

FOOD & BEVERAGE EXCELLENCE THROUGH AUDITS AND RATING SYSTEM

Ensuring top-tier quality dining experiences and operational excellence



Contact@RatingLuxury.com

INTRODUCTION TO RATINGLUXURY.COM

FOOD & BEVERAGE EXCELLENCE, THROUGH AUDITS & RATING SYSTEM

RatingLuxury.com is a UAE-based luxury hospitality consultancy and restaurant auditing firm that sets the benchmark for excellence in dining. We provide in-depth evaluations, strategic consultancy, and guest experience enhancement services to help restaurants reach the pinnacle of luxury.

Our signature **Fork Rating** is not for sale—it is earned.

Only restaurants that meet our rigorous standards across seven key pillars are awarded this prestigious recognition, making it a true symbol of excellence.





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MISSION AND VISION



Our Mission

Many independent restaurants in the UAE struggle with inconsistent service standards, lack of global recognition, and the absence of a structured framework to measure and improve their luxury dining experience. Without the backing of international chains, these establishments often face challenges in building trust, maintaining quality, and standing out in a competitive market.

RatingLuxury.com exists to solve these problems. We empower restaurants with a professional, unbiased audit system, strategic consultancy, and tailored training programs that elevate every aspect of the guest journey.

Our earned **Fork Rating** provides authentic recognition, helping restaurants build credibility, attract discerning diners, and align with world-class luxury standards.



Our Vision

We envision a UAE dining landscape where luxury is not just a promise—but a proven standard. **RatingLuxury.com** aims to become the definitive authority in luxury restaurant evaluation and consultancy, creating a recognizable brand identity that diners trust and seek out.

By standardizing service excellence through our proprietary rating system and consultancy framework, we help restaurants deliver consistent, elevated experiences. Our goal is to make the **Fork Rating** a symbol of quality and prestige, guiding guests to venues where they know they'll receive exceptional service, ambiance, and culinary artistry.

HOW WE ELEVATE THE UAE DINING SCENE

Authentic Recognition: Our Fork Rating is earned, not bought—making it a true badge of honor.

Guest-Centric Audits: We evaluate every touchpoint of the guest journey, ensuring consistency and excellence.

Strategic Growth: We help restaurants evolve through tailored consultancy, training, and concept development.

Mystery Shopper Intelligence: Real-time, anonymous evaluations uncover hidden opportunities for improvement.

Luxury Benchmarking: We define and measure luxury in dining, helping restaurants align with elite expectations



THE RATING SYSTEM

THE FORK RATING SYSTEM

RESTAURANTS ARE ASSESSED ACROSS 7 LUXURY PILLARS:

- AMBIANCE & DESIGN
- SERVICE EXCELLENCE
- FOOD & BEVERAGE QUALITY
- GUEST JOURNEY
- CLEANLINESS & HYGIENE
- LUXURY DETAILING
- CONSISTENCY & INNOVATION

EACH PILLAR IS SCORED OUT OF 100. THE FINAL SCORE DETERMINES ELIGIBILITY FOR THE FORK RATING





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The Fork Rating System

1 FORK: 65% – 74%
EMERGING LUXURY STANDARDS.
ACKNOWLEDGEMENT OF POTENTIAL.

2 FORKS: 75% – 84%
STRONG LUXURY PRESENCE. NOTABLE
GUEST EXPERIENCE.

3 FORKS: 85% AND ABOVE
EXCEPTIONAL LUXURY EXPERIENCE. A
BENCHMARK OF EXCELLENCE.

NOTE: FORK RATINGS ARE AWARDED
ONLY AFTER A FULL AUDIT AND
CANNOT BE PURCHASED

OUR EXPERTISE

Luxury Hospitality Auditing: Decades of experience in evaluating high-end restaurants across the region.

Guest Journey Engineering: We design seamless, memorable guest experiences from arrival to departure.

Operational Excellence: Proven strategies to optimize service, ambiance, and culinary delivery.

Mystery Shopper Intelligence: Real-time, anonymous evaluations to uncover **hidden** service gaps.

Credibility & Trust: Be part of a recognized standard that guests associate with quality and consistency.

Strategic Growth Support: Access expert consultancy, training, and marketing tools to elevate your brand.

Prestige & Recognition: Earn the exclusive Fork Rating—an elite badge of luxury excellence.

Visibility & Influence: Get featured on RatingLuxury.com and our social media platforms to attract high-end clientele.





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WHY CHOOSE
RATINGLUXURY.COM

DISTINCTIVE ADVANTAGES

UAE-Focused Expertise

RatingLuxury.com offers specialized knowledge of UAE's guest expectations and regulations to optimize restaurant success.

Proven Track Record

RatingLuxury.com successfully helps restaurants increase guest satisfaction, consistency, and profitability.

Comprehensive Solutions

End-to-end services include brand standards, practical training, and ongoing assessments for continuous improvement.

Flexible Engagement Models

Clients choose project-based, retainer, or a yearly partnerships tailored to their unique needs.





HOW WE WORK

ENGAGEMENT PROCESS

Discovery & Scoping

Initial phase involves understanding the restaurant's concept, goals, and current performance for tailored solutions.

Diagnostic Audit

Assessment of the 7 luxury pillars

Custom Solution Development

Sharing the brand standards, SOPs, and training plans based on audit findings to enhance operations.

Implementation & Support

Hands-on training, coaching, and rollout assistance ensure effective execution of solutions and continuous improvement.



Tailored solution for every concept, Let's get started!



Essential solution

Ideal for restaurants ready to improve their team and elevate guest experience.

Includes:

- Assessment of the current Standards
- Full audit of the guest experience
- One full-day physical training session for staff
- RatingLuxury.com Standards
- Training materials tailored to your concept
- 4 Online follow-up consultations to track progress



Prestige Solution

Designed for restaurants aiming for rapid transformation and Fork Rating achievement.

Includes:

- RatingLuxury.com Standards
- Assessment of the current Standards
- Comprehensive audit with identified gaps
- 2 Mystery shopper visit with detailed behavioral analysis
- 2 physical training sessions per year
- Guest journey mapping & experience design
- Brand positioning consultation



Premium Solution

Designed for restaurants aiming to elevate their guest journey and compete in an international level

Includes:

- Comprehensive audit with executive summary
- All features of the Prestige solution
- Priority listing on **RatingLuxury.com**
- 4 Mystery shopper visit with detailed behavioral analysis
- 4 physical training sessions per year
- Guest journey mapping & experience design
- Co-branded marketing support & social media exposure
- Brand positioning consultation

