



# INSIGHT HOSPITALITY

Captured | Composed | Conceptualised

**London** and **Dubai** based  
**consultancy** providing  
concept, delivery and  
operational solutions to  
**hospitality** businesses.



# Introduction

Founded by industry stalwarts Des McDonald and Olivier Lavigne du Cadet with more than 70 years collective global hospitality experience, Insight Hospitality sets out to be the best hotel, restaurant, bar and concept development company in the business. A wealth of knowledge distilled from operating extensively in the US, Europe, Asia and Middle East.

Our success is supported by valued partnerships with internationally recognised, hotels and restaurant brands. Our business is built on integrity, leading innovation, passion, creativity and unrivalled commitment to our customers. We believe in structure and planning without fuss.

Our services cover every aspect of the hospitality industry, concept and brand development, interior design, menu development, marketing and social media, staff training through to margin and cost support and growth and efficiency strategies. Our creative team deliver a coordinated 360 project from acquisition through strategy, branding, interior design, PR, marketing, bar and kitchen design, operational excellence and delivery.

'The best vision is insight'

- *Malcolm Forbes*

# Team

## Des McDonald

As chairman and founder my role is to advise and support our creative team.

With over 35 years in global, hospitality, lifestyle management this has given me a unique and experienced perspective on micro and macro businesses. As ex-CEO of *Soho House*, *Caprice Holdings* and *Annabels Groups* my expertise lies in luxury sector, restaurants, private clubs and bars. My house style is open and collaborative with both client and staff. We pay homage to the classic way of hospitality delivery with contemporary tech to streamline operations.

**Favourite dish** \_\_\_\_\_ *Linguine a la Vongole at Aldos le Sirenuse Positano*

**Favourite concept** \_\_\_\_\_ *Holborn Dining Room at The Rosewood Hotel London*



## Olivier Lavigne du Cadet

As a co-founder of Insight Hospitality, I am bringing my operational expertise to our clients.

Having managed and developed various concepts internationally over the last 15 years, like *La Petite Maison* in Istanbul, *Brasserie Zedel* in London or *Brasserie Flo* in Tokyo, I bring innovative and adapted solutions to our clients. I always follow the latest trends and new technology in order to adapt and have a bespoke approach to each project.

I believe in good concepts that will marry respect for ingredients, good food and beverage, a personal service, atmosphere and ambiance. All should work in harmony to deliver a memorable experience. My work focuses on bringing our team together and deliver each aspect of this in tune. Also, due to my experience in finance, I do focus on the financial models for our clients.

**Favourite dish** \_\_\_\_\_ *"Pain perdu" or French Toast in La Petite Maison*

**Favourite concept** \_\_\_\_\_ *Various evolutions of the roof top at Selfridges*



# Team

## Steve Tonkin

35+ years at the forefront of the London restaurant scene, a multi award winning chef.

I have worked in Michelin recognised kitchens, famed institutions from *The Ivy*, *Le Caprice*, *Dean Street Townhouse* to *Holborn Dining Room*, *Wentworth Club* and *Selfridges*. With a wealth of knowledge in product, provenance and suppliers to deliver UK and international recipe development. Specialising in writing menus, costings, stock control. Also proficient in health and safety, food safety procedures and due diligence. In addition, having vast experience in kitchen design and equipment procurement.

**Favourite dish** \_\_\_\_\_ Gary Lees Whole Lacquered Suckling Pig

**Favourite concept** \_\_\_\_\_ Rofuto in Park Regus, Birmingham



## Giuseppe Pantalone

From a very early age always craved understanding different cultures from around the world, food and beverage has always been of great help in understanding local traditions and customs.

After my very first visit to London I immediately fell in love with the city as it gave me the opportunity to live, experience and understand a wide variety of cultures. I feel lucky to have worked in some successful venue like *Franco's* or *Cantina del Ponte*, together with some talented chef allowing me to expand my F&B knowledge on a daily basis. The main focus in my career has always been on numbers and wine, but most of all, I have always enjoyed creating memorable and unique experiences for each and everyone.

