

INSIGHT HOSPITALITY

Captured | Composed | Conceptualised



INSIGHT HOSPITALITY

Insight Hospitality: Exceptional Results for Every Hospitality Venture

Founded by industry stalwarts Des McDonald and Olivier Lavigne du Cadet with more than 70 years of 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 the Middle East.

From full-scale developments to targeted solutions, we turn ideas into reality with precision and expertise. Our specialists listen, adapt, and deliver ensuring every project meets the highest standards.

Each venture is meticulously assessed, with a clear timeline established in collaboration with our clients. Our agile approach allows us to navigate evolving project needs seamlessly.

Explore our portfolio of successful collaborations and discover how we can elevate your business.

105

Restaurants

Partnering with well-renowned chefs to create exceptional dining experiences.

15

Hotel Chains

Innovating Food and Beverage solutions.
Audit solutions for hotel chains.

20+

Fast Casual Concepts

Revolutionising QSR with innovative concepts balancing speed, flavour, experience.

12

Private Members Clubs

Exclusive spaces designed for connection, luxury, and unparalleled privacy.

18

Countries

We've worked globally, shaping hospitality across diverse markets.

75 years

Boasting over seven decades of combined hospitality expertise.

U.K., Europe,
Middle East,
LATAM

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 the 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.

TEAM



Olivier Lavigne du Cadet

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

Having managed and developed various concepts internationally, like La Petite Maison in Istanbul, Zedel in London or Brasserie Flo in Tokyo, I bring innovative and adapted solutions to our clients.

I believe in good concepts that show respect for ingredients, good food and beverage, personal service, atmosphere, and ambiance. All should work in harmony to deliver a memorable experience. Due to my experience in finance, I focus on the financial models for our clients.

TEAM



Steven Tonkin

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

I have worked in several 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, I have vast experience in kitchen design and equipment procurement.

TEAM



Melissa Bolivar

Design Partner, born and raised in London to Colombian immigrant parents, I am a passionate and culturally diverse interior designer whose work reflects my unique heritage.

My expertise spans a range of high-profile ventures, including notable works such as the Viajante 87 bar in Notting Hill Gate, the Hampstead Manor development by Mount Anvil, and The Tea House project, which has been featured in Architectural Digest Middle East and Elle Decor India. Additionally, I have contributed to the design of the Microsoft headquarters in Paris and collaborated with global brands such as Gucci and Hugo Boss on retail concepts.

TEAM



Giuseppe Pantalone

Operations manager, I have always craved understanding different cultures, and food and beverage have always been of great help in understanding local traditions and customs.

After my first visit to London, I immediately fell in love with the city, allowing me to live, experience, and understand a wide variety of cultures. I feel lucky to have worked in some successful venues like Franco's or Cantina del Ponte, together with some talented chefs. 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.

