

# APPETIZERS



ALITAS QR 45

Chicken wings coated with home-made Mexican chimotle and honey dressing. Served with vegetables and corn under aioli

VEGIES EMPANADAS QR 30

Corn dough stuffed with mixed sautéed vegetables and cheese served with guacamole sour cream and cheddar on

CHILAQUILES CON QR 50

أليتاس QR 45

أجنحة الدجاج مع صلصة شيبوتلي المكسيكية وصلصة العسل. تقدم مع الخضار وصلصة الكزبرة

إمبانداس بالخضار QR 30

عجينة الذرة محشوة بالخضار المقلي والجبنة. تقدم مع غواكامولي الكريمة الحامضة والبصل المخلل

تشيلاكويليس بالخضار QR 50

## CASE STUDY

Isla Mexican Kitchen  
The Pearl Island  
Doha  
Qatar



### OVERVIEW

This was an existing restaurant. Very high-end fine dining. And associated with celebrity chef Richard Sandoval. Although located within the Pearl Island Doha, The concept struggled to achieve high end sales and never really had a following. I could see that the celebrity attachment to the restaurant had never really made an impact and business was not as popular as it could be. The menu hadn't been developed since the concept had started. The location was such that the restaurant should have been much busier and so we went about investigating why the site was struggling to attract guests.



### The Issues

There was a clear disjoint between the Restaurant and its branding, with dated menus, poor descriptions and bland visuals. Our strategy first was to recommend that the contract between the celebrity chef and restaurant be terminated as it was not serving the location. We then went about rebranding the menu, digital presence and other elements such as the uniform.

We developed a string of new dishes with the on-site chef and commissioned a full hi-res photo shoot.



## CHALLENGES

The venue had not moved on from its initial first menu with little support from its partner chef and as such was a neglected concept.

- Challenge 1**  
Lack of menu development since the onset of operations, venue stagnant
- Challenge 2**  
Little to no marketing or appealing branding
- Challenge 3**  
Menu was overpriced, staff under trained and branding poor

## FUTURE PLAN

To revamp the menu every 6 months, Develop the team on a daily basis with an emphasis on product knowledge and the ability to sell.

- ▶ The addition of chef specials to excite existing guests
- ▶ Developing a VIP private dining area in an under used meeting room above the venue.
- ▶ Developing the terrace area so that it is more in keeping with the theme and more appealing from afar.

## What was done

With the hire of a native Mexican chef, the menu was revamped along with all brand collateral. The Staff re-trained on the new menu and the service structure adapted to focus on the guest experience.



### Phase 1

Determine the issues by completing a full SWOT of the business



### Phase 2

Develop new menu and branding along with a schedule for launch



### Phase 3

Launch the new menu to the press and general public.

## RESULT

The restaurant saw a 112% increase in revenue in the first three months along with significant media attention. In addition, within one year Isla had been issued several awards including a "Trip Advisor" certification of excellence



### 112% Achievement

Revenue Increase within 3 months



### Award winning concept

Post re-branding the venue has won Fact, Timeout, Trip Advisor awards



Contact : [info@therestaurantguru.com](mailto:info@therestaurantguru.com)  
[WWW.therestaurantguru.com](http://WWW.therestaurantguru.com)