



Restaurant Revenue Optimisation

**Think
Hospitality**



Accelerating the growth of restaurant brands & maximising the food and beverage opportunity for retailers, hoteliers and property developers.



Global bases



Edinburgh



Copenhagen



London



Tallinn



Dubai

Working with the biggest & best brands



We've worked on hundreds of client consultancy engagements and hospitality venture partnerships across Europe, the Middle East, Africa & North America.

HOSPITALITY BRANDS

Emirates
LEISURE RETAIL

COSTA

Fairmont
HOTELS & RESORTS

**Jamie
Oliver**

IKEA® FOOD

TESCO




**Blenheim
Chalcot**



tashas®

HYATT®

Hilton



INGKA™
CENTRES



Boxxoo

MELIÀ



x+why

MUJI
無印良品



 **KINGS PARK CAPITAL**



AmRest



**visit
estonia**

CLAUS MEYER

SELL MORE TO EXISTING

ATTRACT NEW CUSTOMERS

THE **4** WAYS TO
BUILD REVENUE
IN A RESTAURANT™

OPTIMISE CAPACITY

HIGHER VISIT FREQUENCY



**SELL MORE TO
EXISTING**

MENU SCIENCE

- Guest behavior is predictable
- The overall guests experience will be shaped by the choices made.
- Guests do not want an abundance of choice when it comes to dish selection.
- Guests want to be taken on a simple, clear journey and given confidence in the specialism and expertise of the venue and its menu.
- Guests will be persuaded by menu science techniques, based on a well-designed and clearly marked menu.
- Ensuring experience focused dishes with good margin are highlighted and easily selectable set menus are on offer drives average spend.



TEAM ENGAGEMENT, TRAINING & INCENTIVES



PRE-SALE



EXPERIENCES





OPTIMISE CAPACITY

RESERVATION MANAGEMENT

- Encourage customers to come outside of key times
- Dynamic pricing on menus
- Set-up your table reservation system for earlier and later
- Incentivise people coming earlier or later with better table allocation
- Give customers options of times, rather than let them ask for one
- Leave some tables for walk-ins and flexibility



MANAGING LARGER GROUPS

- Push earlier and later
- Incentivise with surcharges on menus at peak times
- Offer set menus
- Gain pre-orders on food
- Offer drinks packages
- Dynamic pricing based on time of seating and week





OPERATIONAL EFFICIENCIES

- Quick table turnarounds; Don't delay the bill & quick table refreshes
- Aces in places – putting your best people on the right stations and shifts to maximise efficiencies
- Mapping out the steps required for chefs, considering new kitchen layouts
- Consider using bussers/runners
- Reviewing menus for items that slow down service
- Reduce menus on big days

A person is sitting at a wooden table in a cafe or library setting. They are holding a dark-colored cup of coffee on a saucer. A book is open on the table next to the cup. The background is blurred, showing shelves with books. A bright pink banner is overlaid on the image, containing the text 'INCREASE VISIT FREQUENCY' in white, bold, uppercase letters.

**INCREASE VISIT
FREQUENCY**



GUEST RECOGNITION

- Customise experiences
- Reward through surprise & delight
- Go above & beyond in your service
- Keep guest history notes
- Build length of service

KEEP YOUR REGULARS INFORMED

- Regular, meaningful communications to your customers – email, Whatsapp, SMS & social media
- Consider concepts like secret dishes & exclusive offers
- Make them feel special with pre-sale on events, best tables or key nights



Retail, spaces & places

Services

- Foresight & market intelligence
- Placemaking & master planning
- Tenant & operator mix
- Feasibility studies
- Concept development & ideation
- Asset reviews & enhancement
- Strategy facilitation, study tours & workshops

Client experience

viru
keskus

x+why

Imperial College
London



MUJI
無印良品



INGKA™



PUNCH
PUBS & CO

TESCO

RETIREMENT
VILLAGES

Box000



IKEA


HENCOTE



visit
estonia





Hotels & resorts

Services

- Asset reviews & enhancement
- Concept matchmaking & partnership development
- F&B revenue & menu optimisation
- Asset master planning & concepting
- Foresight, intelligence & market studies
- Problem solving & ideation
- Strategy facilitation, study tours, workshops & conferences

Brand experience



MELIÀ

Fairmont

HYATT®



ENNISMORE

Kempinski
HOTELIERS SINCE 1897





Restaurant, bar & catering groups

Services

- Foresight, intelligence & competitor analysis
- Revenue optimisation
- Growth readiness reviews
- Non-traditional growth options
- Internationalisation and localisation
- Problem solving & ideation
- Strategy facilitation, study tours, workshops & conferences

Brand experience



COSTA
COFFEE



abokado
FEEL GREAT FOOD

LE PAIN QUOTIDIEN



MEYERS



tashas[®]



THOMAS FRANKS

Private equity & investors

Services

- Foresight & marketplace intelligence
- Brand & commercial due diligence
- Deal sourcing & introductions
- Feasibility studies
- Turnaround
- Growth readiness & leadership reviews
- Special projects & problem solving

Client experience



Service providers & suppliers

Services

- Go-to-market strategy
- Product strategy & road-mapping
- Foresight & market intelligence
- Strategy facilitation
- Team education & engagement
- Client engagement, workshops & study tours

Client experience

KraftHeinz
FOODSERVICE

Zonal

 **JUST EAT**

**All
About
Food.**

 **brakes**
a Sysco company

DIAGEO

 **mapal**^{OS}





Discover the Think Hospitality difference

1. **Expect board-level gravitas, thinking and challenge:** All projects are delivered by partner-level leaders, no handing down to analysts or interns.
2. **We are hyper-connected** with extensive networks across the global hospitality industry.
3. **We put out money where our mouth is,** investing in and operating our own brands – not just telling others how to do it.

4. **We have extensive experience from living and traveling internationally,** and from working with a diversity of brands across the globe, giving us a unique perspective of the market, what is on offer and how other businesses are structured, operate and the solutions they deploy.
5. **We bring experience and insights from a range of other industries and sectors,** thus broadening the scope of our perspective and problem solving





**Think
Hospitality**



www.thinkhospitality.co.uk