

# BMG Hospitality

Blonde Meets Grill LLC

## Menu Curation and Restaurant Consulting



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## BMG HOSPITALITY

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### Who We Are

#### Our Goal

- To help our clients in the food service industry optimize their menus, streamline their operations, and increase profitability through customized menu curation, design, pricing services, and devotion and passion for the food and beverage industry. With over fifteen years in the food and beverage industry our team of specialists are eager to help bring your culinary dreams to life.

#### Our Objective

- To provide our clients with excellent, turn-key and valuable menu curation and pricing solutions. Helping our clients to be recognized for thoughtful menu innovation, with a commitment to their customer's satisfaction and our clients overall culinary success.

#### Our Solutions

- Our comprehensive menu curation and pricing services are designed to address the unique needs of restaurants, cafes, hotels, mobile kitchens, and catering companies. We offer tailored solutions to help optimize menu offerings, improve pricing strategies, enhance operational efficiency, and ultimately boost revenue and profitability.

#### Our Team

- Our trained Chef, ServSafe Food Manager, and Diet and Nutritional Advisor will work closely to create a menu that embodies the essence of your brand, showcasing dishes from classic to a modern twist. We can provide a comprehensive range of services, including menu curation, pairing, cocktail menu curation, pricing strategy development, staff training, and equipment recommendations, to ensure a seamless and successful implementation. Our team can also assist with marketing, restaurant design and construction, branding, website design and advertising.
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## What We Offer

- **Initial Consultation:**
    - We will conduct an in-depth consultation to understand their vision, preferences, and objectives for their menu. We listen to our client's goals, challenges, and priorities to understand their specific needs and objectives.
    - During this phase, we will gather information about the restaurant's target market, competition, and operational capabilities. We begin by conducting a thorough assessment of our client's current menu, pricing structure, and operational processes.
  - **Customized Proposal:**
    - Based on the initial consultation, we will develop a tailored proposal outlining the recommended menu offerings, pricing structure, and implementation timeline.
    - The proposal will be designed to align with your budget and goals, ensuring a transparent and collaborative process.
  - **Menu Curation:**
    - Our team of experts works closely with the client to curate a menu that aligns with their brand identity, target market, and culinary vision.
    - We analyze market trends, conduct competitor research, and leverage data-driven insights to optimize menu offerings for maximum profitability and customer satisfaction.
    - We offer menu analysis, updates, cost comparisons, seasonal menu curation and design, diet and nutritional consulting, specialty menus (I.G. vegan, gluten-free) and more
  - **Pricing Strategy:**
    - We develop a comprehensive pricing strategy that takes into account factors such as food costs, competition, target market, desired profit margins, quality of ingredients, the complexity of preparation, and the value proposition of each menu item.
    - Our goal is to ensure that the client's menu is priced accurately while maximizing profitability and maintaining value perception among customers. We aim to strike a balance between affordability and profitability, ensuring maximized revenue while maintaining competitive pricing.
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## **Our Full Line Of Services Offered:**

Additional services can be offered at an additional cost, pricing varies per menu and complexity.

### **Menu Curation and Assistance:**

- Menu Curation: depending on complexity, menu items, speciality's (vegan, gluten-free), themed
- Menu Analysis and Seasonal Updates
- Menu Engineering Workshop: group training session on menu optimization and design
- Pairing Cocktail And Food Menu
- Cocktail Menu Curation
- Recipes and Recipe testing

### **Back of House Staff Training:**

- On-site Chef Training: per session (half-day or full-day)
- Customized Training Materials: includes training manuals, sanitation guides, plating presentations
- Ongoing Support: monthly support for menu assistance, and staff trainings
- Staff Training: Proper Preparation, Cleaning, and Storage training (training provided by a ServSafe Certified Food Manager)

### **Ensuring Proper Equipment for Menu:**

- Equipment Assessment: includes evaluation of existing equipment and recommendations for upgrades or additions
- Equipment Sourcing: 5%-10% of equipment cost (commission-based or flat fee)

### **Cost Breakdown:**

- Cost Analysis: detailed breakdown of food and labor costs
- Profit Margin Assessment: analysis of profit margins and recommendations for improvement

### **Certified Diet and Nutritional Advisor Menu Assessment and Analysis:**

#### **Menu Labeling:**

Includes the creation of nutritional labels for menu items to provide transparency to customers. (Certified Diet and Nutritional Advisor)

#### **Basic Assessment:**

Includes an analysis of the restaurant's current menu for nutritional content, calorie counts, and potential areas for improvement.

#### **Comprehensive Assessment:**

Includes a detailed analysis of each menu item, recommendations for healthier alternatives, and a report outlining nutritional guidelines.

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