

HEIDI
MILLER



HÉLÈNE
SAMUEL

Restaurant & Food Business Consulting

Your projects managed by **2** hands-on experts who have created and operated their own, successful restaurants



Heidi MILLER

**15 years in the restaurant field,
10 years in multi-channel
retail of premium consumer goods**

Restaurant entrepreneur,
Chef & Food consultant,
Ex-Chief Digital Officer (Mercedes-Benz)

Creation and opening of restaurants
of her own & for fine food
brands (Kusmi Tea)

B2C strategy & marketing, menu creation,
new restaurant set-up & launch

Co-founder and VP of « Elles Sont Food ! »
Head of the HEC Paris Club of Tourism
and Gastronomy, 1200 members

*Franco-American – International career :
France, USA, Germany, Benelux
Graduate of HEC Paris and of the Sorbonne*

CONFIDENTIAL

Loves French wines and cheeses,
key lime pie and cooking pasta !



H el ene SAMUEL

**23 years of experience
in gastronomy and restaurants,
from fast-foods to 3-star Michelins**

Double expertise : restaurant CEO & consultant
for large companies & independent owners

Creation of winning concepts of all sorts,
for Alain Ducasse among others,
successful management of many restaurants

Innovates, audits, improves, carries out solutions
in all areas of restaurant & food business

Broad professional network, excellent knowledge
of the different stake-holders in the restaurant world

Co-founder and VP of « Elles Sont Food ! »

*Bilingual French-English
Graduate of Sciences Po Paris
and of Hautes Etudes du Go t*

CONFIDENTIAL

Has an absolute passion for chocolate,
yoga and baking bread !



Crédits photo : Kusmi Tea

✓ **DONE**

Heidi created the concept of Le Café Kousmichoff (restaurant, bar, terrace, 85 seats) and directed it, as well as the Kusmi Tea Flagship Store, during 3 years - Champs-Élysées, Paris



Crédits photo : Nicolas Borel / Salle Pleyel



Hélène created and directed for 8 years the Café Salle Pleyel : a restaurant with a different guest Chef each year, intermission bars, private receptions in the famous concert hall, Salle Pleyel, Paris



Crédits photo : Francesca Mantovani

✓ DONE

Hélène created and directed for 5 years the Delicabar, the chic, sweet and savoury café of Le Bon Marché department store, Paris. She also designed the brand's line of gourmet products.



✓ DONE

Heidi created and directed for 8 years Les Anges au Plafond, a Boutique hotel (5 suites) and Bistronomy restaurant (60 seats) in the South of France. She was also the Chef of her restaurant.



✓ **DONE**

Hélène performed a benchmark and a trend book that were used towards the creation of Eli Zabar's Delicatessen in New York

Areas of expertise



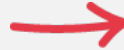
Our global vision & operational know-how helps you to create & implement ...

OUR SCOPE OF ACTION

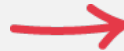
Strategy



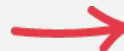
Detailed concept
What, where, how, who



Business plan,
Project management



Product marketing, R&D



Business development
Multi-channel marketing
& communication



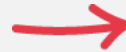
TOPICS WE HANDLE

- Outline of short-, mid- or long-term vision
 - Breakdown of vision into clear objectives
 - Market study
 - Brand positioning and definition
-
- Definition of product, service, price
 - Menu creation
 - Product and ingredient sourcing
 - Place and design briefings
-
- Action plan outline, planning & budget control
 - Coordination of contractors
 - Assistance for the opening phase
-
- Innovations in menus, recipes, ingredients
 - Definition, classification of product lines
 - Styling, packaging
-
- Growth strategy
 - Actions in-store and on the web to increase traffic and sales
 - Communication plan to boost image

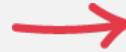
... our broad field experience & expertise helps you to stay ahead and grow !

OUR SCOPE OF ACTION

Roll-out
& duplication



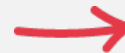
International Development



HR : strategy & development



Audits



New trends
Survey and analysis



TOPICS WE HANDLE

- Identification of key points to be carried across
- Spelling out of the necessary adaptations to be made
- Road map outline : where ? when ? how ?

