



# ABC Ventures



- Brand Management
- Brand advocacy & Product Launch
- Sale specialist & business development
- Sales Team training & SOP implementation

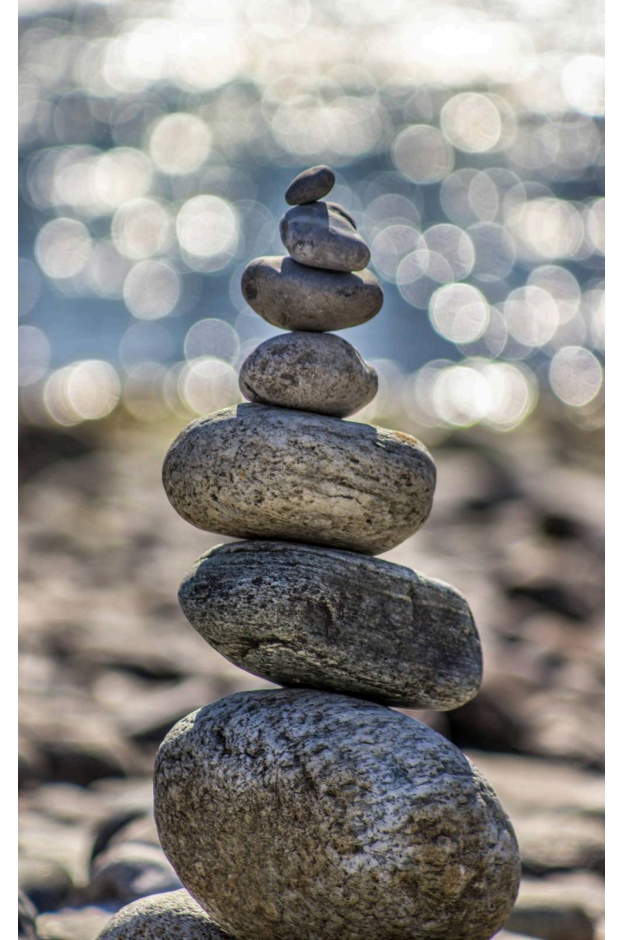
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# Personal Introduction

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# Background and Experience

01

## Early Life

Growing up in France and amongst a family of foodies, entrepreneur & passion driven people, I developed a deep appreciation & understanding for quality & products, shaping my approach to life and work.

02

## Educational Journey

My academic path in a renowned Catering school in France as well as the pursuit to a master in Hospitality management equipped me with the knowledge and skills necessary to excel in all areas of the F&B industry

03

## Professional Experience

With over 17 years of experience in the food industry I have honed my craft over a broad section of the hospitality industry, From Michelin star restaurants, high-profile & prestigious brands to casual fast paced dining.

From France to London, Australia to India, from managing F&B venues to building a gourmet & healthy food retail multi store concept.

For the past 8 years in the Middle East, I specialize in sales & work alongside distributors to Launch, build & develop power brands.

My strong relationship in the market with the F&B professional, chefs, Sommeliers, beverage directors & restaurants owners is based on trust, attention to details and commitment to provide a quality product with a consistent service.

# Core Values and Passion

## **Core Values**

Integrity, empathy and a commitment to excellence are the pillars that underpin my professional ethos, guiding my interactions and decisions.

## **Passion for the F&B industry , People & Products**

My long career experience in the hospitality industry together with the passion for food & the “know how” onboarding the right products, an eye for power brands, new trend and the relationship build over the years is the driving force behind my dedication to delivering a high quality , high energy and impactful brand management and mentorship

## **Professional Goals**

My goal is to develop premium and quality Brands ,drive results and growth , leveraging my skills and experience to make a meaningful contribution to the future of food industry.

# Achievements and Contributions

## 01

### Key Achievements

Being the sales director for some of the biggest distributors in the UAE for the past 7 years and being an active part of launching power brand such as Riedel, Double Dutch, Evo Elements, La Rose Noire, to demonstrating my ability to deliver results and surpass expectations.

Throughout my career in the UAE , I have worked with the largest F& B institutions and created long term relationship with Chefs , sommeliers and beverage Managers, built trust and gained respect amongst the industry .

## 02

### Contributions

I have actively contributed to the launch of power brands and been an essential part of several brand success stories.

aiming to drive positive change and innovation , always bringing quality , selecting the right products for the market .

# 03

## Client testimonials

*“ Alex commitment to sourcing top-quality ingredients and her unwavering dedication to customer satisfaction have been invaluable to me as a chef. Alex’s reliability, professionalism, and personalized service have elevated my culinary creations and allowed me to focus on delivering exceptional experiences to my customers. I wholeheartedly recommend Alex to any chef in search of a trusted and exceptional food supplier “ –*

**Chef Khai- 7 Management Culinary Director - Dubai**

*“Alex cared for our restaurant like it was her own. She was quick to understand our needs and always went beyond our every expectation. We switched flours to our second choice because I trusted her to see us through the supply chain drama. It was the right choice and I would do it again. She is missed and I can't wait to see her next project.”*

**Chef Jeff –Marmellata Chef Patron & Owner – Abu Dhabi**

It is rare that you have the chance to work with someone who is truly the best at what they do. Alex’s fierce passion for the brands she represents drives her success. She has the unique ability to transmit her excitement to others, which makes her incredibly effective in the market. Alex is tenacious and determined to develop the growth of her brands, while always remaining organized, fun, and an absolute pleasure to work with!