**Favourite wine** \_\_\_\_\_ Primitivo Fataone, from Puglia South East Italy

**Favourite concept** \_\_\_\_\_ OKN1, New City Collage, Hoxton





# Team

## Colin Clague

Born on the Isle of Man, I spent my childhood among the island's fishing and farming communities and was inspired by my mother, who was a qualified chef and passionate home cook.

I began my culinary career in London alongside renowned chefs Anton Mosimann and Terence Conran. Later, I brought my skills to the Middle East, working on the pre-opening team for the iconic Burj Al Arab hotel in Dubai. Serving as Executive Chef of the acclaimed Japanese eateries Zuma in London and Dubai, I continued to refine my craft. My tenure with Caprice Holdings let me oversee their UAE restaurant expansion, including launching The Ivy.

In 2016, I joined Rüya, an elegant new Anatolian dining concept in Dubai Marina designed by the famed Conran and Partners. My passion, dedication spanning eminent kitchens globally, and ingredient-focused dishes celebrating quality and simplicity have earned accolades like Chef of the Year.

**Favourite dish** \_\_\_\_\_ **Anthing Middle Eastern / Levantine**

**Favourite concept** \_\_\_\_\_ **Q'Bara, Dubai**



## Trusted partners

Insight Hospitality's team has been lucky enough to work with some fantastic specialists in all field of services and expertise.

We have developed special relationships with architects, designers, quantity surveyors, building firms, HR specialists, PR company and we can create a task force adapted to any project and clients. These trusted partners have been working with us for many years and are able to respond within short notice to any request and issues avoiding the lengthy process of identifying, selecting the field specialists for your project.





## Services

We offer a hands-on consultancy service, our team of experts will deliver the very best results for your venue – whether it be a brand new venture or a revamp of a long-standing business. Insight Hospitality cover every aspect of the hospitality industry from concept and brand development, interior design, menu development and staff training through to marketing and PR, margin and cost support and growth and efficiency strategies.



## Concept Development

- The Big Idea
- Concept Personality
- Food and Drinks Brief
- Target Audience
- Positioning
- Point of Difference
- Look and Feel



## Design

- General Arrangement
- Mood Board
- Furniture Selection
- Lighting
- Bar Design
- Kitchen Design
- Back of House Requirements



## Brand Development

- Mission Statement
- Brand Guidelines
- Tone of Voice
- Logo
- Colour Palette
- Assets and Collateral
- Menu Design



## Market Research

- Neighbourhood Report
- Segmentation
- Movers and Shakers
- Competition Analysis
- SWOT



## Project Management

- Critical Path
- Budgeting
- Co-Ordinating
- Site Visits
- Tendering Process
- Cost Engineering



## Food and Beverage

- Develop F&B Offering
- Operating and Service Equipment
- Menu Presentation
- Menu Costings
- Recipes



## Operating Support

- Selection
- POS
- Operation Procedure Manuals
- Health and Safety
- Food Ordering Platform
- Reservation Platform
- Online Training Platform



## Financials

- Budgeting
- Investments
- Margins
- Analysis of P&L
- Supply Chain
- Stock Management
- Sales Forecast



## Marketing and Socials

- Communications Plan
- Manage Social Handles
- Develop Social Media Strategies
- Photography
- Public Relations Liaison



## People

- Organisation Chart
- Job Descriptions
- Skills Set
- Recruitment
- Efficiencies
- Work Force Planning



## Uniforms

- Mood Board and Inspiration
- Design
- Selection of Suppliers





**Integrity**

**Innovation**

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**Passion**

Authenticity

Adaptability

Curiosity

# Industry experts

Our team of experts have been lucky enough to work with some fantastic clients and oversee the launch and development of a great number of acclaimed restaurant and hotel groups, creating something both original and profitable.



## Why we are different

Our team is agile and responsive and starts every project by creating a personal relationship with our client in order to place the vision into reality.

With over 150 venues of varying scale and complexity, our creative partners live and breathe hospitality whilst being driven by results. We listen with curiosity, speak with honesty and act with integrity.

