

FOOD & BEVERAGE CONSULTANCY & DESIGN



ADDMORE SERVICES

Focus on your Core Business and Outsource

AUTOCAD • BIM • QUANTITY SURVEYING • ESTIMATION • PLANNING & CLAIMS

www.addmoreservices.com | outsource@addmoreservices.com

INTRODUCTION

In the US, the National Restaurant Association's 2024 What's Hot Culinary Forecast is drawn from a survey of 1,500 culinary professionals in October 2023.

The trends for the year emphasize a consumer craving for comfort, community, and curiosity, all influenced by social media. Traditional dishes like BBQ are evolving with new flavors, and regional cuisines such as Nashville Hot are gaining popularity through social sharing. Global influences are reshaping local menus, even in the realm of chicken dishes.

Technomic predicts continued effects of climate change on restaurant sales and traffic, necessitating a focus on cost management and menu adjustments. From varying produce availability to energy conservation, the industry faces significant challenges.

Technology will play a central role in 2024, with advancements in ordering systems, innovation, and the integration of artificial intelligence. Drive-thru chatbots and predictive analytics will assist in managing labor, supply, and marketing. Technomic forecasts the versatile tomato to take center stage as a key ingredient in the culinary landscape.



ABOUT US

F&B CONSULTANCY & DESIGN

Excellence meets innovation as ADDMORE Services offers F&B Consulting and Design services together with our trusted partners.

Utilizing the innovative food service design and integrated bar solutions offered by the consortium, Magnificent 7, we aim to deliver hospitality experiences that prioritize Return on Investment for all stakeholders while aligning with the vision of each stakeholder involved.

ADDMORE SERVICES LLC is a professional technical services company for the architectural, engineering, and construction industry, offering services such as Engineering Drawings and ERP Solutions, Architectural Drawings, BIM Services and Renderings, F&B Hospitality Design and Consultancy, ADDMORE Outsourcing, Project Management, FF&E Sourcing and Consultancy, and Quantity Takeoffs and Cost Management.

Headquartered in Las Vegas, Nevada, with a team of licensed architects, civil engineers and quantity surveyors in Manila and Cebu, Philippines, the company's key markets include the USA, Australia, UK, Republic of Ireland, UAE, and Kingdom of Saudi Arabia.



SERVICES

F&B CONSULTANCY & DESIGN BY THE MAGNIFICENT 7

We are providing services through a consortium of consultants with diverse backgrounds and extensive experience across various projects and clients nationwide. The collective expertise of these individuals is enhanced by the integration of specialized skills from each consultancy, enabling us to offer fully customized food service models tailored to our clients' needs.

Our comprehensive range of services encompasses MAS (Management and Operational Advisory and Consulting Services) as well as Hospitality Consulting and Design.

TAILORED SOLUTION FOR YOUR F&B CONSULTANCY AND DESIGN NEEDS

We have a team of seven independent consultants, working as a consortium to specialize in providing tailored solutions to meet the unique needs of each client. Our expertise extends to every aspect of F&B operations, from conceptualization to execution, ensuring seamless integration of design and functionality.

Whether you're launching a new venture or seeking to enhance an existing establishment, we are committed to delivering results that exceed expectations.

SERVICES

F&B CONSULTANCY & DESIGN BY THE MAGNIFICENT 7

Our expertise spans the hospitality industry, as well as other industries that deliver experiences through food service, including:

- restaurants, groups and independents
- country clubs, resorts and hotels
- breweries and wineries
- event and conference venues

We offer more than other hospitality consultants or restaurant designers.

We are your team partners to ensure your return on investment (ROI) is optimized in addition to turning your dream into reality.

We therefore provide the following:

- Food and beverage strategic planning
- Strategic advisory
- Operational opportunity assessments
- Restaurant turnaround
- Food service concept development
- Project management
- Integrated bar design solutions



SERVICES

FOOD AND BEVERAGE STRATEGIC PLANNING

Our food and beverage strategic planning service involves crafting comprehensive strategies to guide your F&B business towards success. We analyze market trends, consumer preferences, and competitive landscapes to develop tailored plans that align with your goals and vision.



STRATEGIC ADVISORY

With our strategic advisory service, we offer expert guidance and insights to help you navigate complex F&B industry challenges and capitalize on emerging opportunities. Our team provides strategic recommendations based through analysis and extensive industry knowledge.

OPERATIONAL OPPORTUNITY ASSESSMENTS

Our operational opportunity assessments involve detailed evaluations of your current F&B operations to identify areas for improvement and optimization. We uncover untapped potential and recommend actionable strategies to enhance efficiency and profitability.

