



*Ethical | Environmental | Wholesome  
Healthy | Sustainable | Organic  
Nutritious | Locally Sourced | Fresh  
Unprocessed | Honest  
Independent*

## *Welcome to Mestizo Fine Dining Catering Consultancy & Staffing Solutions*

*Specialists In Small Business & Start-up Operations.*

**Specialist Staff Hire | F.S.A. Certification | Consultation | Brand Building  
Management | Media Technology | Marketing**

*In 2017 an Average of Sixty Small Catering Businesses Failed Every  
Week across the South of England alone”!*

Thinking of starting a catering business ?  
Maybe you`re already up and running  
Are your finances not where you`d like them ?  
Not reaching your customers ?

*We can help with those all important decisions that can mean the  
difference between success and failure.*

## **Your Business Our Inspiration**

*Contact Us For A Free Initial Consultation*

**07786 941264**

***[www.mestizofinedining.com](http://www.mestizofinedining.com)***



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## About Us



Mestizo Fine Dining was launched in August 2005 from identifying a market niche to provide support services to small independent catering businesses. Formed by its director, Dave Westwood, Mestizo Fine Dining has expanded, developed and evolved whilst still maintaining a distinct focus within the catering sector.

We always take pride in providing a professional and effective service and all our consultancy and staffing services are designed specifically to meet our client's needs and help their businesses operate and grow to their full potential.

This is carried out by a team of highly experienced and highly qualified chef consultant members employed by Mestizo Fine Dining.

Since 2005 the business has grown, now consisting of 14 members, we may be small but our members have a combined 390 years of professional hospitality experience in all areas of your business.

Mestizo Fine Dining is the most competitive consultancy and staffing business, not only financially but by providing a completely unique service taken from decades of personal and professional experience in the sector.





## Services



### Consultation

"In 2017 an average of sixty small catering businesses failed every week across the south of England alone!"

We specialise in small independent businesses and start-up operations to help and advise with those all important decisions that can mean success or failure.

Thinking of starting a catering business?  
Or you may already be up and running!  
Are your finances not where you'd like them?  
Not reaching your customers?

With over 390 years of collective hospitality sector experience you can be sure that we keep on top of the most up-to-date ethical methods and practices.

With this experience we are best placed to give you advice and assistance in all areas of your business as well as being able to offer options and solutions.

We can assist in the operation procedure of any recommendations we put forward, our clients take advantage of this service with the understanding that we will only recommend what we believe to be attainable and sustainable.



### Professional Staff Hire

With increasing demands on your time we know you would welcome assistance in specific areas.

You may need a professional manager to cover a period of sickness or maternity or have a particular project that requires experienced advice and support.

We can offer specialist, highly experienced and qualified people on a flexible basis, providing intermediate and extended term solutions ranging from one day to full time. Our team members are also fully experienced and qualified in all other areas of your business.

This gives you control and assurance that the work will be carried out professionally.

We are unlike "any recruitment agency" or "consultancy firm" by the way that we operate no matter whether you require a staff member for one day or one year you will never be made to sign any deceptive contract,.... ever!

You will also never be over charged for your consultancy services, just one flat rate for that particular area of service and expertise, and the time it takes to achieve your goals.



### Training

Customer service means providing a quality product or service that satisfies the desires and requirements of a customer to keep them coming back.

Yet good customer care means much more, it means continued success, increased profits, greater job satisfaction, superior business confidence and effective teamwork which aim to bring the customer back to your business continually.

Customer care mentoring will help your staff to develop your business profile and skill set so your customers have a high quality experience first time, every time.

We offer training in: customer care, selling skills, food safety & hygiene, health & safety, food & wine.

We offer in house training as well as our very popular virtual learning environment.

The benefits of the virtual learning environment are especially admired by small business owners with limited staff as it solves the problem of people having to take time off work to study away,

It's also very popular with the learner who can now study at their own pace with online support in a very cost effective way, and all the courses are C.D.P. Certified.





