

PSC

HOSPITALITY

2024

A warm, rustic interior with wood-paneled walls. In the foreground, there are several upholstered chairs and a small table. In the background, a wooden desk holds a lamp, books, and a mirror. The lighting is soft and warm, creating a comfortable atmosphere.

Strategic & Creative Consulting Agency Specialised in Premium & Lifestyle Hospitality

PSC Hospitality offers tailor-made support to professionals that may or may not be specialized in the Hotel, Food & Beverage and Entertainment industries. The agency can intervene at any stage, to develop or structure a business in France or Internationally, using a 360-degree approach.

The Art of Hosting according to Paris Society

Paris Society is a pioneer in the Art of Hosting à la française. The group operates more than sixty establishments, and has based its headquarters in Paris and Dubai.

Restaurants, Hotels, Clubs, Events, this Hospitality specialist has been on the scene for 25 years, and still has the same ambition: to offer only the best.

PSC HOSPITALITY works hand in hand with the experts of its mother group, to bring a new vision to this sector, making sure to place the human element at the very heart of the experience.

No destination is too surprising,

No vue too exceptional,

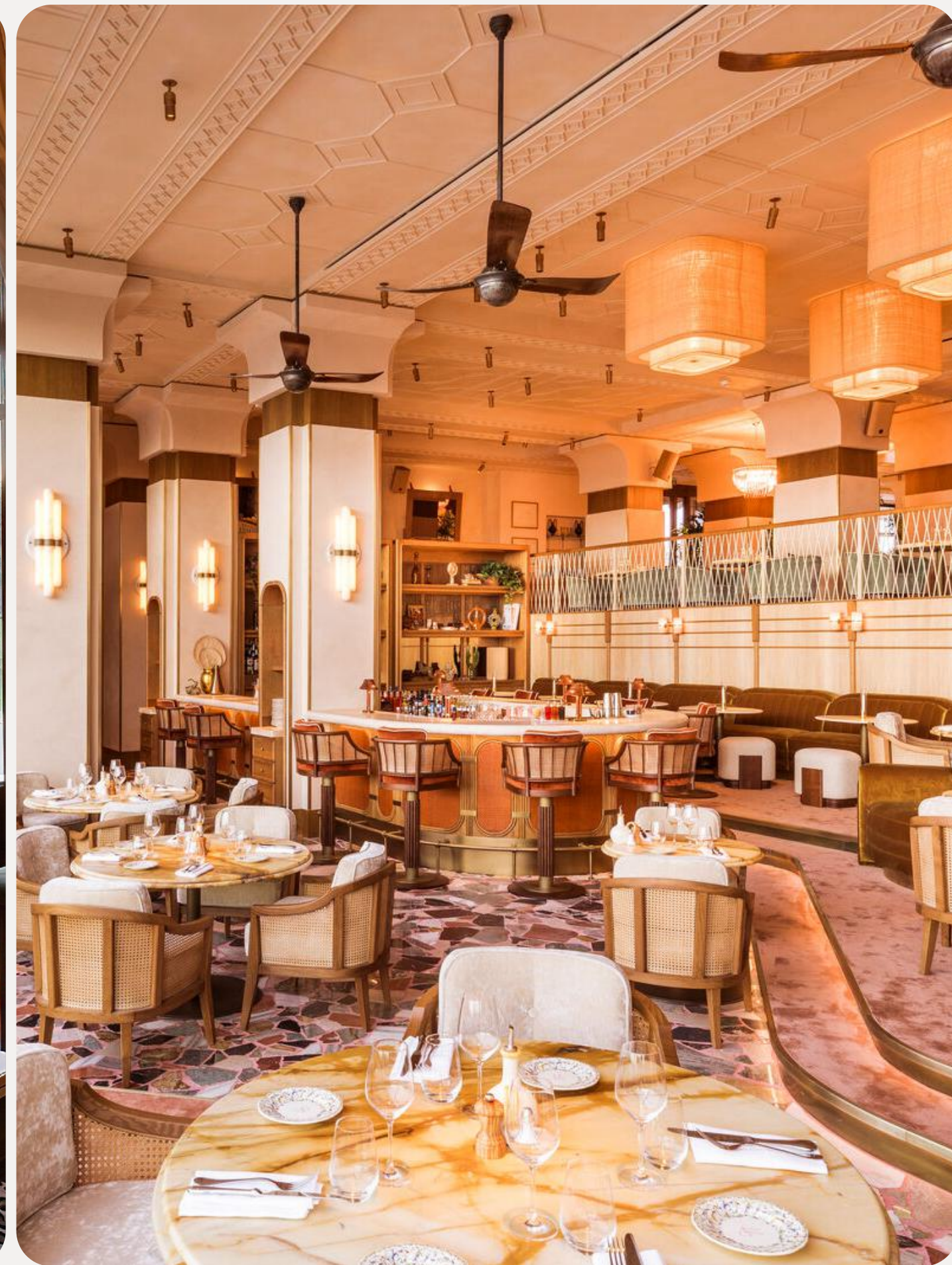
No meal too refined,

No evening too glamorous,

& no escape is too precious.



PARIS SOCIETY LOCATIONS



TABLES

- GIGI (PARIS - VAL D'ISÈRE - SAINT-TROPEZ)
- COCO (PARIS - LYON)
- GIRAFE
- LA SUITE GIRAFE
- MAISON REVKA (PARIS - SAINT-TROPEZ)
- MUN
- MONSIEUR BLEU
- LOUIE
- DAR MIMA
- PERRUCHE
- BAMBINI (PARIS - MEGÈVE)
- MONDAINE DI PARISO
- LE PIAF (PARIS - MEGÈVE)
- MAXIM'S PARIS
- LAURENT
- APICIUS

CLUBS

- RASPOUTINE (PARIS - DUBAÏ - LOS ANGELES)
- BONNIE
- BOUM BOUM
- LES JARDINS DE BAGATELLE
- PARIS CASTEL
- DEFLOWER
- JANGAL
- LA CLAIRIÈRE
- LES PLANCHES PARIS
- MIRAGE
- LE SUB PIGALLE
- R2
- TABOO
- BRIDGE CLUB

HOTELS

- ABBAYE DES VAUX-DE-CERNAY
- LE REFUGE DE SOLAISE
- VILLA M

EVENTS

- CLUB HAUSSMANN
- COEUR SACRÉ
- L'ORANGERIE D'AUTEUIL
- PAVILLONS DES ÉTANGS
- PHANTOM
- TERMINAL 7
- PALAIS DE TOKYO
- LE FLOW

& MANY MORE...

ABBAYE DES VAUX-DE-CERNAY
Cernay-la-ville

GIGI
Paris • Val d'Isère • Saint-Tropez

RASPOUTINE
Paris • Dubai • Los Angeles

OUR EXPERTISE

HOTELS



RESTAURANTS



BARS



CLUBS



MEMBERSHIP



SPA



A BREAKDOWN OF OUR ACTION FIELDS



Feasibility

- PROJECT BRIEF
- FEASIBILITY STUDY
- BENCHMARK & ANALYSIS
- AUDIT (*IF REPOSITIONING)



Conception

- STORYTELLING
- CONCEPT F&B
- DESIGN BRIEF
- BRANDING & CREATIVE STUDIO



Deployment

- F&B OFFER
- OS&E SOURCING
- BACK OF HOUSE REVIEWS
- PROJECT MANAGEMENT



Audits

- HR SUPPORT
- SERVICE DESIGN TRAINING
- BOH TRAINING
- POST-OPENING AUDIT

Feasibility

Analytical and comprehensive phase of the project.

The study involves assessing the needs, wants and ambitions, as well as understanding the local environment.

The objective is to visit the site and establish the initial strategy to ensure long-term longevity and success, from the theoretical plan to the premise of a new concept.