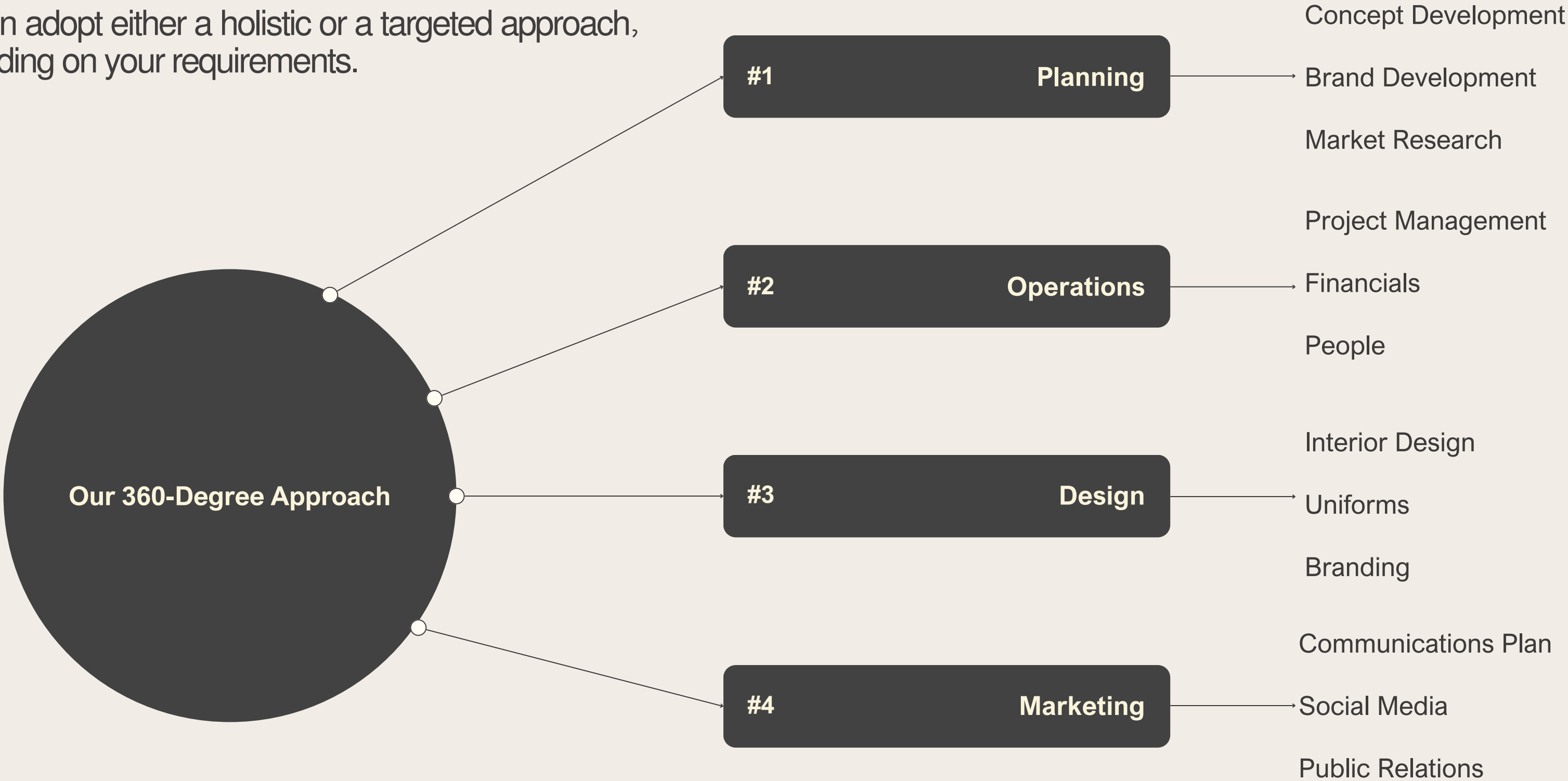
CONCEPT DELIVERY



We offer a hands-on consultancy service; our team of experts will deliver the very best results for your venue. Whether it is a brand new venture or a revamp of a long-standing business, Insight Hospitality covers 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. We can deliver solutions for a full 360 project or only a menu development, depending on where your needs are.

Key Stages

We can adopt either a holistic or a targeted approach, depending on your requirements.



Stages of brand development

A breakdown of our key processes.



SECTOR OF ACTIVITY

From small cafes to upscale restaurants, independents to larger chains, we have been working with various-sized projects and in various sectors of the hospitality industry.





