



# STRATEGIC DESIGN OPERATIONS FOR *HoReCa* LEADERS.

We make guest engagement easy for you.

DNA Kreatív | CEE

**DNA**  
**KREATIV**



# IS YOUR CREATIVE PROCESS A BOTTLENECK OR AN *Asset?*

Most HORECA owners invest in assets (buildings, furniture, ads) but lose margin on the **execution layer**. Traditional agencies are built for slow-moving “hero” campaigns. When you manage 50+ locations, you don’t need a one-off artwork—you need a **Visual Operating System**.

## Lost Revenue

Every day a menu update or promo waits for a designer, you are losing GOP.

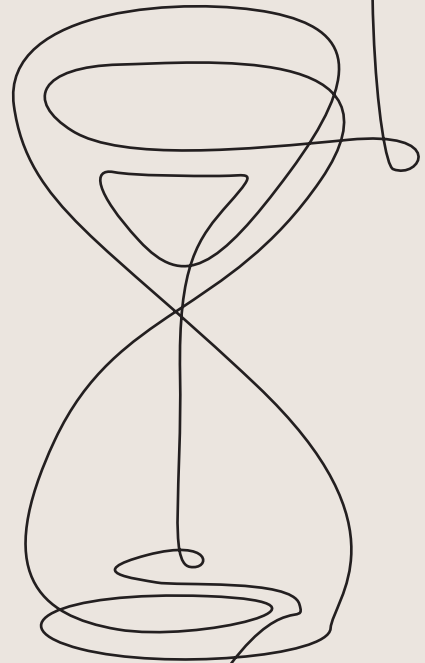
## Brand Erosion

Without “hotelier” discipline, your brand breaks across regions.

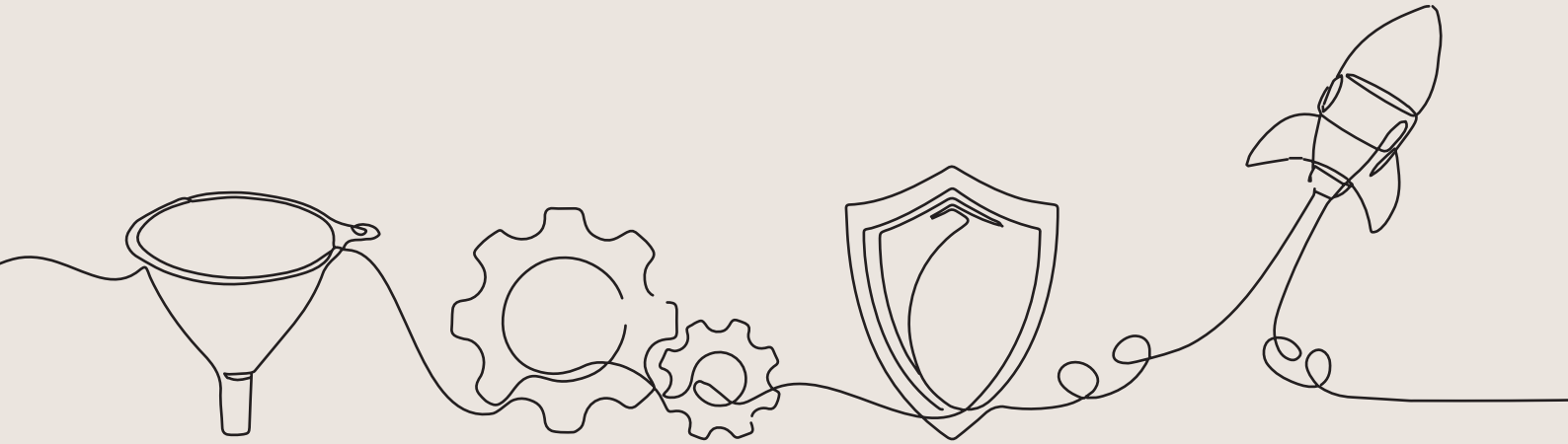
## Management Burnout

Your marketing team is “firefighting” instead of strategizing.

We Deliver Operational Velocity.



# BUILT FOR SPEED. ENGINEERED FOR *Precision.*



## Centralized Intake

A single channel for all regional requests.

## Industrial Production

High-speed DTP units that speak the technical language of HORECA.

## The Quality Guard

We don't just "fix" files; we audit and rebuild them for long-term production readiness.

## Instant Deployment

48 hour synchronized delivery across your entire network.

# 98% Faster Turnaround

than traditional full-service agencies.

We provide your marketing team with the **room to breathe**.  
We handle the complexity; they focus on the strategy.