PROJECT BRIEF

FEASIBILITY STUDY

BENCHMARK & ANALYSIS

AUDIT (*IF REPOSITIONING)

I- FEASIBILITY



01

Project Brief

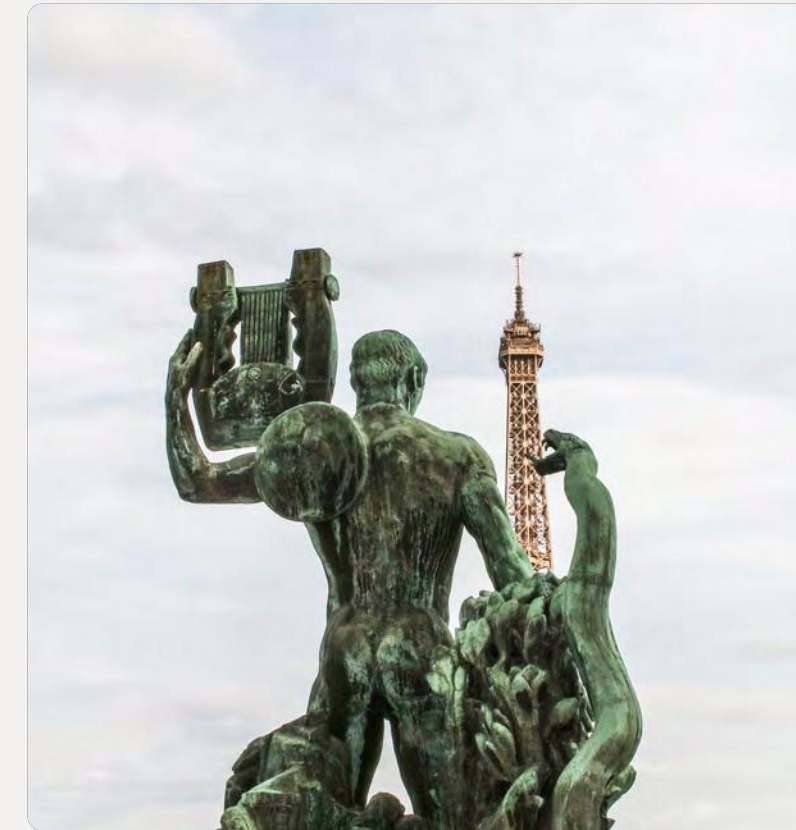
- Exchanges with the client to understand project needs & expectations
- Analysis of current available data sent by the client (e.g., Y-1 P&L, plans, F&B offers, OS&E and FF&E lists...)
- Site visit by PSC representatives to seize the ins and outs of the mission (e.g., location, average ticket, market positioning, F&B offer, menus, etc.)
- Definition of constraints, needs, project planning and vision



02

Feasibility Study

- Development of a comprehensive Business Plan, defining pricing and F&B margins for 5 years
- Creation of an organisation chart for all F&B areas (staff number and qualifications)
- Creation of programmatic scenarios, detailing zoning (FOH & BOH) and location
- Estimation of capacity based on scenarios to inform decision-making
- Definition of the required investment for achieving financial success or break-even point



03

Benchmark & Analysis

- Analysis of the catchment area & target clientele
- Detailed SWOT analysis (Strengths, Weaknesses, Opportunities, Threats)
- Competitive analysis (location, average ticket, market positioning, F&B offer, menus)
- Strategic insights and suggestions based on targeted local and international F&B trends



04

Audit (*if repositioning)

- Identify high-potential areas and target elements of risk for the future
- Perform a deep analysis and provide recommendations for:
 - Interior & exterior decor
 - FF&E (Furniture, Fixtures, and Equipment) and OS&E (Operating Supplies & Equipment)
 - Light & sound design
 - Staff uniforms & service
 - F&B offer including menu structure, flavours, and presentation



Conception

Creative phase that brings forth the «concept», the story behind it all, and the vision that ties it together.

This phase is critical in development, requiring a balance between innovative thinking and timeless elegance to establish a strong directive permeating every aspect of the project.

Such a global mindset is what enables the futur hotel or restaurant to become a true destination.

STORYTELLING

CONCEPT F&B

DESIGN BRIEF

BRANDING & CREATIVE STUDIO

II- CONCEPTION



01

Storytelling

- Development of one or two strong concept narratives derived from thorough research
- Definition of the initial positioning and artistic direction: name, ambiance, design, F&B offerings, staging, OS&E, and entertainment



02

Concept F&B

- Development of a comprehensive concept with a 360° vision once the storytelling is defined
- Definition of restaurant and bar menu structures for lunch, dinner, and all-day dining
- Establishment of the artistic direction for uniforms, music choices, signature tableware, and overall sound and lighting atmosphere
- Creation of a detailed customer journey



03

Design Brief

- Assistance with choice of architect
- Space-specific guidelines for the bar, restaurant, show cooking area, MICE spaces, etc
- Presentation of moodboards, constraints, and identified needs
- In-depth layout analysis and corresponding recommendations
- Specification of desired seating types, ideal capacity, table heights and shapes, and constraints based on different times of the day



04

Branding & Creative Studio

- Development of a logo concept: colors, fonts, icons, and variations
- Creation of collaterals design (e.g. coasters, bags, etc.) and collaboration with printing experts for production
- Consolidation of all the concept information into a finalised brand book for the operational team
- Creation of restaurant website
- On site photos and videos creation
- Assistance in communication strategy (tone of voice, communication planning, channels) & social media assistance

Design brief

Example before / after PSC Hospitality brief



Deployment

Critical phase where theory turns into practice.

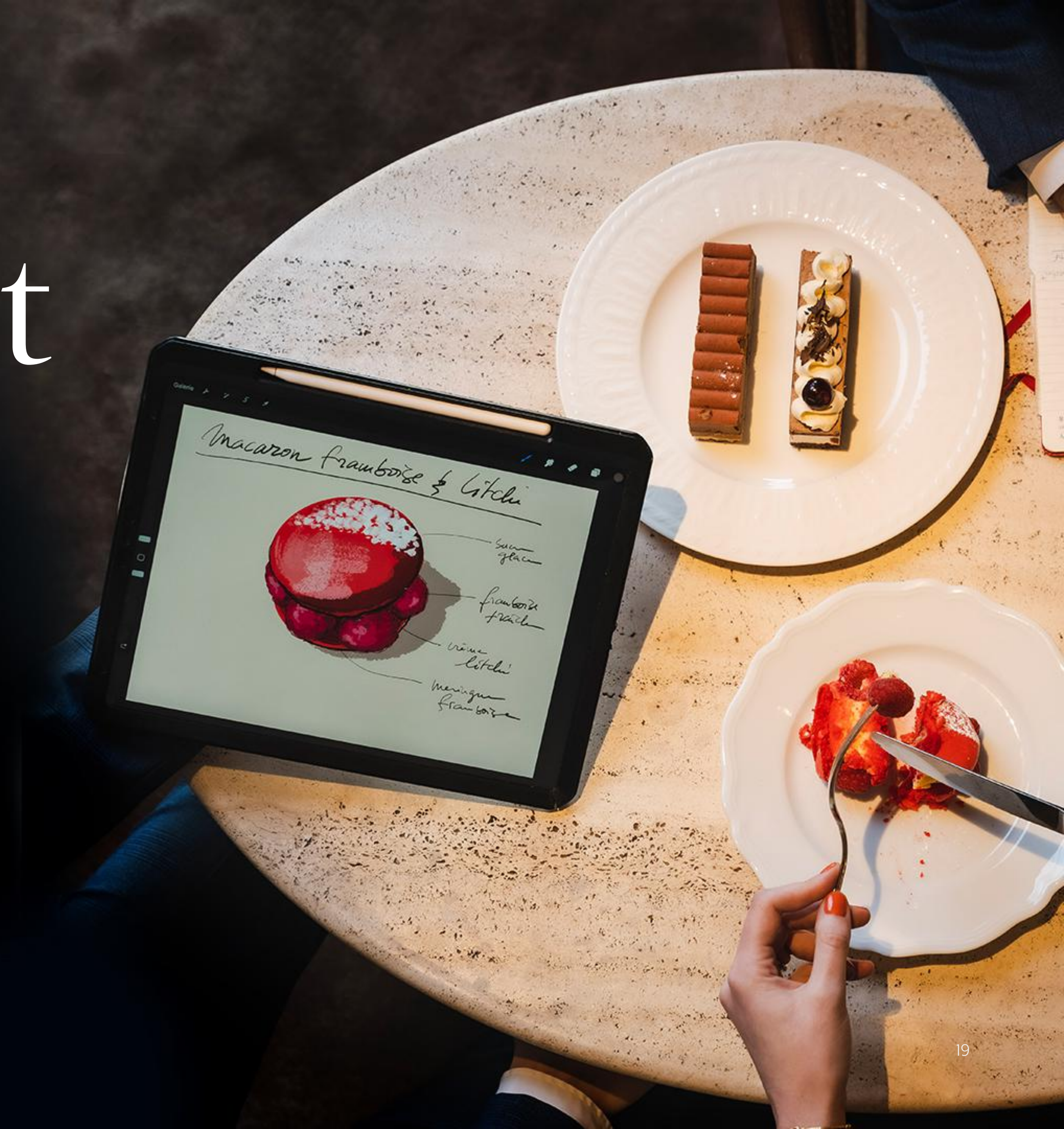
PSC HOSPITALITY leverages the experience of Paris Society's experts, who possess the know-how and experience gained from the group's hotels, restaurants, bars and clubs, ensuring the operational viability of the project. The same successful methodology employed by Paris Society is applied to each project within the PSC HOSPITALITY portfolio.

