



RELEVANCE, GROWTH AND OPPORTUNITY.

A food and beverage strategy that improves results and increases valuations to the hotel.

ABOUT US

At Access Point Hospitality Advisors, we empower businesses to foster collaborative thinking to further drive workplace innovation. By using a data-based approach, combined with benchmarking and skills assessments, we offer solutions that will improve results of the food and beverage operations.



THOMAS KELLER

“For me, that’s one of the important things about cooking. What as good enough yesterday may not be good enough today”

- The French
Laundry



OUR APPROACH

ASSESSMENT

- Interview with all stakeholders.
- Understand the SWOT analysis.

DATA REVIEW

- Revenue streams and how they are being developed.
- Customer data.
- Cost data and trends.

MARKETPLACE BENCHMARKING

- Who leads the market and why.
- Relevance of current models and areas for improvement.
- Positioning and open opportunities.





PROBLEM

MARKET GAP

Restaurants face an increasing competitive landscape within each market. Maintaining the right relevance in each market is required.

CUSTOMERS

Industry standards suggest that customer acquisition has a 20% acceptance. Hyper-competitive landscapes require new plans.

FINANCIALS

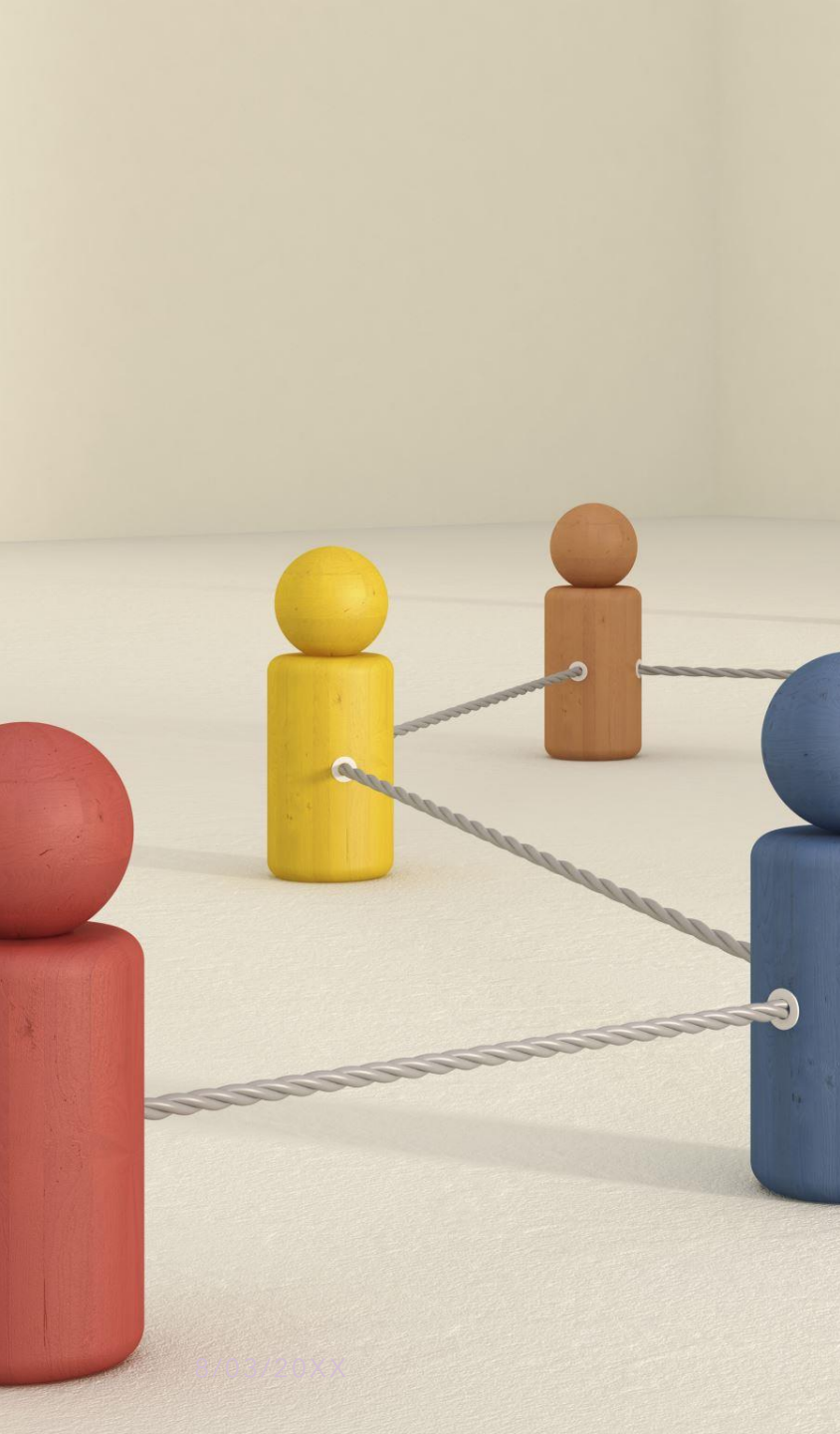
The industry faces cost compressions like never before. Having a strategy that can drive profitable revenues is required.

COSTS

Loss of potential income by not having the right offering and optimizations strategies will result in losses.

CONCEPTS

Each concept must have an easy-to-articulate proposition which can equate to a competitive advantage and a service culture.



SOLUTION

CLOSE THE GAP

Our process is inclusive. We engage the teams to use data to level set and then benchmarking to begin a development process.

LEVERAGE SCALE

Our work is designed to increase results and leverage open opportunities of all of the spaces.

TARGET AUDIENCE

Leadership and culinary teams who are engaged and empowered to effect change.

CONCEPTS

The right concept with the right offerings, with the right economic models.

MENU ENGINEERING

Effective menu design and engineering is required. It is more than a procurement and production strategy.

TOM KELLEY- PRESIDENT, ACCESS POINT HOSPITALITY ADVISORS

- Former National Restaurant Association senior staff.
- National Restaurant Association Board of Directors.
- American Hotel & Lodging Association Supplier Representative.
- EVP of Los Angeles 12-unit restaurant group.
- 30 years of restaurant and hotel F&B consulting, global brand experiences



DOUG WATSON HOSPITALITY ADVISORY

- 35 years of experience in the food and beverage and hospitality business.
- Former Area Vice President for the Ritz Carlton Hotel Company and Marriott International with a collective 10 years experience of multiple lodging operations.
- Experienced in concept development, menu engineering and celebrity chef restaurants.
- Awarding winning General Manager and recipient of the renowned Disney Partner Award.
- Experienced hotel developer with expertise in resort, convention and boutique lifestyle hotels.



ERIC CARES- EXECUTIVE CHEF

- Culinary Institute of America graduate.
- Trained under Todd English and at legacy restaurants nationwide.
- Sought after consulting chef and research chef.
- Research consulting Chef for Trader Joe's
- Training expert on cost management and chef mentorships.



NEXT STEPS



- Set up a meeting to do a site review.
- Develop a scope of work based on the site review.
- Scale a series of solutions curated for the specific needs assessment.



THANK YOU

Tom Kelley
President

Access Point Hospitality Advisors
*/ refining hospitality
performance /*

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