



MF FOOD & BEVERAGE CONSULTING

EFFECTIVE SOLUTIONS FOR YOUR OPERATION

Mark French F&B Solutions



SOLUTIONS

FOOD & BEVERAGE CONSULTING

With 30+ years of global hospitality leadership, Mark J. French helps hotels and food & beverage businesses deliver rapid improvements in profitability, guest satisfaction, team engagement and strategic goal alignment.

Whether you need a 1-day audit or full concept development, support is tailored to your operation.



CONSULTING OPTIONS



1-Day
Operational
Tune-Up



1-Week
Operational
Review



2-Week
F&B
Workshop



Concept &
Menu
Development



Re-Branding &
Positioning



Applying
AI in F&B



Training,
Recipes &
SOPs



Motivational
Speaking

WHY WORK WITH MARK



Global operational experience



Practical, results-focused solutions



Strong culinary and F&B leadership



Immediate impact with lasting results

“ You don't need months to change your F&B results. You just need the right support. ”

— Mark J. French

BOOK A FREE DISCOVERY CALL



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Based in the UK & The Philippines

♦ STRATEGIC THINKING. OPERATIONAL EXCELLENCE. MEASURABLE RESULTS. ♦

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CONSULTING OPTIONS

Mark J. French | Hospitality Consultant | Chef | Author | Global F&B Expert

Flexible, practical support tailored to your operation.



OVERVIEW

My consulting services are customised to impact your priorities, offering a way to energise your operation and achieve immediate results. The tools provided have been developed over many years of working with top international hotels and independent restaurants. My collaborative approach helps teams take ownership, follow through on initiatives, and achieve measurable success.

AREAS OF IMPACT



Strategise for profitability across your operation



Drive loyalty and guest satisfaction



Develop service standards with performance tracking



Attract and retain key talent



Exceed revenue targets through focused management



Revamp branding and reputation for stronger market connection

CONSULTING ENGAGEMENT OPTIONS

1 1-Day Operational Tune-Up



- Key performance overview
- 4 hours of one-to-one review and planning
- Business plan
- Financial performance
- Food and beverage offerings
- Guest satisfaction performance
- Food safety performance

2 1-Week Operational Review



- Includes all 1-day tune-up components
- Cost saving and revenue enhancement opportunities
- Effective purchasing
- Training and development

3 2-Week In-Depth F&B Operational Workshop



- 1 Cost saving and profit improvement opportunities
- 2 Review and implement best practices and SOPs
- 3 Implement operational tools from previous segments
- 4 Conclude with an agreed and quantified action-plan contract for operations leaders

4 Concept Development



- Market study
- Concept recommendations
- Concept design and development
- Marketing and launch plan



ADDITIONAL SUPPORT

Culinary Bootcamps | Procurement Programmes | Pre-Opening Planning & Support
Re-Branding & Positioning | Menu Development | Job Specific Training



AREAS OF FOCUS

Mark J. French | Hospitality Consultant | Chef | Author | Global F&B Expert

*Detailed support designed to strengthen performance,
teams, standards, and guest experience.*



SOLUTIONS

FOOD & BEVERAGE CONSULTING

1



FOOD & BEVERAGE ESSENTIALS

- Outlet critical details review
- Recommendations on food
- Recommendations on service
- Recommendations on products

2



OPERATIONAL TRAINING

- Current training programme
- Training outlines by job
- Development and pipeline
- Culinary and service excellence
- Purchasing

3



COST CONTROLS

- Food cost audit
- Beverage cost audit
- Purchasing audit
- Controls and security audit

4



DEPARTMENTAL CHECKLISTS

- Opening and closing checklists
- SOPs (Standard Operating Procedures)
- JSAs (Job Safety Actions)

5



GUEST SATISFACTION

- Analysis of current information
- Guest satisfaction input
- Website and social media review
- Trip Advisor and booking platforms
- Tools to implement

6



EMPLOYEE SATISFACTION

- Analysis of current information
- Latest employee survey
- Management engagement
- Meetings and communications review
- Incentives and rewards
- Recognition

7



SALES & MARKETING

- Key market intelligence
- Evaluation of marketing plan
- Website review
- Social media review
- Stories and experiences

8



REVENUE MANAGEMENT

- Review of outlet usage and timing
- Review of pricing
- Opportunities to drive off-peak business
- Sales per seat

9



FOOD SAFETY & SANITATION

- Food handling practices review
- Sanitation review
- Temperatures
- Food safety and sanitation

10



EXCELLENCE IN FOOD QUALITY

- Pursuing excellence
- What is quality?
- Developing your palate
- Key steps in flavourful food
- Keeping current and inspired



SPECIALIST SUPPORT MODULES

Culinary Bootcamps | Procurement Programmes | Pre-Opening Planning & Support
Re-Branding & Positioning | Menu Development | Job Specific Training

LET'S DISCUSS
YOUR CURRENT CHALLENGES
AND HOW I CAN HELP.



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