**Lauren Kline  
V.P. Sales – The Riedel Group**

*I have been working for more than a couple of years with Alexandra, it has been a fruitful business relationship as she has the talent of managing teams and business with always this unique projection of what the business will be like and in that she is a true “ visionnaire” of what to do to develop and increase a business in matter of turn over , she has this incredible feeling of the business ! she has the capacity of drawing a business plan as she is a person of the field who know and go to the customers , beside of this , her personality and her human talents have helped me so much in developing my business in the UAE , thanks to her , really she knows the field and the customers and she has this “ touch “ to understand customers problems while offering solutions ! My business in the UAE , have boomed up due to her hard work and she has never compted the hours of work she has spent with me when I was in a mission in the UAE , she his completely devoluted to her work and the satisfaction of her customers , our business relationship has been for me a great positive experience , anyone can contact me and I would be pleased to share my work experiences with Alexandra ,*

**Florent Bizarro , managing director of Africa , Middle East and UAE for the Soufflet - Invivo Group**

*“We have had the pleasure of working with Alex during her tenure at Truebell, where she played a pivotal role in the distribution and launch of Double Dutch mixers in the UAE . Alex's professionalism, market knowledge, and dedication have been instrumental in enhancing the visibility and availability of our brand across on trade and retail in the region. We highly recommend her expertise to any company looking to make a mark in their industry.”-*

**Raissa - Founder of Double Dutch mixers – UK**







**· EVO ·**  
— ELEMENTS —  
culinary masterclass

MONDAY, SEPTEMBER 25 9:00 AM - 3:00 PM  
TUESDAY, SEPTEMBER 26 THE EMIRATES ACADEMY  
WEDNESDAY, SEPTEMBER 27 OF HOSPITALITY MANAGEMENT

IMMERSE IN CULINARY CRAFTSMANSHIP WITH  
CHEF NICOLA DINATO &  
CHEF PAUL HAYWARD

PROGRAMME

- 9:00 - 9:30 | REGISTRATION
- 10:00 - 10:30 | INTRODUCTION TO ALBA
- 9:30 - 10:00 | ELEMENTS: THE COMPANY, THE PHILOSOPHY, THE EVOLUTION - BY CHEF NICOLA DINATO
- 10:30 - 1:00 | STRUTTURA & NATURA MASTERCLASS
- 1:00 - 2:00 | LUNCH
- 2:00 - 3:30 | EXPERT MASTERCLASS

rsphere



**DOUBLE DUTCH**

MEET THE MAKERS

Join us for a tasting experience with the founders of Double Dutch, **Joyce and Raissa**, followed by an evening with Double Dutch cocktails.

**MAINE**

TUESDAY, 4 October 2023  
The Maine Landmark  
110 By Maine Hotel, Business Bay, Dubai  
18:00-20:00  
cocktail evening | 100% wine

RSVP:

RSVP: [www.double-dutch.com](#) | [www.theemiratesacademy.com](#) | [www.rsphere.com](#)





# Services Offered

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# Overview of Services

01

## Brand Management

Work along with the current distribution partner & existing sales team to build the brand, increase visibility & brand coverage in the Middle East and enter new market in the Region

03

## Sale specialist, business development & advisory

Identify, evaluate and design plans that help brand & distributors grow as well as develop new products, services and lines of businesses to increase and sustain that growth.

Identify new products, categories opportunities

02

## Brand & product new launch

Represent and launch new brand in the middle east market.

Brand strategy implementation & commercials

Tailor-made strategy to find the best route to market – partnership with leading distributors in market or direct distribution model.

Launch event & press release coordination

04

## Sales Team training & SOP implementation

Plan, implement and manage sales educational workshops & food training

Identify labor with needs, strengths and weaknesses

Identify needs for sales skills improvement  
Try and evaluate various training methods and strategies

Serve as advisor to employees by answering all their sales related questions and concerns  
Keep abreast of latest sales trends and best practices

## 360-degree approach

Cover of full offering :  
Understanding of the market in the Middle East and the needs for the F& B professional , a good knowledge of the distributors in the region and previous experience of building power brands



# Unique Value Proposition

## **Tailored Solutions**

I pride myself on delivering customized solutions that address the unique needs and challenges of each client Or Brand ensuring optimal outcomes.

## **Client-Centric Approach**

My approach is centered around understanding and prioritizing the goals and requirements of my clients, fostering strong and lasting partnerships.

## **Innovative Strategies**

I leverage innovative strategies and cutting-edge tools to deliver impactful results, staying ahead of industry trends and best practices.

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# Collaborative Partnerships

01

## **Client Collaboration**

I believe in fostering collaborative partnerships with clients, working closely with them to co-create solutions and achieve mutual success.

02

## **Long-Term Support**

Beyond project delivery, I offer ongoing support and guidance to clients, serving as a trusted advisor in their journey towards growth and excellence.

03

## **Commitment to Excellence**

My unwavering commitment to excellence ensures that clients receive nothing short of exceptional service and results.

# Thank You

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