F&B OFFER

OS&E SOURCING

BOH REVIEWS

PROJECT MANAGEMENT



III- DEPLOYMENT



01

F&B Offer

- Option 1: Light support
- Creation of restaurant menus and a definite number of technical sheets
 - Analysis and adjustments post-tasting
 - Liaison with suitable suppliers
- Option 2 : Full support
- Complete creation of restaurant and cocktail/bar menu with technical sheets
 - Recommendations for service orientation and layout
 - Preparation and organization of tastings including an internal pre-tasting with PSC team
 - Guidance for the chef in defining offerings



02

OS&E Sourcing

- Signature OS&E selection
- In depth development of chosen tableware list based on budget
- Proposal with reference numbers from 3 different suppliers
- Sample showcase on site
- Connction with appropriate suppliers for orders



03

BOH Reviews

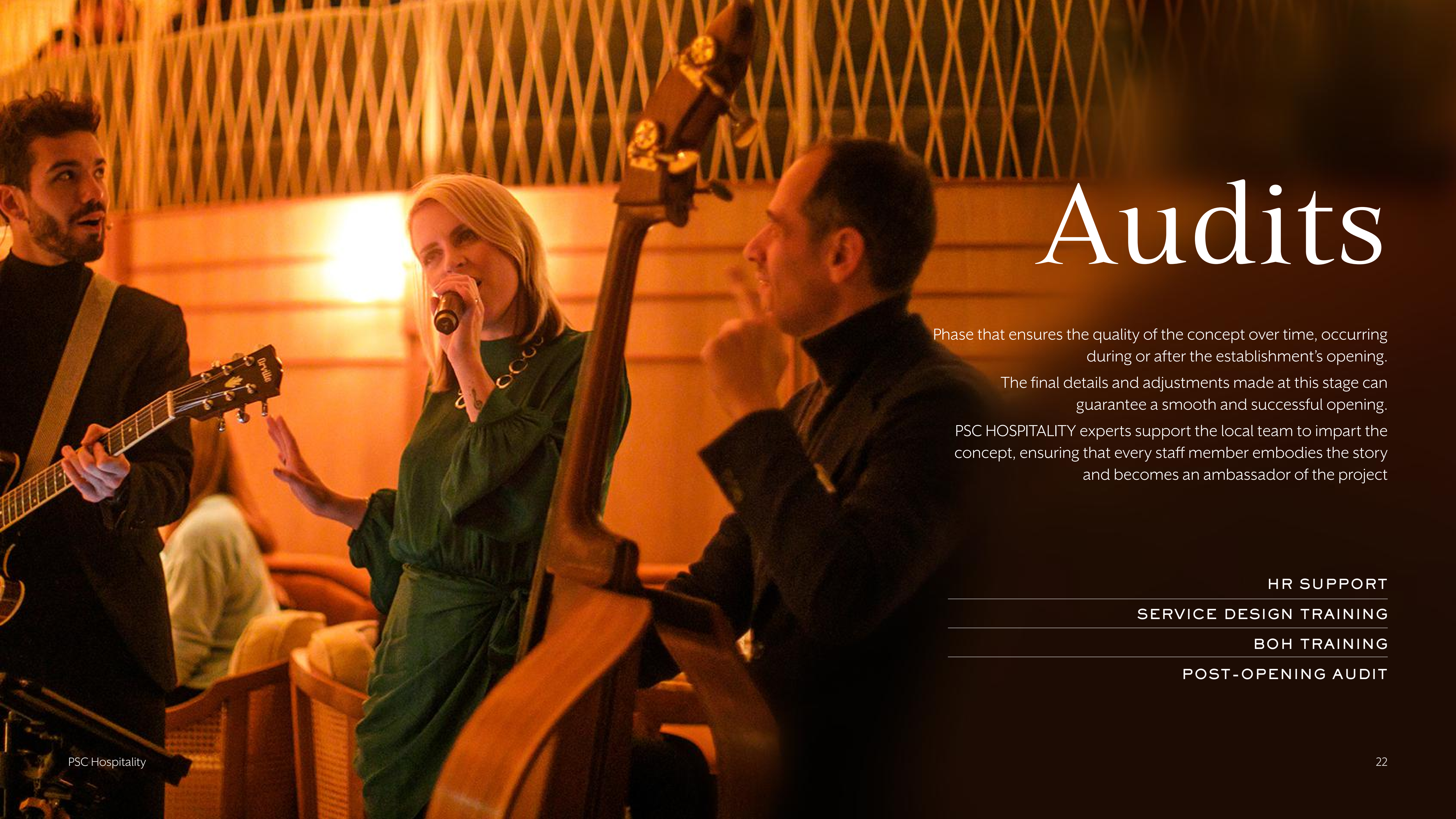
- Working with BOH architects on layout plans: Zoning / FOH & BOH flows / F&B equipment list / implementation plan
- Recommendations for needed modifications in the BOH area
- Briefing and meetings with BOH designer



04

Project Management

- Support from creation to deployment including:
- Connection with specialists in each core area : tailors, light & sound designers
 - Follow up with feedback for all the collaborators recommended
 - Includes meetings with each of the collaborators involved (Presentation brief + feedback)



Audits

Phase that ensures the quality of the concept over time, occurring during or after the establishment's opening.

The final details and adjustments made at this stage can guarantee a smooth and successful opening.

PSC HOSPITALITY experts support the local team to impart the concept, ensuring that every staff member embodies the story and becomes an ambassador of the project

HR SUPPORT

SERVICE DESIGN TRAINING

BOH TRAINING

POST-OPENING AUDIT

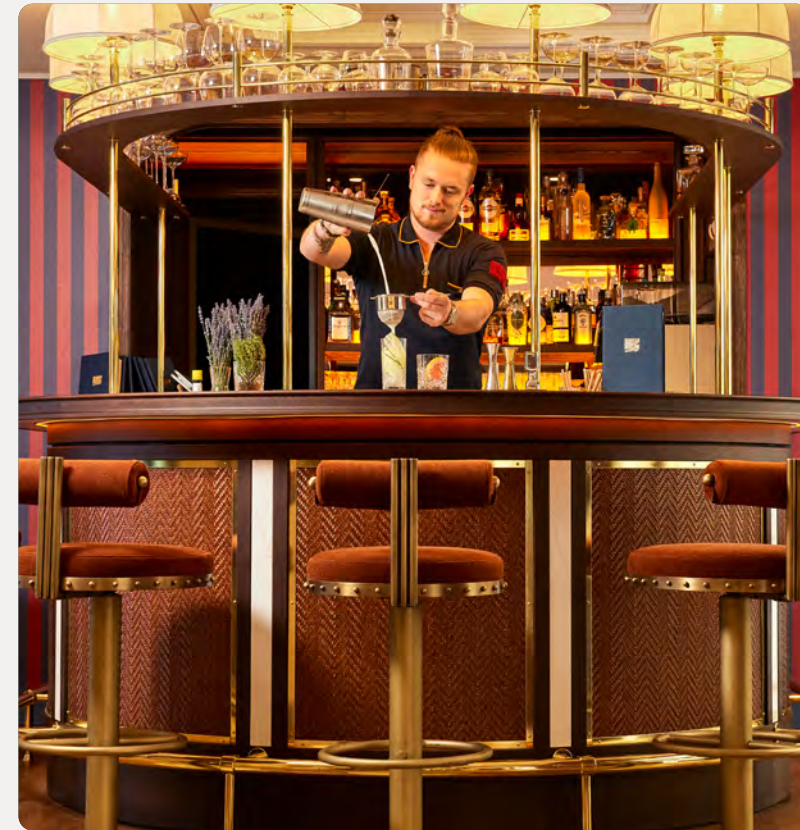
IV- TRAININGS & POST-OPENING AUDIT



01

HR Support

- Organisation chart creation
- Connection with recruitment agencies
- Feedback and recommendations for 5 key senior roles in the F&B venues (Head Chef, Head Bartender, F&B Manager, Assistant F&B Manager, Lead Host – role subject to change)
- Assistance in the final round of interviews for senior F&B roles



02

Service Design Training

On-site training to define:

- Steps of service and job expectations for each of the following roles: F&B director, barmen, managers, runners, hosts, etc.
- Definition and development of complete customer experience
- Training on commercial acumen (upselling)
- On-site live coaching during open hours



03

BOH Training

Training days with the Kitchen or Bar team, which will include :

- Recipe presenting and execution
- Training of all the duties performed by staff
- Observation and feedback
- Supervision during opening phase



04

Post-opening Audit

«Opening Week» Participation:

- F&B Expert available for one day
- Supervision of service and flow
- Observations and recommendations

Concept Audit & Follow-Up:

- On-site visits for audit (mystery clients and/or official visits)
- Detailed report on table setting, F&B offerings, scenography, staff attitude and uniforms
- Recommendations for improvement and enhancement 3 months post-opening

CSR COMMITTED

Responsible

PSC HOSPITALITY incorporates a conscientious approach throughout every stage of the project management process. Actively considering and implementing CSR best practices to drive a successful and responsible project.