# WE *Speak* HOSPITALITY. NO TRANSLATION NEEDED.

In hospitality, things change. The chef updates a dish, the vintage of a wine changes, or a price needs a last-minute adjustment. Most agencies hate these 'small' tasks. **We embrace them.**

## Direct Access

Your request doesn't get lost in a multi-level hierarchy. 1-2 experts handle the job from start to finish.

## Infinite Flexibility

Whether it's the 1st or the 10th revision, we prioritize your operational needs over our 'creative ego'.

## No Task Shuffling

We don't push back 'small' jobs. We understand that an incorrect price on a menu is not a small task—it's a loss of revenue.





# PROVEN *Excellence* IN HIGH-STAKES HOSPITALITY.

We are the trusted operational partner for the most iconic names in the industry. From global luxury brands to award-winning local gastronomic groups, our workflow is designed to meet the highest standards of precision.

## Tier-1 Luxury Portfolio

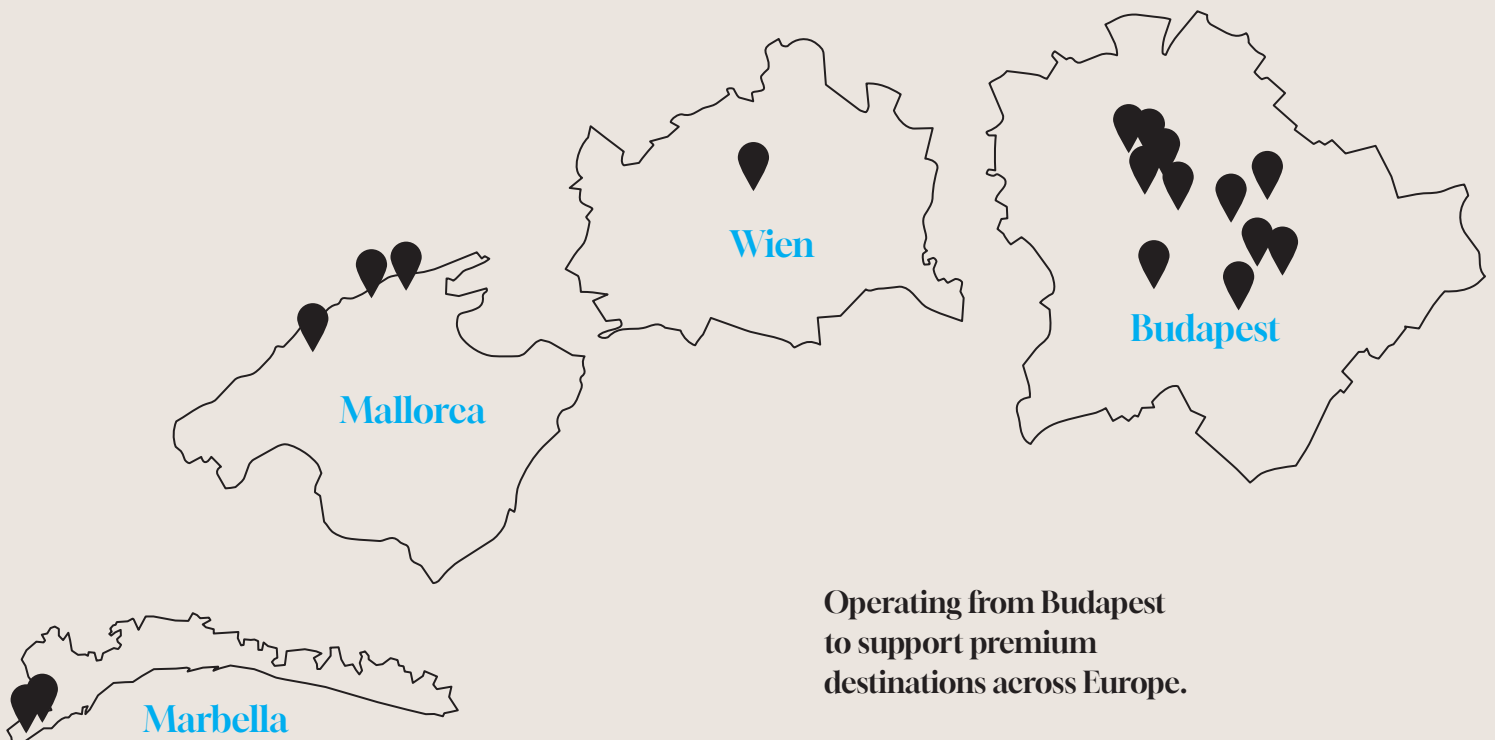
Supporting the leading 5-star hotel brands and Michelin-recommended groups.

## High-Volume Management

Handling thousands of visual touchpoints annually, from daily menus to complex signage.

## Zero-Defect Standard

Meeting the rigorous brand guidelines of global hospitality leaders.



