



**R** **STYLE**  
**HOSPITALITY**

**RH Style Hospitality** is the platform you are looking for when it comes to F&B Industry. We are bold and experienced, with a lean structure that equates to excellent value for our clients.

Our story began in the UAE market 13 years ago, by Tamer I. Qeblawi, an expert in branding consumer behavior with a flare in Operational Hospitality and F&B experience; who decided to join forces with Raed Haddad, a proficient with 18 years' of design, fit out and project management experience within the F&B industry.

A great combination of consumerism and industry expertise.

The passion, experience and talent of Chef Tamer Qebrawi combined with an extensive marketing and advertising career that spans over thirteen years, aims to provide bespoke culinary services that span across all areas of development and operations within the hospitality industry in the UAE and MENA region.

An Executive Chef for Rick Stein renowned seafood restaurant and the Cornish arms in Padstow, Cornwall, UK. Responsible for setting up and managing a large scale project for IFA Dubai Group to open and operate six high-end fine and casual dining restaurants and venues, was just the beginning to a successful career.



Raed brings more than 20 years of Interior Design and Decoration experience in UAE to RH Style; his experience in the UAE market ranges from restaurants, coffee shops, fashion boutiques, spas, showrooms, offices, pharmacies, financial institutions, as well as personal villas. He brings a lot of his technical knowledge of how restaurants work and restaurant operational considerations to RH Style Hospitality with his deep restaurant industry knowledge; being qualified to create a truly integrated restaurant brand.

Raed's vast experience in Restaurant Concept Design & Development Considerations concretizes from his belief that the design of a restaurant should be a balance between a welcoming ambiance and maximum seating capacity, and most important the interior design should make guests feel comfortable. They should feel the beauty of the place, the harmony between colors, and creativity in smart sound system.



Meet Chef Tamer, a proud partner to a diverse range of clientele and projects in the region including the revamp of Alloro Restaurant, Mezza House Lounge and Restaurant. A driver to the concept design of Zaroob Levant Cuisine and Masina Lebanese Restaurant. The concept developer and executor of Nonno Pizzeria, the proud face-lifter Park Central Deli and Café, and the steerer behind the concept development and franchising of Orizo Me, Khameer Express and Provedore/Milk and Honey.

Chef Tamer previously produced and presented two distinct TV shows for MBC network.

“AKL WA DARDASHA MAA TAMER”.



In today's connected world it is staggering how little research is done before F&B brands are developed. A reliance on 'gut feeling' supersedes both the analytical quantitative and the consumer-focused qualitative. In a world that values data more, is this approach viable?

We believe that research should be the horse that comes before the cart of strategy. We conduct demand and supply side research for our clients in order for them to be able to make more informed decisions, this is followed by a competitive analysis relevant to each concept proved sound and solid ground for development.

We offer clients integrated food & beverage solutions.



### **A brief scope of work includes:**

- Best use of the available space
- Performance Management
- Financial Strategy
- Feasibility and Target Performance
- Franchise Strategy
- New Concept Development
- Gap Analysis
- Local and Global Consumer Behavior Trends
- Online Consumer Research targeting primary audience
- Industry Trends and Behavior
- Competitive analysis
- Economic Data



- Market Analysis
- Market Trends
- Consumer Trends
- Current Segment Analysis
- Concept Development and Briefing
- Menu Development and Engineering
- Recipe Development
- SOP Management System
- Operations and Procurement Management
- Staff Recruitment, Training and Development
- Kitchen L/Out Design and Resourcing
- Contractor Management
- Project Development Management
- SOE and Platting
- Retail Management System



## □ CONCEPT DEVELOPMENT



We conduct in-depth strategic reviews of our client's ideas against its feasibility and the market environment, while establishing practical directions in design and operations.

- Project & Feasibility Study
- Concept Brief & Recommendation
- Menu Recommendation
- Design Coordination
- OS&E Procurement Assistance
- Operational Consultancy
- Pre & Post Opening Assistance

## □ F&B CONSULTANCY



We offer you industry specialist advice in terms of menu reviews, plating presentation, sensory acceptability, ingredient selection and portion sizing for optimal operations and returns.

- Food Menu Concept Development
  - Menu Engineering
  - Beverage and Wine Concept Development
  - Financial Projection Assistance
  - Operational Assessment and Review
  - Marketing & Resource
  - Branding
  - Staff Training and Development
  - Human Resources Guidelines and Development
  - Audits & Analysis
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## □ KITCHEN DESIGN




We are the experts when you are looking for kitchen designs and layouts that ensure optimum utilization of space while complying to best hygiene practices.