HOTELS



RESTAURANTS



SOCIAL VENUES



CAFES - QSR

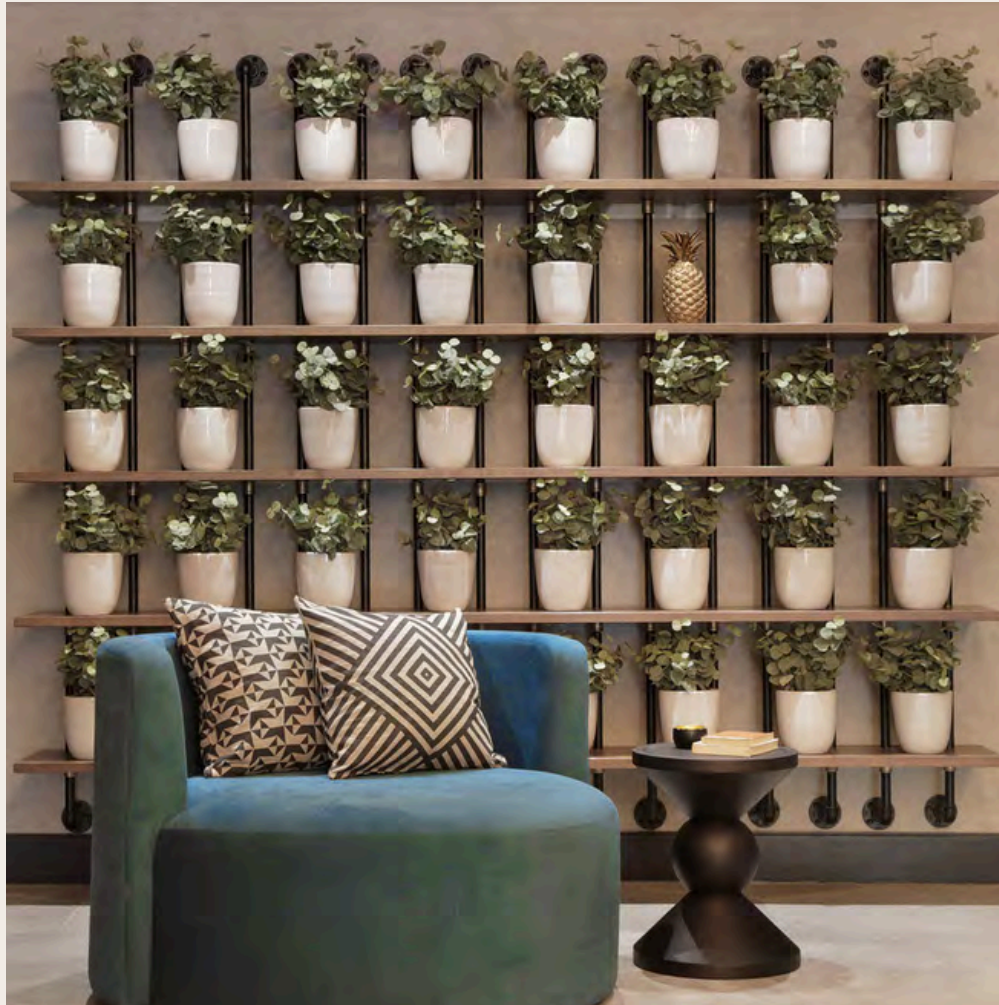


NIGHTLIFE



MEMBERS CLUBS

INTERIOR DESIGN



Our role is to inspire and lead a creative team in designing spaces that blend cultural depth, sustainability, and innovation.

We have had the privilege of working on high-end hospitality projects such as the Viajante 87 bar in London, the YOO2 Botafogo hotel in Rio de Janeiro, and the Microsoft Innovation Hubs in Paris.

We aim at creating visually striking spaces that are deeply meaningful and in tune with the energy around them, combining artistic vision, cultural awareness, and environmental consciousness to design spaces that resonate globally.

We create environments that aren't just beautiful but also leave lasting impressions on those who experience them.

SPACE PLANNING



Using immersive VR technology and high-end 3D modeling, we let you step inside your future restaurant, bar, kitchen, or workspace before a single detail is built.

Feel the flow of the layout, experience the lighting, explore materials, and fine-tune every element—from architectural structure to interior design touches—all in a true-to-scale virtual environment.

Whether you're planning a bold new concept or refining the details of your space, our VR walkthroughs give you the clarity and confidence to move forward with ease. It's a smarter, more inspiring way to design.

Because your vision deserves more than drawings—it deserves to be lived.