Operating from Budapest  
to support premium  
destinations across Europe.



# A STRATEGIC *Extension* OF YOUR TEAM.

We don't just provide a service; we integrate a high-performance visual department into your existing operations. Our model is built on long-term stability and personal trust, managed through dedicated annual partnerships that prioritize your brand's growth above all else.

Switching to DNA means moving away from the friction of traditional creative cycles and stepping into a system where precision and speed are the default settings.

## Exclusivity

We work with a select group of partners to maintain our premium execution standards.

## Stability

Annual agreements that provide your marketing team with the continuous reliability they need to scale.

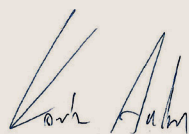
## Results

A visual operation that moves at the speed of your business, ensuring every brand touchpoint is an asset, never a bottleneck.

**Design** in hospitality is not just aesthetics; it is

**the silent  
language  
of care.**

We speak that language with operational precision.



### Owner & Creative Director

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#mikulás #mikulásruzsics

# A JÁNDÉKOZ- ÜNNEPI VÁRZSLATOT

Válasszátok a gyerekeknek szóló Mikulás-napi programhoz, vagy kiválasztok az eddigi lártok magyitt hangulatát Szentendrére. Értékes közbe idő, illetve farak bor, ferd csoki és felhőtlen hangulat vár rátok a vízén.

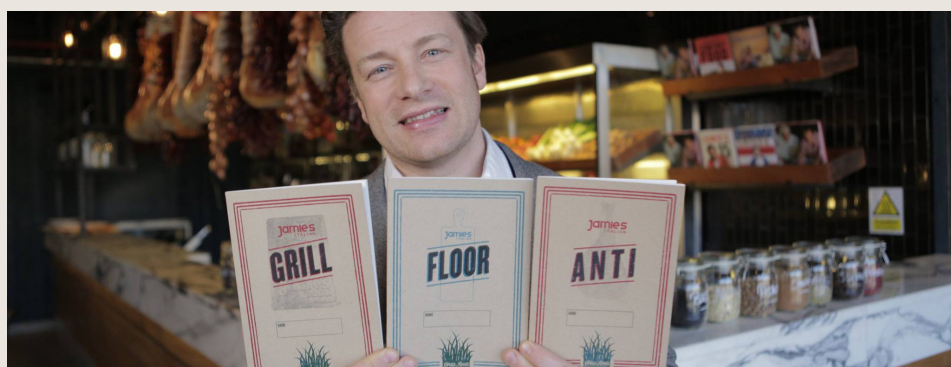
Székesvári, kövési egyet, foglalt jászai

maharpasszame.hu

TOVÁBBI RÉSZLETEK: [WWW.ZUKI.HU/NYEREMENYJATEK](http://WWW.ZUKI.HU/NYEREMENYJATEK)



# Menu design & updating





# Special appearances





KIMPTON  
BEM  
BUDAPEST

## CONCIERGE OFFER



DISCOVER BUDAPEST AND KIMPTON BEM  
FROM A DIFFERENT PERSPECTIVE

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KIMPTON  
BEM  
BUDAPEST

WE INVITE YOU TO JOIN US AT  
KIMPTON BEM BUDAPEST FOR OUR  
SOCIAL HOUR EVERY DAY FROM  
5PM TO 6PM.



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# Digital Publications

From  
the  
beach  
with  
love

EL PASEO DEL MAR  
MARBELLA, COSTA DEL SOL



EL PASEO DEL MAR

## ABOUT EL PASEO DEL MAR ABOUT EL PASEO DEL MAR

El Paseo del Mar is a gastronomic "playground" on Costa del Sol comprising of several concepts: Black Rose The Bar, Baltazar, Bar & Grill and Spiller Beach Club, the iconic restaurant and bar right on the beach.

El Paseo del Mar is designed and created by the Zsidai Gastronomy Group and managed by Kempinski Hotel Bahía and the Zsidai Group. This gastronomic hub brings together the values and experiences of Kempinski Hotels and the Zsidai family which will leave a mark on Costa del Sol's culinary scene.

*El Paseo del Mar es un destino gastronómico en la Costa del Sol que comprende varios conceptos: Black Rose The Bar, Baltazar, Bar & Grill y Spiller Beach Club, el icónico restaurante y bar en la playa.*

*El Paseo del Mar está diseñado y creado por el grupo gastronómico Zsidai, y gestionado junto con Kempinski Hotel Bahía. Este centro gastronómico reúne los valores y experiencias de Kempinski Hotels y la familia Zsidai, los cuales trabajarán con fin de dejar su huella en el escenario culinario de la Costa del Sol.*

[www.elpaseodelmar.es](http://www.elpaseodelmar.es)

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