Starting with a regardful F&B proposal that aligns with the project's identity, to the procurement of sustainable OS&E, uniforms, stationary and amenities.

RESPONSIBLE PROJECT MANAGEMENT

CONSCIOUS F&B OFFER

SUSTAINABLE UNIFORMS AND OS&E SOURCING

REGARDFUL STATIONARY & AMENITIES

CSR EXAMPLES



01

F&B offer

Developing F&B offers and technical sheets integrating sustainable practices:

- Local sourcing: Reducing the carbon footprint linked to transportation. Support local economies.
- Seasonal menus: Adapting the F&B offer to the season. Showcasing the freshest produce and bringing elaborated plant-based items as complete parts of the menu.
- Ethical third parties: Tying partnership with suppliers that adhere to ethical standards (labour practices, animal welfare, social responsibility)



02

OS&E sourcing

Making sure to provide sustainable OS&E sourcing considering:

- Material choice: Minimizing the impact on the environment. Favouring recycled plastic, stainless steel, glass, ceramics and wood tableware, biodegradable food packaging...
- Durability & longevity: Reusable tableware. Practical and robust over time.
- Local & ethical sourcing: Favouring national manufacturers' artisans. Supporting local economy and savoir faire, avoiding excessive carbon emission links to transportation.



03

Uniform selection

Choosing clothing options that prioritize eco-friendly materials and durability.

- Eco-friendly materials: Sustainable and renewable materials: organic cotton, recycled polyester, hemp
- Durability: Ensuring comfort, flexibility and longevity. Reducing textile waste and replacement costs by relying on long-lasting fabrics. High quality materials withstand daily wear and wash.
- Partnering with certified sustainable brands and supporting ethical labour practices.



04

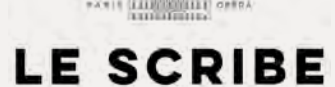
Stationary & amenities

Advising on responsible stationery and amenities in line with the project DNA:

- Applying best practices in paper selection, menu organization, menu covers choice, and all stationary developed in the project
- Connecting with responsible suppliers to procure responsible amenities (toiletries, slippers, luggage tag...) depending on the needs
- Developing digital alternatives wherever possible to reduce the need for physical stationery

OUR REFERENCES

They have trusted us





SIX SENSES CRANS-MONTANA

PSC Hospitality has been solicited by the owners (1875 finance) to create the 2 F&B spaces of this ultra-luxe hotel, before passing on to Six Senses.

Both the «holistic brasserie» and the «festive Japanese» concepts have been created as brands, to allow them to be deployed internationally.

BYAKKO conception

Project management

WILD CABIN conception

Design brief & support

F&B support

Branding & Graphics

Presence at the opening

Post-opening audits



[WEB](#)

[INSTA](#)

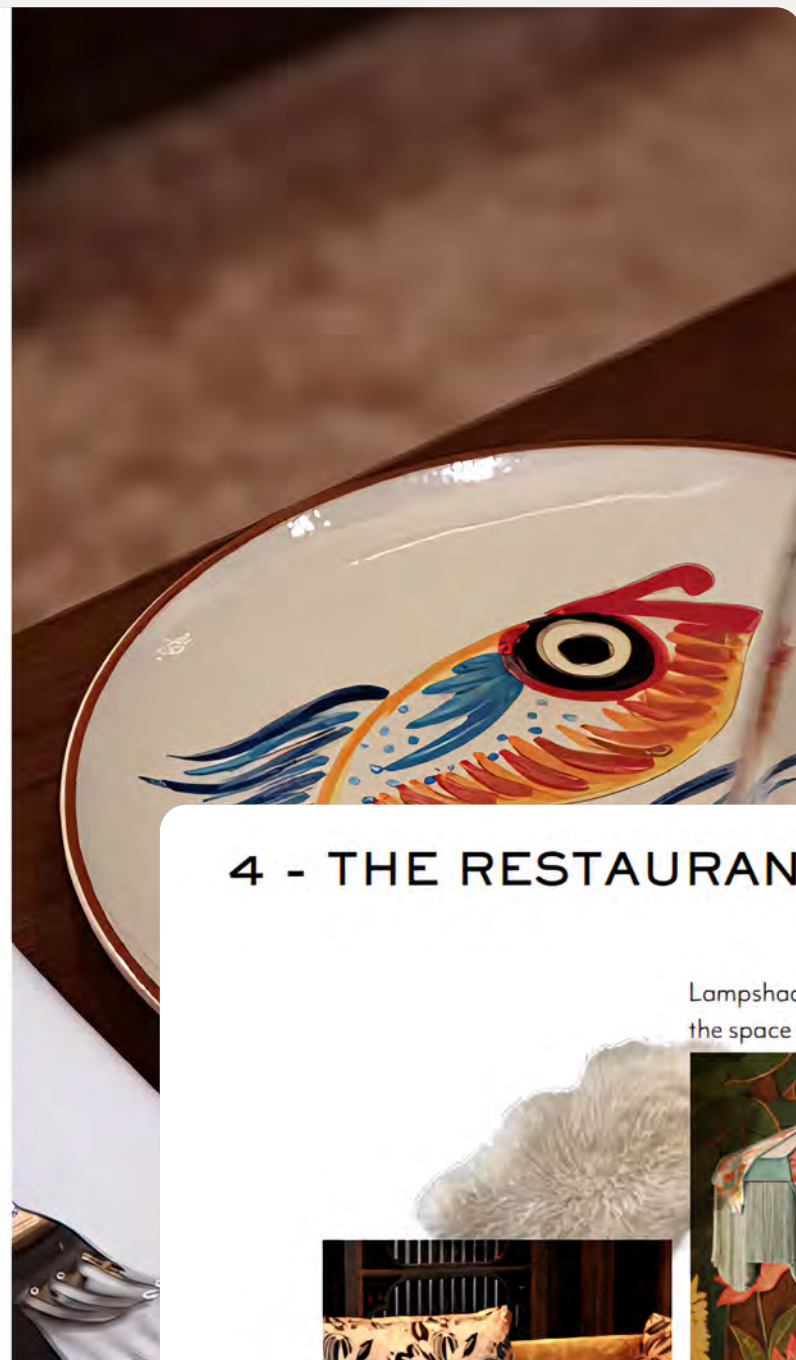
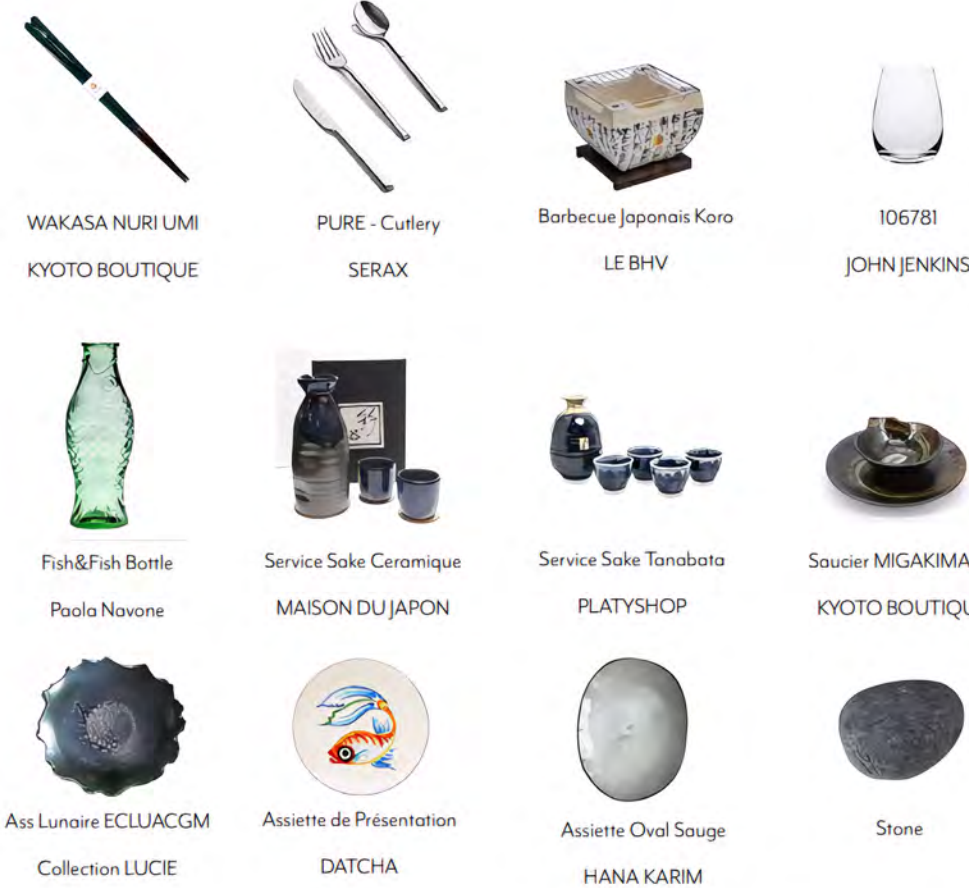
Activity Scope Highlights