- Site Assessment & Project Studies
- Design & Layout
- Workflows
- Recommendations of Operating Equipment
- Review of Construction & Fitting Out Progress
- Testing & Commissioning
- 3D Walkthrough (optional)


## □ PORTFOLIO

**GOSSIP**  
THE CAFE



**WE ARE FRANCHISING!**  
GCC . EUROPE . USA

A CONCEPT BY GOSSIP THE BRAND



## GOSSIP The Brand

We were hired by Gossip The Brand to work on a complete operations restructure of all assets, we are responsible for the day-to day-decision-making, scheduling, sales, accounting and money counting. We worked closely with the owner to offer services in different areas of the restaurant business, ranging from facilities management to customer service. We worked on design operations aiming to please customers, making a profit and avoiding potential crises. In addition to handling the logistics of ordering and stocking ingredients, oversee the nonfood elements of a dining experience such as ambience and service restaurant operations.

## □ PORTFOLIO



*Fairmont*  
THE PALM  
DUBAI

IFA Dubai & the Fairmont Group project to develop a mix of both fine dining and CDR outlets to add value and elaborate on the F&B offering for the Fairmont and the Golden Mile strip at the world renowned Dubai Palm was to provide the Group with its first in-house Operational and management Hospitality division with the potential for further growth and development of future projects. Part of the management system was also to develop an in-house Franchising unit and acquisitions department.

## □ PORTFOLIO



The PROVEDORE is defined as a world-class casual dining market & restaurant, a unique food and beverage vendor, a specialty gourmet food store and deli, and a reference for all food enthusiast.

Dedicated throughout to the freshest of natural ingredients prepared right before your eyes. Managed and driven by passionate industry professionals. The PROVEDORE is the anchor outlet at one of Dubai's upscale community malls; The Sunset Mall. Located on the high end Jumeirah Beach Road and within walking distance to Burj Al Arab and Madinat Jumeirah.

## □ PORTFOLIO



## ZAROOB and MEZZA HOUSE

Complete refurbishment of Mezza House downtown, redesign and Fitout of their kitchens, menu engineering design and training.

Zaroorb, was a challenging project as it was competing with Zaatara w/ Zeit. We wanted to bring the authenticity of the Levant cuisine within an interactive venue that stood out and was able to capture bigger market share.

## □ PORTFOLIO



## APPRONS &amp; HAMMERS

Turn key project to develop a first of its kind licensed floating seafood restaurant with the ambition of expansion and franchising with in the region and internationally.

Concept development and project management with complete menu design, engineering and implementation.

With now more than 6 outlets in the UAE and one of the first homegrown concepts to get into the KSA market in 2019 and 2020.



## □ PORTFOLIO



## EAT Artisanal Bakery

One of our favored concepts; Eat artisanal Bakery was designed and developed by us entirely. The brief was to design an artisanal home bakery that makes all its menu from scratch, using local products and organic material.

Delivering this project was under very stringent timelines and we were part of the operational team for the first 6 months of its development to ensure a seamless delivery of a working concept.





This client we worked with on different aspects of their operations including, their menu, recipes and training. KHAMEER & DOUGH was a successful story along with Park Central who we revamped their menu engineered and redesigned the outlet and HR recruitment our work involved training the staff and developing all restaurant's SOP's



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**AN EYE CATCHY MENU  
IS OUR SPECIALTY**





First Clique Restaurant and Café – 5 Branches



Filini Garden – Radisson Blu - Yas Island



Filini Garden – Radisson Blu - Yas Island



Moka Café – Dubai Mall





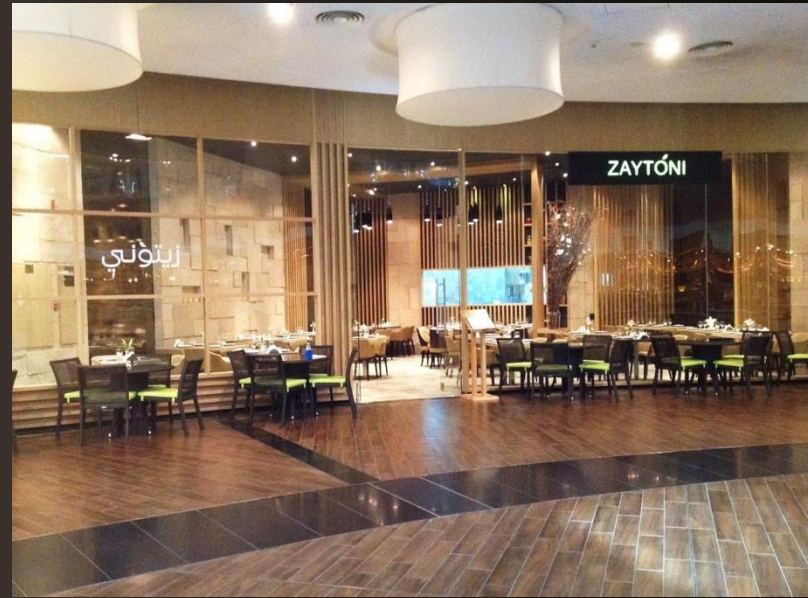
Eat Artisanal Bakery – Bay Square Dubai



Muffintt – Shangrila Hotel Abu Dhabi



Chili's - UAE



Zaytóni – Dubai Mall



Johnny Rockets - UAE

THANK YOU.



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