Using the exact specifications of the required equipment, we can layout the kitchen and you will be able to walk through it, allowing you to review in detail the flows and maximise the ergonomics of your kitchen



With our 3D technology, which is associated with a virtual reality headset, you can plan your counter, table layout in real time and optimise the customer journey.

CASE STUDIES

We have been lucky enough to work with some fantastic clients, many of whom are still using our services. Many restaurants and hotel groups approached us to create something original and profitable in their F&B spaces. Here are few examples of our work.



MIIRO

F&B STRATEGY POSITIONING

Paris, Barcelona, London

2022 - 2024



2022

Brief from the client

Interglobe IGE, approached us after the acquisition of a small hotel chain “K&K”. We were asked to assist them in positioning the food and beverage as the front-facing side of their hotels. The scope to encompass Paris, Barcelona and London.

Brand Pillar and DNA

After several brainstorming sessions with the client, we identified the values of the food and beverages, the profile of the clients targeted, the aspirational competitions set and a list of chef’s profile that would be a good representation of the brand.

Design stage

Coordination with the various interior designers to review the flow layout of the front of house and back of house. The aim was to maximise the amount of cover without compromising the comfort of the guest. Design of all waiter stations and back bars.

Back of house design

Collaboration with the various kitchen designers to design the kitchen and the bar. We also did an evaluation of the existing equipment, assessing what could be reused in the new kitchen. Value engineering of all equipment to stick to client’s budget.

Finances

Establish the business plan for the various outlets in each location; Sales per department, organisation chart, salaries, cost of sales.

Menu development

We organised various tastings with the stakeholders for each destination, establishing the storyboard, the menu ethos and deciding on the style of food we will provide in each location while respecting the higher pillar already established.

Supply chain

We identified local suppliers and started the selection of products.

Beverage menu

Identified local wine suppliers and curation of the wine list. We drafted the cocktail list to give the direction of travel.

Selection of operating equipment

We presented various options to the stakeholders and once the style was agreed, we establish the full list of equipment and the bill of quantity.

2024

Recruitment of head chefs and restaurant managers

In collaboration with the client, we appointed these 2 key positions with profiles that suited the strategy and culinary direction of each outlet. We reached out to our extensive professional network.

Branding

Collaborate with branding agency to define the the names of each outlet, the story line, logo, tone of voice, colour chart.

Marketing

Assist the stakeholders in selecting the local marketing agency and agree on the launch strategy.

Procedures

Establish all Standard Operating Procedures and Order of Services.

Opening assistance

Pre opening assistance, setting up all operational systems, and training of the staff.

Audits

Support post opening by auditing the venues and highlighting areas of concern.