OS&E SOURCING

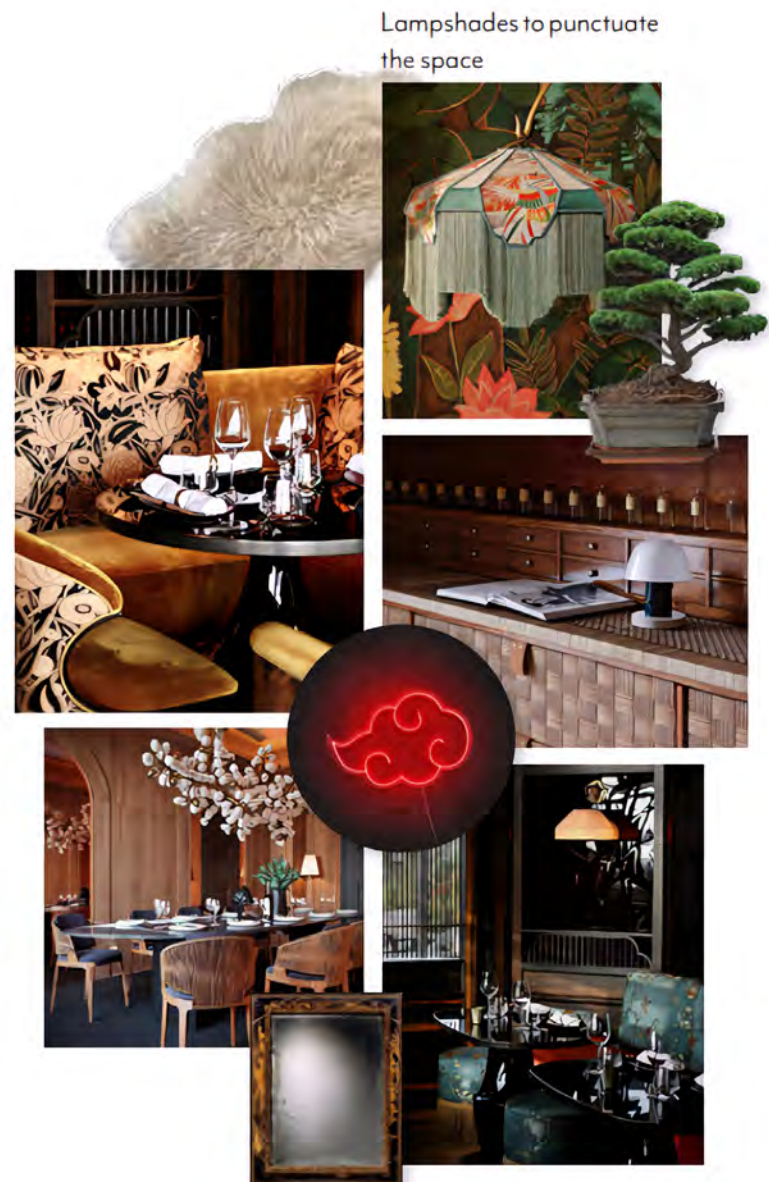
BRANDING & GRAPHICS

SIGNATURE RESTAURANT

... inspiring and arty

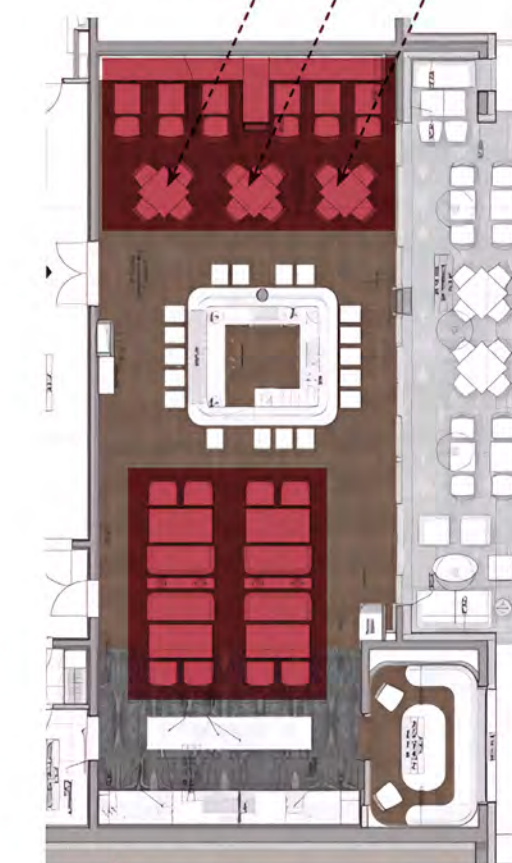


4 - THE RESTAURANT



Lampshades to punctuate the space

The space should be optimized, round tables are preferred, walkabout shows will take place so the space should be organized in consequences.



4TH FLOOR

Add Bonzais between sofas/banquets

DINING AREA

Spaces must be super comfortable with blankets and armchairs; customers are well settled which makes them want to stay longer. Use square tables of 2pax that can be assembled and large round tables for groups.

TABLES

Square tables: 2pax
Family round tables:
Tables 4pax: D90 to 100 cm
Room table heights: 72 cm
Play with different table finishes: raku, lacquer, wood

COZY FEELING

- Carpets
- Curtains
- Modernized wall hanging Japanese fabrics.
- Old Japanese mirrors to give more depth.

II. ENVIRONMENT

B. COMPETITORS

3 - COMPETITIVE HOTEL



LE MONT
F&B Offer: Tr seasonal foo
Positioning: N restaurant
Address: Hotel du Mont-Blanc Montana
Average ticket: Dinner :150 CH



LA MUNA
F&B Offer: Japanese Peruvian Fusion
Positioning: High-end restaurant
Address: Hotel Crans Ambassador, Rte du Petit Signal 3, 3963 Crans-Montana
Average ticket: Lunch : 80 CHF / Dinner : 140 CHF



LE CARNOTZET
F&B Offer: Valasan & traditional
Positioning: Premium restaurant
Address: Hotel Crans Ambassador, Rte du Petit Signal 3, 3963 Crans-Montana
Average ticket: Lunch : 70 CHF / Dinner : 100 CHF

- Pros**
- Great location
 - Panoramic mountain view
 - Quality of the food offer
- Cons**
- Bad quality of service
 - Reduced wine list



LE BAALBECK
F&B Offer: Mediterranean, international
Positioning: Premium restaurant
Address: Grand Hotel du Golf & Palace, Allée Elysée Bonvin 7, 3963 Crans-Montana
Average ticket: N/A

- Pros**
- Prestige wine cellar with many grand cru
 - Seasonal food
- Cons**
- Service sometimes too long during busy hours



LE BAALBECK
F&B Offer: Traditional, Libanese
Positioning: Premium restaurant
Address: Grand Hotel du Golf & Palace, Allée Elysée Bonvin 7, 3963 Crans-Montana
Average ticket: N/A

- Pros**
- Location on the ski slopes
 - Atypical offer
 - Golf view
- Cons**
- Presentation of the food sometimes not very aesthetic
 - Quality of service

COMPETITIVE ANALYSIS

MAS CANDILLE MOUGINS

[ONGOING-CONFIDENTIAL]

Partnering with Jean-Philippe Cartier (H8 Collection) and the Courtin-Clarins family, PSC HOSPITALITY spearheads the rejuvenation of Le Mas Candille Hotel & Spa, signalling a new era for the esteemed historical Mougins retreat on the French Riviera.