- Business set-up in France for foreign restaurant brands
- Study and recommendations for the export of French concepts

- Needs analysis
- Recruitment of management, kitchen and front-of-house staff
- Training, Coaching

- Audits of the offer/product, menus, customer experience, organization
- Implementation of the improvements

- Panorama of new French or international restaurant concepts
- Analysis of new consumer trends and of their impact on restaurants

*Your needs,
our solutions*



RESTAURANTS

START-UPS, INDEPENDENT OWNERS, CHAINS, GASTRONOMY,
FAST CASUAL, TRADITIONAL, DELIVERY, CATERING, FOOD-TRUCKS

- Revamp the culinary offer, the customer experience
- Develop e-commerce or set up a real restaurant
 - Get organized for duplication
 - Create a disruptive concept
 - Diversify in B2C / B2B

RETAIL

DEPARTMENT STORES, MALLS, WEB RETAILERS,
PURE PLAYERS, FASHION, LUXURY, FINE FOODS

- Integrate a restaurant in a flagship store, a retail outlet
- Imagine the Food Court of the future
- Set up shop and counter in real life

AGRI-FOOD INDUSTRY

F&B ARTISANS OF ALL TYPES,
GLOBAL FOOD BRANDS

- Enlarge or diversify the product range
- Offer a richer customer experience
- Open a flagship store & restaurant
 - Create a new sales channel

Innovative,
pragmatic
solutions
for your
F&B needs

LEISURE, CULTURE

AMUSEMENT PARKS, THEATERS, MUSEUMS,
CO-WORKING SPACES, SEMINAR VENUES

- Define a creative, profitable F&B offer
- Create one-time or modular concepts
- Set up a food happening

INVESTORS

BUSINESS ANGELS, CAPITAL INVESTMENT,
INCUBATORS

- Survey of potential targets
 - Coaching of managers
 - Prospective study
 - Due diligence

HOTELS, TOURISM

CHAINS, FAMILY-OWNED, RESORTS,
TOUR OPERATORS, TRANSPORTATION, TRAVEL RETAIL

- Outsource the F&B : why, who, how
- Create an attractive, good value for price, easy-to-operate offer
 - Define a new offer to target out-of-house customers

Our references



RESTAURANTS

CAFÉ SALLE PLEYEL

delicabar
snack chic

SPON
by Alain Ducasse

hop
Eric Trochon
SOCIÉTÉ NATIONALE
DES MEILLEURS OUVRIERS
DE FRANCE

Les Anges
au
Plafond

LE CAFÉ
KOUSMICHOFF
PARIS

bert's
café contemporain

GRUPE
LE DUFF *Mimi's*
CELEBRATING
BREAKFAST • LUNCH • DINNER

ALAIN DUCASSE

CATERING

 **vélissime**
LE SAVOIR FRAIS


FLEUR DE
METS
RECEPTIONS
Paris


CUISINE
&
COMPAGNIE
BY PASCAL DE VITRY

BAKERY, PASTRY

Polâne


MONSIEUR BENJAMIN
— ART PASTRY SHOP —
PARIS

Gérard Mulot

FINE FOODS

KUSMI TEA
PARIS


COMPTOIR DU
CAVIAR
Depuis 1991


NESPRESSO

MARKS &
SPENCER
FOOD

ELI'S
MANHATTAN

FOOD & WINE INDUSTRY



HOSPITALITY & TRAVEL



RETAIL



LEISURE, CULTURE



OTHER



OUR ADDED VALUES

2 restaurant professionals, with varied and complementary experiences, and a proven track record in **operations** as well as in **strategy and conception**.

•

2 pragmatic consultants, who **focus strongly on detail** – product and service quality, customer satisfaction – and at the same time provide a **global business and marketing view**.

•

2 experts who have been **successful entrepreneurs**, launching and managing **renowned restaurants**, and also serving companies of various types and sizes **for over 20 years**.

•

With our heads in the sky and our feet on the ground, we combine **great creativity** with **in-depth knowledge of the restaurant profession and clientele**, allowing us to concretely deliver what we recommend.

•

Our **know-how** ranges from the **upscale** restaurant to the **everyday** take-away, and we have an acute awareness of **sound financials and organization**.



Heidi MILLER

+33 6 48 36 02 28

heidi@h-h.paris

Hélène SAMUEL

+33 6 64 53 74 41

helene@h-h.paris