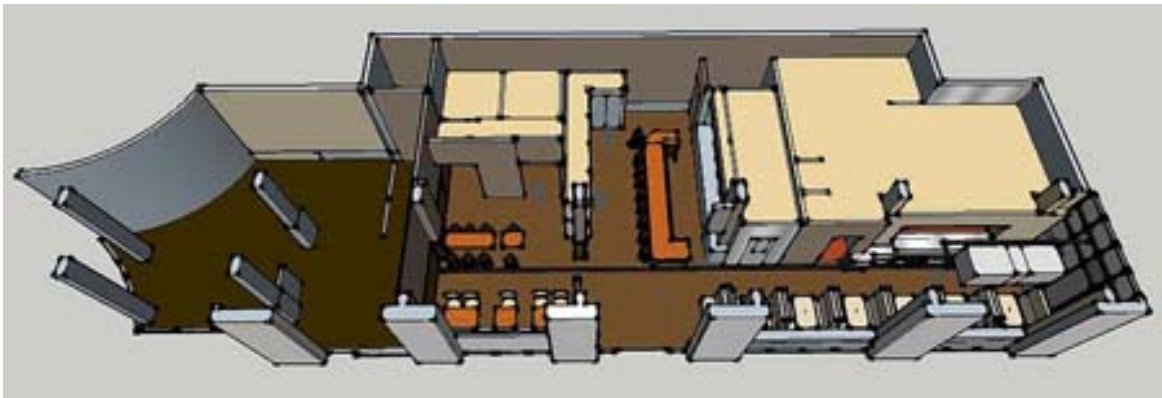
SERVICES

RESTAURANT TURNAROUND

If your restaurant is facing challenges or underperforming, our restaurant turnaround service is designed to revitalize your business. We conduct in-depth assessments, implement strategic changes, and provide hands-on support to turnaround operations and drive positive results.

FOOD SERVICE CONCEPT DEVELOPMENT

Our food service concept development service helps bring your culinary vision to life. We'll work closely with you to conceptualize unique and compelling F&B offerings that resonate with your target audience and set you apart in the market.



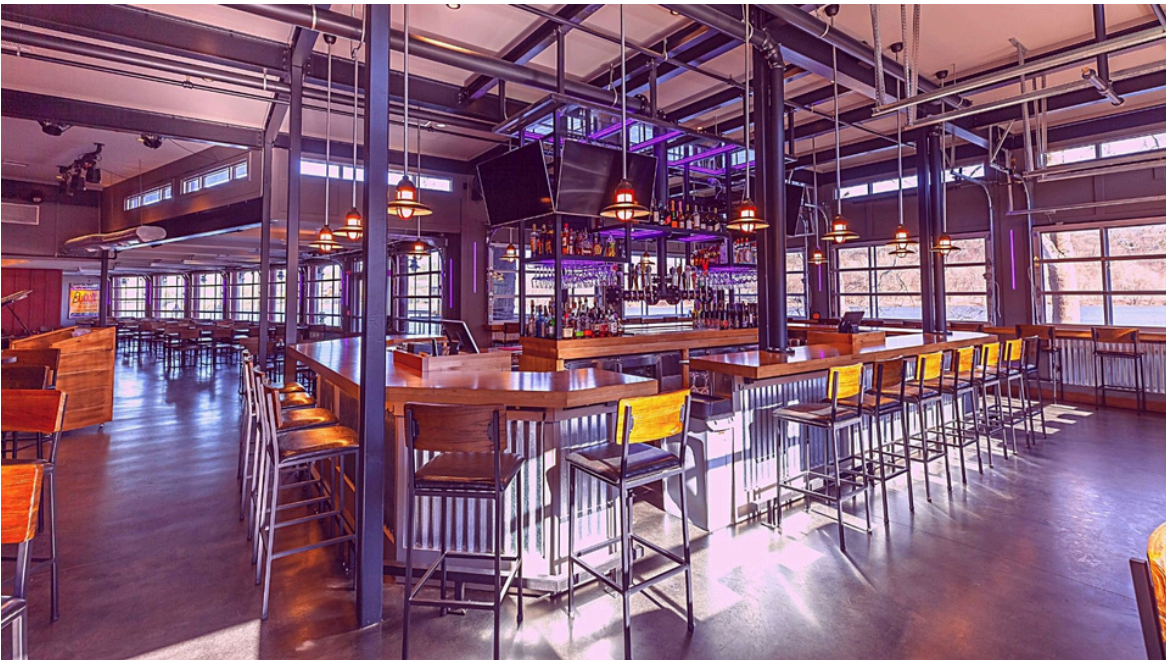
PROJECT MANAGEMENT

From inception to completion, our project management service ensures seamless execution of your F&B ventures. We oversee every aspect of the project, from planning and budgeting to procurement and implementation, to deliver results that exceed expectations.