Conceptualisation

OS&E sourcing

Artistic direction

Scenography

Project management &
Coordination

Deployment support



WEB

INSTA

PRESS



Architecture : Hugo Toro



Activity Scope Highlights

TABLEWARE BRANDING & PERSONALISATION

RETAIL CORNER

POOL - PERSONNALISATION BAUSCHER

COLLECTION OPTIONS



Assiette de présentation - 23cm



Assiette de présentation - 23cm



RDC



Sur erreur les murs indiqués ici ne correspondent pas aux murs et cloisons porteurs de l'existant. Curage et repérage à faire pour confirmer.

Ce hall, situé dans l'existant pourrait demander une destruction partielle.

Trouver le moyen de supprimer cette circulation / gain d'espace et aspect peu qualitatif au fitness et au solarium

ARCHI RECOMMENDATIONS

BOULES DE PÉTANQUE

Obut

Process de réassort: contacter Manon Fanton

Contact: cadeaudaf@labouleobut.com

+33(0) 4 77 45 57 22

Quantité de commande minimum:

96 triplètes

Commande par multiples de 8 obligatoirement

Délais de livraison: 3 à 5 semaines



Plat de partage convivial ... fraîcheur & rituel estival

Convivial et ludique, le partage est un rituel d'été en couple ou entre amis. Poisson de ligne entier de la pêche du matin, ou côte de bœuf assaisonnée aux herbes d'arrière-pays, petits-farcis niçois présentés par six, c'est un festival de générosité, de goût du sud et de simplicité premium avec lequel se régale les convives.



Plancha estivale ... l'incontournable de l'été

Incontournable des repas d'été conviviaux, les grillades à la plancha se retrouvent comme l'offre signature de la carte avec des propositions de poissons, de viandes, mais aussi de légumes à l'huile d'olive pour plus de fraîcheur et d'adaptabilité à tous les régimes. C'est une offre qui épouse aussi bien un déjeuner au soleil qu'un dîner à la bougie.



Douceur rafraîchissante ... sorbet à partager & toppings

Léger mais gourmand, c'est un petit plaisir à partager servi dans un magnifique plat en marbre givré. Autour d'une glace au yaourt, ce dessert est sublimé par plusieurs toppings : Fruits rouges frais, mangue, coulis au chocolat, confiture, noisette, etc. Proposition qui convient à tous les goûts, c'est un dessert simple, ludique et indéniablement instagrammable.



SIGNATURE F&B OFFER



Architecture : Reda Amalou

BIBA SOCIAL CLUB WEST PALM BEACH

[ONGOING-CONFIDENTIAL]

PSC HOSPITALITY has conceptualised a private member's club located in West Palm Beach. Responsible for the concept story of the 250-seats restaurant, the team crafted an upscale, contemporary and cosmopolitan dining experience with its outdoor terrace, swimming pool, outdoor bar, and exclusive Chef's table.

Concept creation

OS&E sourcing

F&B development

Design brief & support

Design support

Branding & Graphics



PRESS

WEB

Activity Scope Highlights

MUSICAL ATMOSPHERE

THE MUSICAL AMBIANCE

Catchy & chic

ROMANTIC LOUNGE

This kind of lounge music helps to create a true cosy atmosphere, just like being at home. The music creates a lounge and sensual atmosphere. The soft voices and slow rhythms create a romantic and intimate, yet captivating ambience



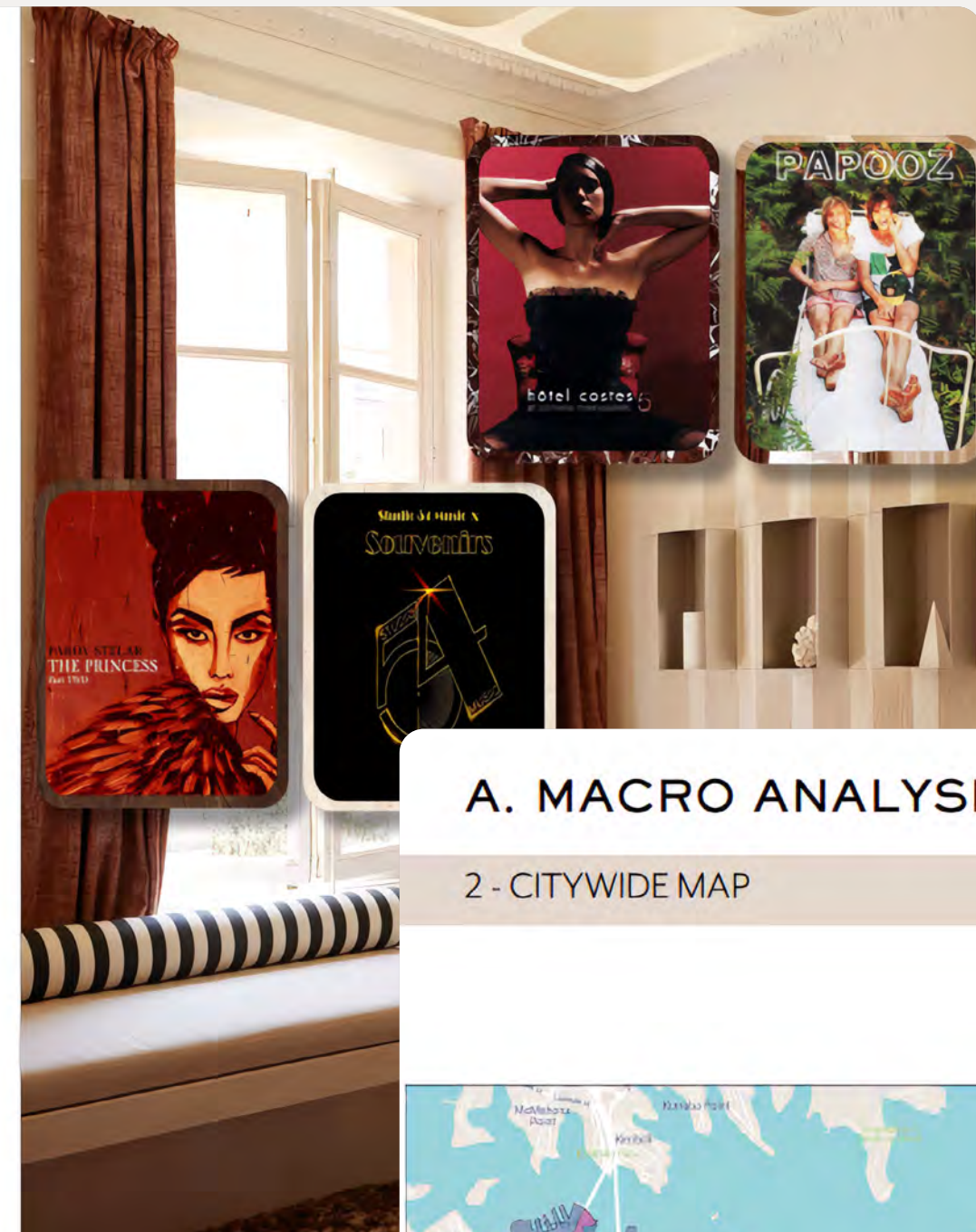
- L'AMOUR - ROUGE ROUGE
- ANN WANTS TO DANCE - PAPOOZ
- BLUEBIRD - ONE SELF

INTIMATE PARTIES

In the evening, the volume of the music increases slightly to make way for more upbeat tunes. The cheerful melodies and light lyrics invite dancing and instantly put everyone in a good mood. The music is loud enough to fill the room, but not overpowering, creating a pleasant and relaxed atmosphere.