FAIRMONT

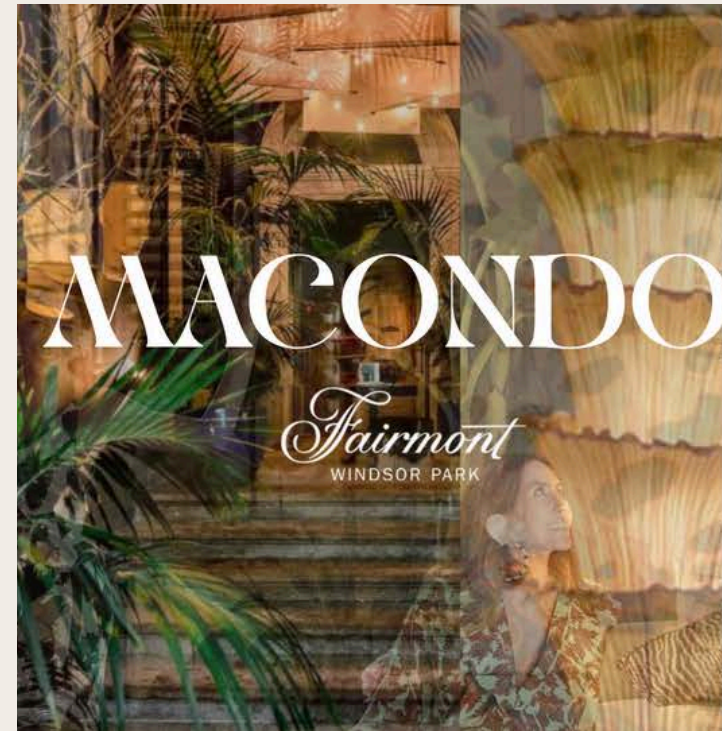
VENUE CONCEPT DEVELOPMENT

Windsor
2024



Insight Hospitality was tasked with conceptualising a new restaurant for the Fairmont Windsor, analysing the current market and providing a radically different approach that would attract locals to the venue.

We proposed a South American - Asian fusion concept, creating an indoor/outdoor concept.



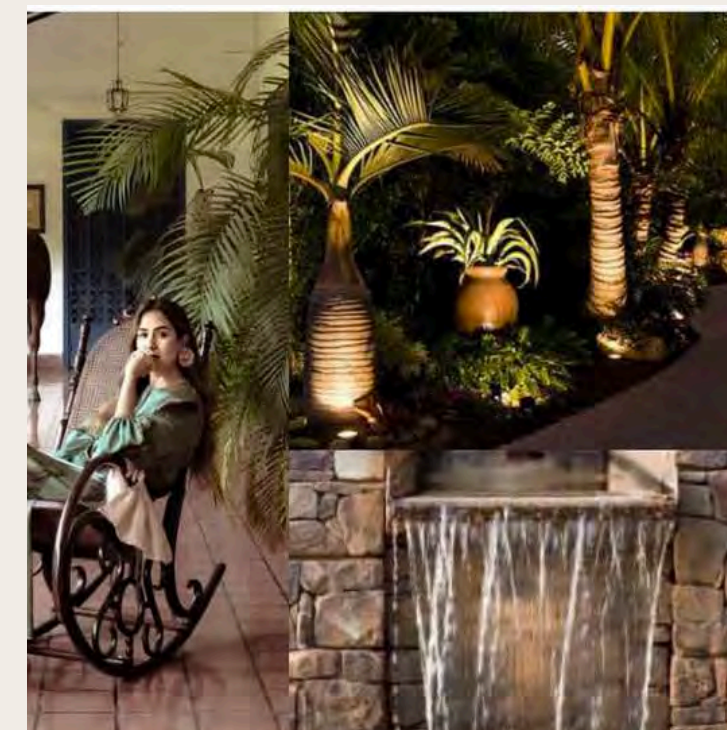
Concept & Logo



Floor Plan



Furniture



Interiors



Food & Atmosphere



Uniforms

SELFRIDGES

VENUE MANAGEMENT
CONCEPT DEVELOPMENT
BROKERAGE

London - Dublin
2017-2022



LONDON

THE ROOF AT SELFRIDGES

In a joint venture with Selfridges, we have managed the roof space of Selfridges and developed a winterised flexible space with a new roof structure and interiors. Over a period of 5 years, we created several concepts every 6 months, such as Forest on the Roof, Vintage Salt, Q on the Roof, Il Tetto. We had a direct management mandate, working alongside the Selfridges food directors.

DUBLIN

BROWN THOMAS

Insight Hospitality was retained by the Selfridges group owners of Brown Thomas, a Dublin-based department store. Our task was to develop a healthy all-day cafe. Green & Bean Cafe and Bar is the city centre's new healthy eatery offering great coffee, fresh juices and 'power salads'. The team carried out brand development, design development, and assisted the renowned Irish restaurateur Johnny Cooke with the food & beverage development.

EATALY

EATALY

Insight Hospitality was appointed by Selfridges, which was the UK business partner of Eataly.

The brief was to find and secure a 50,000 sq ft retail location in central London, develop a business plan, carry out market research, benchmarking, and develop a supply chain from Italy.

Location was sourced and a deal agreed in Broadgate with British Land, the successful launch happened in Q1 2021.