# Some of our references







## Case studies

We have been lucky enough to work with some fantastic clients, many of whom are still using our services. We have been approached by many restaurant and hotel groups to create something original and profitable in their F&B spaces. For more information about how Insight Hospitality has worked with these clients, whether it's to launch a new product or bringing an existing one back to profits and full reservation books, please contact us.

# TISH

Creating the first Kosher  
certified full service restaurant  
in North London.





# Tish

Insight Hospitality were appointed to develop a kosher restaurant and brasserie in Camden, London ensuring all kosher processes and legislation were followed.

Working with our team, we have analysed the operational challenges linked to this brief and curated an offer that will be deliverable 7 days a week, with the particular challenges posed by Shabbat.

We appointed Dan Monk on interior design. Diners arrive at the restaurant via a large terrace featuring a checkerboard style floor, timber top tables and comfortable banquette seating in hues of warm coral, yellow and teal.

The team also appointed a head chef, developed a Kosher menu and aided to co-ordinated interior design. This concept was delivered on time and in budget within 6 months.

**Specialising in Jewish cuisine, Tish is one of the only high-end Kosher restaurants in London.**





# SELFRIDGES & CO

Long-term consultation on all aspects of hospitality across the group of one of the best department stores in the world.





# Selfridges & Co.

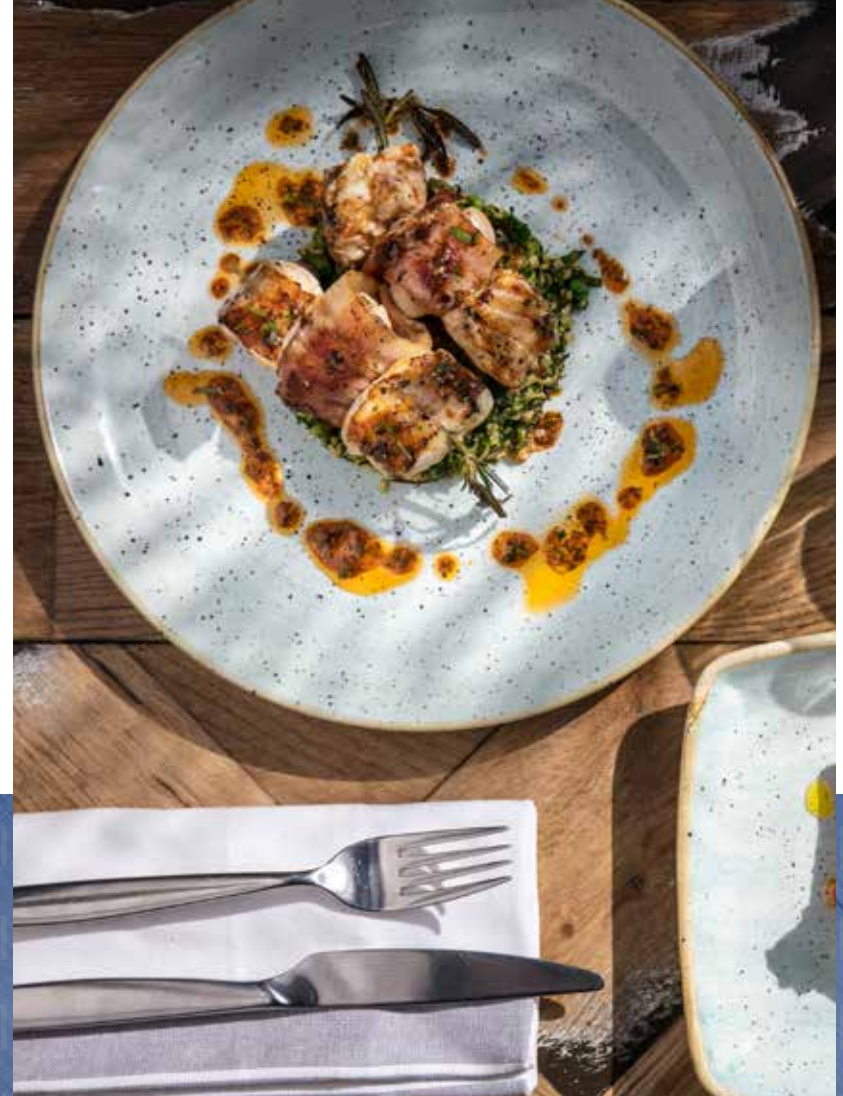
Voted the best department store in the world, Selfridges has all the latest designer collections, a food hall and a curated selection of restaurants.

