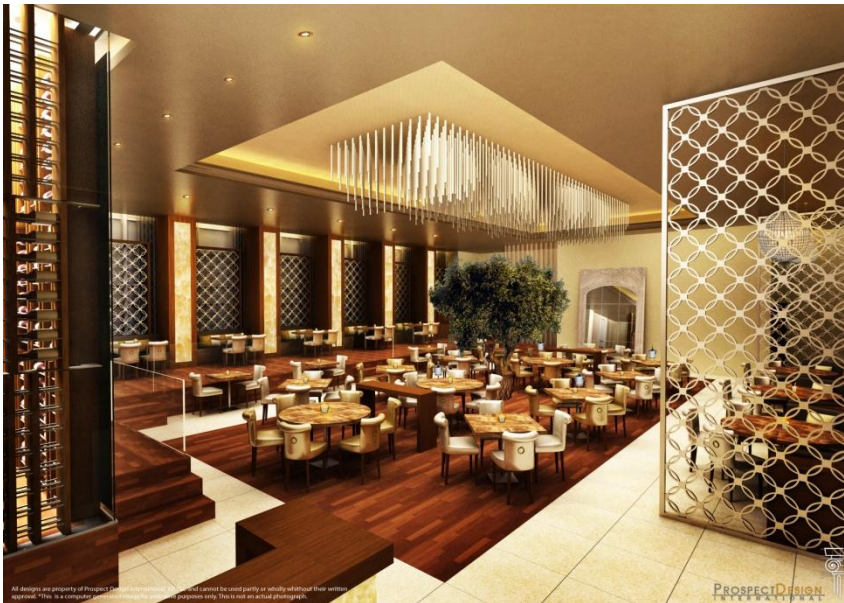
Successfully launched in **September 2011**, Nolu's brings an essence of American salad and sandwich culture to the region. It emphasizes on the increasing demand for fresh, healthy and a homey feel towards food and beverage.

OPENING END 2011



Donatello – WTC, Dubai
Italian Restaurant & Lounge

Gourmet District – Aldar HQ, Abu Dhabi
Delicatessen & high end canteen



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