HURLINGHAM CLUB

F&B MASTERPLAN CONCEPT DEVELOPMENT

London
2023-2024



MASTER PLAN

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, validating the creation of a dedicated restaurant and renovated event space.

OPERATIONS

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

CONCEPT DEVELOPMENT

Working alongside a large team of designers, architects, and project managers, Insight Hospitality has created a dedicated restaurant and a renovated event space.

ROSEWOOD

HOLBORN DINING ROOM SCARFES BAR CONCEPT DEVELOPMENT OPERATIONS

London
2013-2018



CONCEPT DEVELOPMENT

Working with our team, we analysed the operational challenges and curated an offer that will be deliverable 7 days a week, breakfast, lunch, and dinner in the essence of a traditional brasserie.

Insight Hospitality’s responsibilities during this 5-year contract included the completion of: full interior design, recruitment, menu development, operational development, and communications development. Set within the refined elegance of the Rosewood London Hotel and facing Scarfes Bar, Holborn Dining Room is a 236-cover all-day brasserie that is both stylish and familiar.

We appointed Martin Brudnizki Design Studio to create the full interiors. Martin Brudnizki Design Studio utilised the ‘rich heritage of this Edwardian Belle Époque building and added a contemporary twist, with glamorous neo-gothic chandeliers hanging over the original marble floor and oak and copper bars flanking either side of this animated room.

OPERATIONS

The team continued to develop Holborn Dining Room and Scarfes Bar by carrying out the recruitment of all senior team members, including head chef Calum Franklin, waiting staff, and bar teams. The team also helped to develop all menus and operated for 5 years to great success of the media and transformed Holborn Dining Rooms and Scarfes Bar into icons in the London dining scene. Holborn Dining Room is now the winner of Best New Hotel in the World, Telegraph Luxury Travel awards 2015.



CAFE BRERA

REPOSITIONING
BRANDING
CONCEPT DEVELOPMENT

London
2017-2018



CONCEPT DEVELOPMENT

The brief was to create a theatre feel with a grab and go counter and an all-day operated table service cafe. With the replacement of tables and chairs, white walls, and impersonal table service, with luxurious leather banquet seating, intricate Italian-made wallpaper, and large menu boards boasting the 'Menu of the Day'. These changes transformed these cafes into a more seductive and welcoming space. You might want to grab a focaccia and coffee to go, but you might also want to stay and hang around for a few Espresso Martinis.

As the group had six outlets, the decision was made to develop a central production kitchen to ensure quality and consistency of the iconic pastries, cakes, hand-cut pasta, sauces, and sourdough pizza.

BRANDING

'Brera' name comes from Brera Village in Milan, known for its elegant food and fashion, Insight Hospitality wanted this to be reflected in the brand development of Brera. The team wanted the new concept to have an authentic Italian feel with a sleek and refined style. Working with Plus Agency, we reflected the heritage of the brand and repositioned it in a more contemporary approach, bringing the vibrancy of Milan in the colour palette used.

PITCH

MENU DEVELOPMENT CONCEPT DEVELOPMENT

London, Manchester, Birmingham
2023-2025



MENU DEVELOPMENT

Insight Hospitality was tasked with conceptualising a food offer that could be produced within the existing layout of the Soho venue. We designed a retro-fitted kitchen, created a new Asian-influenced menu, introduced processes, and trained the staff accordingly.

CONCEPT DEVELOPMENT

Following a successful retro fitting project at the Soho location, we were tasked with conceptualising a captivating venue for the new flagship venue in Canary Wharf. This exciting project served as the foundation for soon-to-follow venues in Manchester and Birmingham and developed a franchise model concept, where we collaborated closely with the owners and talented designers.

A fresh and vibrant brand identity was meticulously crafted to seamlessly align with the overarching Pitch brand vision.



YOO2

DESIGN

Rio de Janeiro
2023-2025



SCOPE F&B

Interior Design and Interior Architecture.
Floor plans.
Furniture selection.

SCOPE ROOMS

Interior design.
Supporting the senior designer with technical packages.





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