One of the many projects Insight Hospitality carried out included the development of multiple concepts for the rooftop location in the Oxford Street branch.

The team set about developing a new roof structure and the roof interiors. The themes Forest on the Roof, Vintage Salt, and Q on the Roof were carried out over the period of 5 years.

In joint venture with Selfridges, we have managed the roof space of Selfridges and developed a winterised flexible space.

**We've created a light format that can be easily adapted with a minimal closing time between each concept.**









# FOOD STORE

BAR, RESTAURANT AND GROCER

All day food market, brasserie and bistro suitable for hotel guests and local Canary Wharf residents.





# Food Store

Insight Hospitality took a brief from Shiva Hotels, they wanted an all day food market, brasserie and bistro suitable for hotel guests and local Canary Wharf residents.

Located in Lincoln Plaza Hotel, a wood oven was incorporated as a feature design from the servery, the retail store was filled with products from artisan producers within 50 miles of the food store. The focus was based heavily of sustainability with making a foody retail destination.

Reconnecting city dwellers and hotel guests with the best local and European ingredients in a warm, welcoming and authentic restaurant, bar and grocery.







Paying homage to the warehouses by reconnecting city dwellers and hotel guests with the best local and European ingredients in a welcoming and authentic restaurant, bar and grocery.





Creation of a 5 year master plan  
defining the future of all food and  
beverage outlets.





# The Hurlingham Club

The Hurlingham Club is one of the oldest clubs in London, founded in 1869. As part of their long-term strategy and vision, they engaged us in defining their food and beverage strategy, with the creation of a dedicated restaurant and a renovated event space.

The Hurlingham Club located in Fulham, London is one of the most exclusive private members clubs. Founded in 1869, it is set in 42 acres of grounds and offers a variety of sports and social facilities to its members.

As such, the food and beverage offers should be first class, rooted in tradition and offering a selection of outlets catering to the various needs and demographics of the

clubs.

It should also respond to changes and evolution in our consumer habits and take note of the new trends and innovation in the food and beverage industry.

**We integrated the executive team and ignited the process of changes and operational improvements while delivering the strategy for the future offering.**



*Des and his team made a real impact on margins and controls and Fifty Cheyne. Professional at all times and easy to work with, I would recommend their advice and look forward to working with the guys again.*

Ben Bourne CEO \_\_\_\_\_ CEO-Bourne Capital, Fifty Cheyne

*“Insight Hospitality were responsive and brought wide industry experience in helping with a new F&B strategy for the Hurlingham Club. Olivier Lavigne was then instrumental, working with our team, in delivering operational improvements to our day-to-day offering.”*

Michael O'Dwyer OBE \_\_\_\_\_ CEO - The Hurlingham Club

*A place to be seen, a place to relax and party and to be recognised and pampered. La Petite Maison Istanbul became famous for its culinary creations, its unique style of service and its ambiance. A great tribute to the professional and people management skills of Olivier.*

Gert Kopera \_\_\_\_\_ CEO- D-Ream

*Great guys to work with. We enjoyed the interaction and development.*

Ashley Cole \_\_\_\_\_ General Manager – Lincoln Plaza Hotel



# Contact us

## London

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If you're looking for advice about launching your hospitality business, or growing your existing one, we can help you with all aspects, leaving you with a profitable business.

We're based in London and Dubai but have, and will, travel all over the world as consultants. Please contact us to have a chat about your requirements.

## Dubai

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