SERVICES

INTEGRATED BAR DESIGN SOLUTIONS

Elevate your bar experience with our integrated bar design solutions. We combine aesthetic appeal with functional efficiency to create captivating bar spaces that enhance customer satisfaction and drive revenue. Our design experts collaborate closely with you to bring your bar vision to fruition while maximizing operational effectiveness.



COLLABORATIVE EXCELLENCE

The consortium is committed to working with excellence, collaborating closely with hospitality architects, restaurant interior designers, and design-build contractors. We engage directly with restaurant owners, facility operators, and property developers to define concepts, design food service spaces, and deliver exceptional end-user experiences. From guests and members to students, residents, and staff, we ensure every stakeholder benefits from our expertise.



UNMATCHED CONSULTATION & DESIGN EXPERTISE

Our approach emphasizes thorough groundwork to ensure efficient execution. By defining success metrics early, we pave the way for effective ideation and execution. We believe in going slower early in the process to go faster later, partnering with clients to achieve their vision for their complete hospitality business. Design is not just an aesthetic outcome; it's a deliberate intention. We prioritize customization and design for the experience, ensuring every detail contributes to spaces that perform and profit.

BENEFITS

FAST TRACK EXCELLENCE

F&B design projects are known for their fast-track nature, where time is of the essence. Whether it's a new build, a refit, or alterations and additions to existing spaces, we're all about achieving that quick turnaround without compromising quality!

THE ART OF COORDINATION

Imagine orchestrating a symphony of specialist lighting, audio, and acoustics in a nightclub or theatre. It's all about seamless coordination to create an unforgettable experience!

CUSTOM CREATIONS GALORE

From custom seating arrangements to bars that redefine elegance, we know that the devil is in the details. These fit-outs demand an eye for precision and a heart for creativity!

It's not just construction; it's crafting unforgettable experiences.



BEHIND THE MAGNIFICENT 7

Lu Schildmeyer

PRINCIPAL/OWNER

LU S DESIGN ASSOCIATES

Lu is a specialist in all things relating to food and beverage. With over 38 years' experience, exclusively in the Restaurant, Bar, and Foodservice Facilities consulting, design, foodservice millwork design, foodservice custom stainless steel design, project management, and permit document preparation and submittals to City and County for TI permits, county health departments, and state liquor boards Across the United States & Canada.



Lu has designed over 700 restaurants, 600 bars, and over 1,500 foodservice related businesses. Lu is a member of FCSI The Americas (Foodservice Consultants Society International)

Craig Pendleton

PRESIDENT/OWNER

NATIONAL FOODSERVICE CONSULTING, INC.

Showcasing a remarkable 50+ years in the food and beverage industry, Craig is a distinguished consultant specializing in design, operations, and project management.



Over the last 36 years, he's been the driving force behind the successful launch of 100+ establishments, from casinos to restaurants, showcasing a collaborative approach to ensure targeted profitability. Armed with a Social Sciences degree, Craig's journey spans major chain restaurants, corporate leadership roles, to founding his consulting firm. Today, he's a trusted advisor, particularly for Tribal Casino Operators, demonstrating a profound understanding of self-determination principles.

Dylan Halaszynski

PRESIDENT, FCSI

BAYARD FOOD SERVICE DESIGN

Dylan Halaszynski founded Bayard Food Service Design in 2022. Formerly with Shawmut Design and Construction, Dylan's expertise began with restaurant fit-outs in the New York tri-state area.



After years in construction management, he transitioned to food service design consulting for boutique firms in NYC. With in-house experience at Urbanspace in 2019, Dylan launched Bayard FSD, driven by a deep understanding of nationwide Department of Health codes. Dylan excels in designing within code constraints, pushing boundaries where needed, such as in the absence of specific codes for food halls and communal prep spaces.

Rick Uzubell

PRINCIPAL/OWNER

CABARET DESIGN GROUP

Rick Uzubell, a bar design expert with a focus on hotels, restaurants, and sports bars, has honed his mastery in the elusive "Gray Zone" of bar design.



Offering "Integrated Bar Design," a unique architectural engineering approach, Rick solves complex challenges beyond the expertise of typical design professionals. Rick's proudest achievements include his mastery of curved bar design using the modular bar die concept, draft beer systems, and steel as a core design element. With nearly 100 articles and 80 YouTube videos, he shares his wealth of knowledge. Today, Rick's influence extends across the U.S., Canada, and various offshore applications.