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## Services



### Branding

*Results from research of 89,766 catering businesses registered in England showed that 78% of them were using the same suppliers for their food and drink.....*

These companies rely on huge marketing budgets, clever marketing strategy and lack of consumer knowledge to grow and maintain their business customer base"

The Effect that is seen on the high street is a series of differently named catering establishments with no real identity, quality of product or service.

We can create a completely unique identity for your business that sets you apart from the ever increasing "Cloned High Streets".

### Procurement

We can provide and install an Independent and completely unique system designed to help you purchase the best fresh and organic seasonal food produce or catering supply sundries at the best price continuously with little or no effort,

This system has proven to save hundreds if not thousands of pounds!

We only recommend suppliers that are aligned with our ethics and values.

In addition to this we regularly bench mark and market test provisions from our specially selected suppliers and provide this information to our clients.

This is part of our commitment to your aftercare ensuring that you receive the best prices and ethically focused products and services continuously.





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## Services



### Payment Processing

We are happy to welcome our new card payment provider, a real pioneer in card payment processing, on a typical day they process over 31 million mobile, online and in-store transactions – that's around 400 a second. They support 400,000 merchants in 126 currencies across 146 countries, offering over 300 payment methods. They are also the leader in payments in the UK, where they process approximately 42 of all transactions.

They serve all types of businesses – big and small. You may interact with them several times a day, without realising it. They are the trusted payment partner of some of the UK's largest retailers, but also for hundreds of small and medium sized businesses in the UK including over 24,000 cafes and restaurants and more than 9,000 pubs.

Mestizo can help you to get set up with a specialist payment solution that's as unique as your business, with no monthly fees!  
No use, No Charge.

Contact us for more information, and say goodbye to the bank forever.

### Mobile Card Machines

Accept payments anywhere with "multiple mobile network" coverage

Payment reaches your account usually within four working days

Accept all major credit and debit cards

Serve customers in seconds with Contactless technology

Take secure payments for mail and telephone orders

Our payment processing systems are compliant with PCI DSS industry security standards

Taking card payments  
can reduce customer  
attrition by



VISA research shows:

1 in 4

cardholders would leave  
the store if it did not  
accept card payments<sup>1</sup>

Accepting card payments  
can **increase your**  
turnover by



1 in 10  
people do not  
carry cash<sup>3</sup>



of all spending in the  
UK retail sector is  
made using cards<sup>4</sup>

The average value of a credit  
card payment is **just over**  
£58, 60% of **cash payments**  
are £5 or less<sup>4</sup>





## Our Ethics



*Mestizo fine dining is a totally ethical and unique concept that is separated from cross-sector markets that are saturated with poor quality, choice and value.*

All of mestizos products will be unique and hand crafted.

All of the ingredients used will be seasonal, organic, home-made, home-grown and locally sourced where possible.

None of mestizos products will be artificially enhanced.

All the breads will be made by us or our artisan baker.

All meats will be completely free range, organic and sourced from our specialist approved butcher.

All our packaging will be made from 100% recycled and bio-degradable material.

All our marketing and advertising leaflets will be printed on 100% bio-degradable and recycled paper from our approved printer.

All our fruit and vegetables will be organic and sourced from our approved suppliers or farms.

All of mestizos products and services will be ethically focused.

### Mestizo Will....

Only promote or endorse ethically run businesses and independent traders.

Always endeavour to educate the market in terms of good food and healthy living.

Always educate the market with food related ecological issues and ethical business practices.

Always strive for the highest levels of food safety management.

Always set the standard as "True Investors In People"

Educate the market with up-to-date food related information.

Support and promote trade with local independent businesses.

Not employ deceptive marketing strategies or unethical business practices to create trade.

Only create well paid employment opportunities that are always in line with the "True Cost Of Living"

Mestizo does not and never will utilise any unethical financial institutions for its financial holdings.