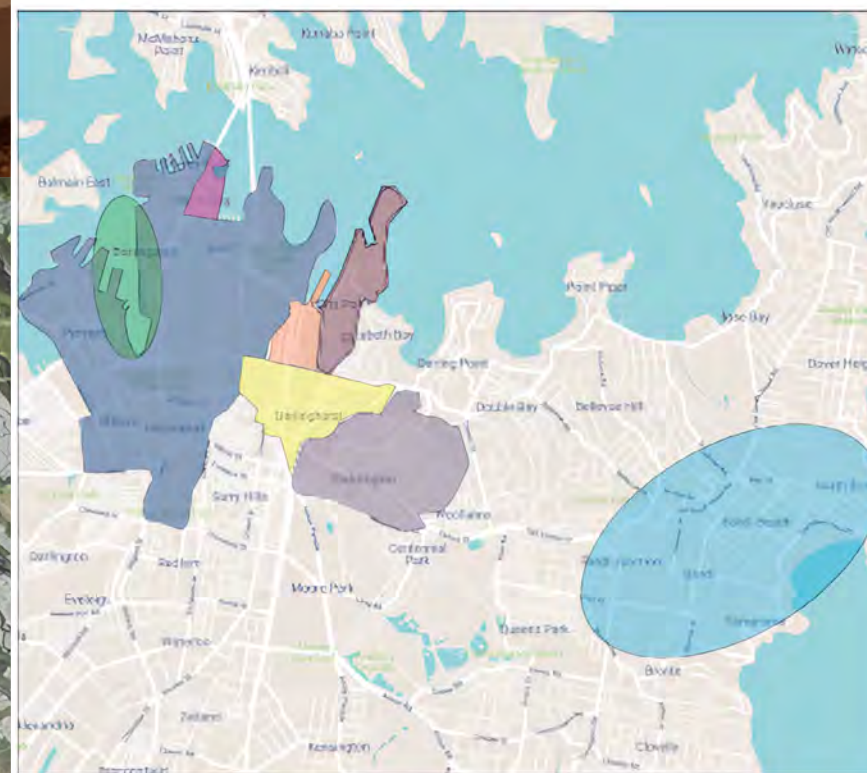


- SOUVENIRS - STUDIO 54 MUSIC
- YOUNG HEARTS RUN FREE ORIGINAL MIX - MANUEL GRANDI
- BASKA BROTHER - PAROVIZELAR



A. MACRO ANALYSIS

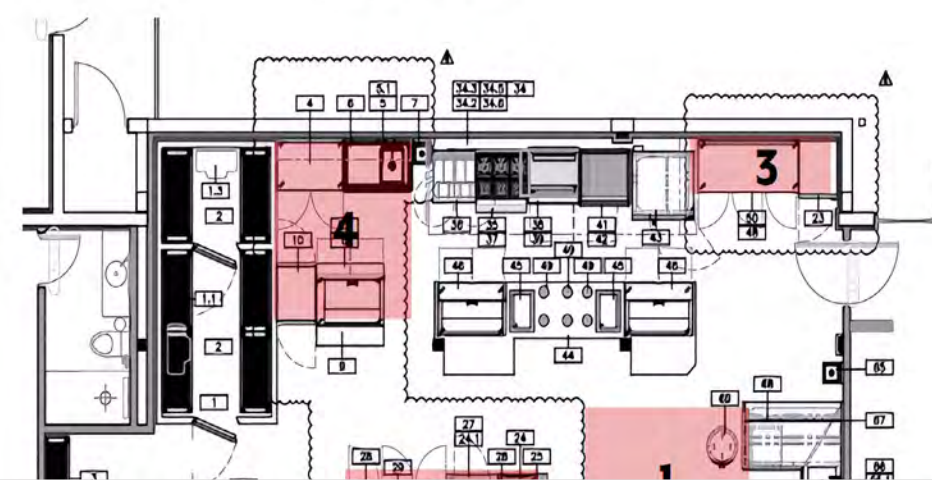
2 - CITYWIDE MAP



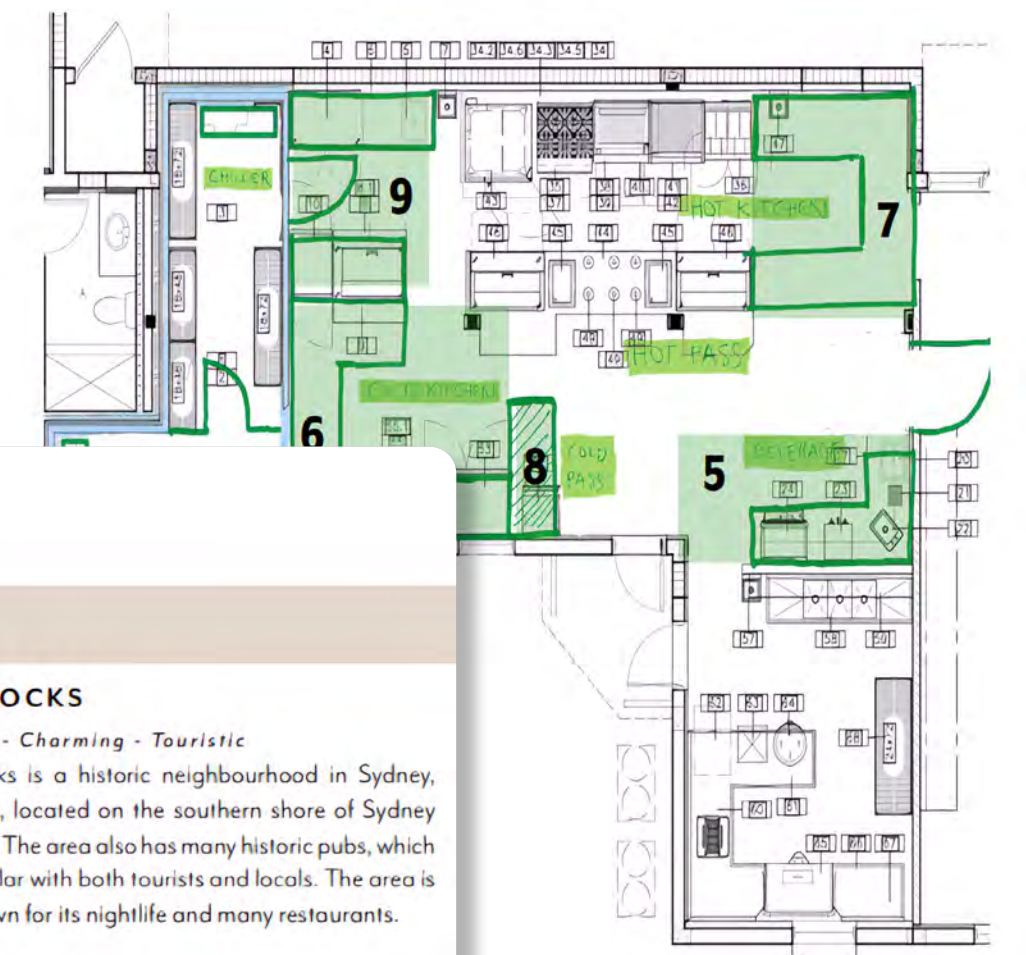
BOH KITCHEN

Recommendations

ACTUAL OPTION



OPTIMIZED OPTION



UNIFORM

Manager

KIMONO STYLED COTTON GREEN AND WHITE UNDERTOP



KAKI STRUCTURED PANTS



textured comfort trousers



Black lace loafer

Open black leather shoes with golden details



UNIFORMS

POTTS POINT

Cosmopolitan-Vibrant - Historic

The area is characterised by its diverse architecture, which includes Victorian-era houses and art deco buildings, as well as modern high-rise apartments. It is also a place for foodies featuring a lively dining scene with a wide range of cuisines, from high-end restaurants to casual cafes.

DARLINGHURST

Trendy - Diverse - Vibrant

Darlinghurst is known for its diverse population, lively atmosphere, and colorful streetscapes. The neighbourhood is known for its trendy cafes and restaurants. The area has a mix of different cultures and cuisines, offering a diverse range of dining options.

CENTRAL BUSINESS DISTRICT

Modern - Busy - Iconic

The CBD is the heart of the city's financial and commercial district, and is also a popular destination for tourists. It is home to a diverse range of restaurants, cafes and bars, serving a wide variety of cuisines. There are many options for nightlife, including bars, nightclubs and live music venues.

BONDI

Trendy - Young - Artsy

The neighbourhood is also known for its trendy cafes, bars, and boutiques. Bondi is also home to a diverse population, with a mix of young professionals, families and retirees. Overall, Bondi is a vibrant and lively area with a great coastal lifestyle.

THE ROCKS

Historic - Charming - Touristic

The Rocks is a historic neighbourhood in Sydney, Australia, located on the southern shore of Sydney Harbour. The area also has many historic pubs, which are popular with both tourists and locals. The area is also known for its nightlife and many restaurants.