Garrett Lennon

PRESIDENT & PRINCIPAL
JLR DESIGN GROUP

Having over 20 years' experience in the food service and hospitality industries, Garrett has a diverse background that includes: operations, management, sales, design, and consulting.



Garrett has been with JLR since 2013 and is the president and principal of the firm. Garrett has provided food service design and consulting services for the restaurant, hospitality, business and industry, casino/ gaming, institutional, K-12, cultural/ civic, university/ higher-ed, and healthcare market segments in his career. Garrett uses his unique background & experience to help execute efficient designs for a long-lasting and adaptable food service operation.

Kevin Moll

PRESIDENT
RESTAURANT CONSULTING SERVICES, INC.

Kevin, a seasoned executive with 39 years of experience, is a trusted advisor for global restaurant and hospitality operators.



As the head of "Restaurant Business Experts," his firm provides comprehensive services, including business plans, manuals, financial modeling, and more. Recognized as an industry authority, Kevin has been featured on ABC News and is known as "The busiest man in the restaurant business." With a diverse background, including multi-unit ownership, directing foodservice at the 1984 World's Fair, and founding Mystery Shoppers, Kevin is also an accomplished author, contributing writer, and sits on three boards. Based in Denver, he is an enthusiastic traveler, dual-sport motorcyclist, and saltwater fisherman.

James Farley

OWNER
MC SQUARED, INC.



James Farley, PE, SE is a licensed structural engineer and majority owner of MC Squared, Inc. in Olympia, Washington. With a wealth of experience spanning building materials and various types of structures, ranging from one to ten stories, James brings a comprehensive understanding of structural engineering to his projects. Recently, he obtained an Arkansas license, further expanding his professional credentials and allowing him to serve clients with excellence across multiple jurisdictions. His dedication to quality and innovation continues to drive the success of MC Squared, Inc.

THE MAGNIFICENT 7

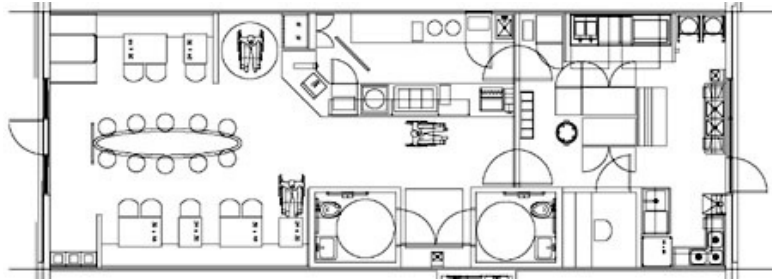


WE ENGINEER THE “COOL AND PROFITABLE”
IN DESIGN AND EFFICIENCIES.

WHY CHOOSE US?

WHOLE PROJECT PERSPECTIVE

Our approach is comprehensive, holistic, and organic, focusing on key elements:



- **Specific Needs of the Client:** We prioritize direct focus meetings with client operators to discern and interpret their vision into planned spaces. Unlike the industry standard, we ensure the client's voice shapes the design.
- **Maximizing Client Profitability:** We strive for maximum operational efficiencies, leverage technology, and minimize staffing needs. For instance, reducing one staff position equates to significant annual savings, benefiting our clients financially.
- **Functional Finished Facilities:** Our designs prioritize seamless functionality, optimizing time and motion, integrating new technology, and streamlining customer roles in the service process.
- **Detailed Fit to Specific Demographics:** We tailor each project to the demographics of the client's targeted customers, considering factors like age, income, and ideal customer profiles for frequency and special events. Our goal is to enhance satisfaction, retention, and guest return rates.
- **Customized Projects:** We eschew cookie-cutter designs, ensuring each project is uniquely tailored to the client's needs and preferences.

WHY CHOOSE US?



QUICK TURNAROUND

Our staff both in the Philippines and USA constantly coordinate for earliest completion of deliverables.



LICENSED PROFESSIONALS

Entrust your requirements with our highly-skilled and internationally experienced team of professionals.



CLEAR COMMUNICATION

Our staff both in the Philippines and USA constantly coordinate for earliest completion of deliverables.



ACCURACY

Utilizing the latest and relevant applications to complete the service helps reduce discrepancies, gain material quotes, identify risk factors, and generate reports.



BOOST PRODUCTIVITY

Hiring a professional you need can help boost productivity while freeing up your time so that you can focus on what matters most — growing revenue!



REDUCED COSTS

We provide high-quality service at a competitive pricing. We make sure that the value of our service is commensurate to what you pay for.



WE ARE LOCATED IN THE USA WITH REMOTE STAFF IN THE PHILIPPINES

BUT YOU CAN ALWAYS REACH US THROUGH
CHAT OR EMAIL, WHEREVER YOU ARE

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