DARLING HARBOUR

Bahemian - Cosmopolitan - Historic

The Neighbourhood is a waterfront area located in the heart of Sydney. It has a rich history of being a hub for ports and industrial activities. It is now a major tourist destination, known for its wide range of shops, restaurants, museums, and attractions.

PADDINGTON

Vibrant - Popular - Artsy

Paddington is a popular destination local and for foodies, with a diverse range of restaurants, cafes, and bars serving a wide variety of cuisines from all over the world. The suburb also has a vibrant nightlife, with many options for a night out.

WOLLOMOOLOO

Waterfront - Quaint - Diverse

The suburb is home to the Finger Wharf, a large timber wharf that was built in the early 1900s and is now a popular destination for dining, drinking and entertainment. The Wharf offers great views of Sydney's skyline and the Harbour, and it is a great

BOH REVIEWS



Architecture: Maison Malapert

LORDY'S PARIS CLUB PARIS

PSC HOSPITALITY, partnering with Accor, presents «Lordy's» at Sofitel Baltimore (Paris), where the world adventures of a London businessman come to life. Nestled near the Eiffel Tower, this intimate establishment recalls his journeys across London, Paris, and New York. Rooted in chic British charm and Parisian grandeur, «Lordy's» is a destination in itself.

Lordy's conception

Scenography

Branding & Graphics

OS&E sourcing

Creation of F&B offer

HR support

Design support

Post-Opening Audit




PRESS

WEB


INSTA

Activity Scope Highlights

FICHE TECHNIQUE



Lobster Roll



A. CONCURRENCE DIRECTE

SIR WINSTON
 Adresse : 5 Rue de Presbourg
 Distance : 0,9 km, 10 min à pieds

Positionnement
 BISTRONOMIQUE

- Appartient au Groupe Bertrand
- Architecte de renom international: Laura Gonzalez
- Offre brunch tous les dimanches
- Offre F&B différenciée

Architecture
 COLONIALE MODERNE

- Concept fort d'avant
- De nombreux plats frits et lourds

Food
 INDO-BRITISH

Beverage
 COCKTAILS SIGNATURES

Ambiance
 CONVIVIALE, RYTHMÉE

Le +

Le -

INFO CLÉS :
 CAPACITÉ: 150 couverts
 COEUR DE CILIE: Parisiens du 8e et 16e arrondissement, clientèle d'affaires, clientèle étrangère

OFFRES F&B :

- Carte de cocktails signatures entre 14 et 15 €
- Entrées à partager (ou pas) entre 5,5 et 15 €
- Salades
- 10 plats : poissons, viandes
- 8 desserts

TICKET MOYEN :
 • MIDI : 35€ | SOIR : 50 €

LOUNGE **ANIMATION** **BAR À COCKTAIL**

SERVICE À TABLE **CONCEPT IDENTITAIRE** **PARTI PRIS STYLISTIQUE**


QTÉ	TOTAL TTC	OBSERVATIONS
#####		
20,000	10,00 €	1. Faire une purée d'avocat avec l'avocat le citron et le piment puis réctifier l'assaisonnement.
0,100	0,80 €	
0,400	31,60 €	
1,000	0,18 €	2. Mayonnaise de Homard: monter la mayonnaise, faire réduire à glace le jus de homard. Une fois les 2 éléments froids les mélanger.
0,200	0,98 €	
2,000	2,04 €	3. Pocher les homards au four vapeur à 70 °/ 12 min les glacer au terme de la cuisson. Les découper en cubes puis réserver. au moment du service : faire revenir les homards et réctifier l'assaisonnement
0,020	0,10 €	
0,030	0,04 €	
0,002	0,00 €	
0,060	2,34 €	5. Dressage: Entailler les rolls dans leurs centre puis les colorer au beurre noisette. Mélanger le homard tiède avec la mayonnaise, Garnir les rolls de purée d'avocat, puis du homard et finir avec les zestes de citron vert, le céleris et la ciboulette
0,020	0,04 €	
0,300	0,13 €	
0,030	0,04 €	

RECIPE SHEETS

BRANDING



BAR LPC & SERVICE

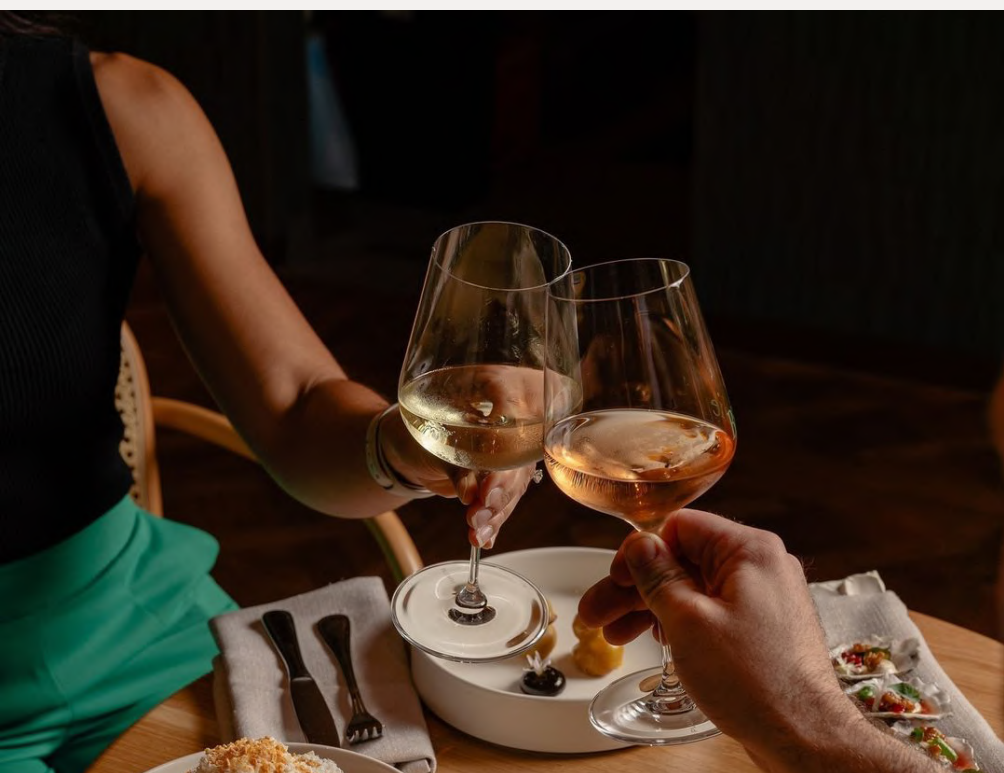
PHOTO	GOÛT / 10	PRÉSENTATION / 10	RÉPONS AUX ATTENTES / 5	COMMENTAIRES
	7	6	3	<ul style="list-style-type: none"> Manque de générosité. La portion servit est très petite portion Réduire la taille de l'assiette pour donner un effet moins petit Très bon mariage avec la crème.

TEMPS DE SERVICE

- Diner (bar)**
ENTRE L'ARRIVÉE ET LA PRÉSENTATION DU MENU
8 MINUTES
- ENTRE LA PRÉSENTATION DU MENU ET LA PRISE DE COMMANDE
12 MINUTES
- ENTRE LA PRISE DE COMMANDE ET LE SERVICE BOISSON
8 MINUTES
- ENTRE LA PRISE DE COMMANDE ET L'ENTRÉE
15 MINUTES

COMMENTAIRE

LE SERVICE DU SOIR AU BAR est agréable. Les clients sont accueillis avec le sourire et le personnel a le souci du détail. Cela étant dit, l'attente aurait pu être moins longue entre l'arrivée et la présentation du menu. Le service est poli et discret, sans proposition de vente additionnelle. La partie conseil sur la carte cocktail doit être améliorée, les renseignements étaient hésitants et pas forcément guidant. Globalement l'expérience est de bon augure, mais peut être améliorée.



Architecture : Mike Watson

BIRDIE BAR AND BRASSERIE SYDNEY

In collaboration with Salter Brothers, PSC Hospitality crafted Birdie Bar and Brasserie, harmonizing traditional and contemporary cuisine infused with an unmistakable Anglo-Saxon flair. Inspired by the lorikeet, a captivating bird, Birdie embodies boldness, vibrancy, and quintessentially Australian charm.

- Benchmark
- Conceptualisation
- Creation of F&B menus
- Scenography
- Design support
- Architectural support



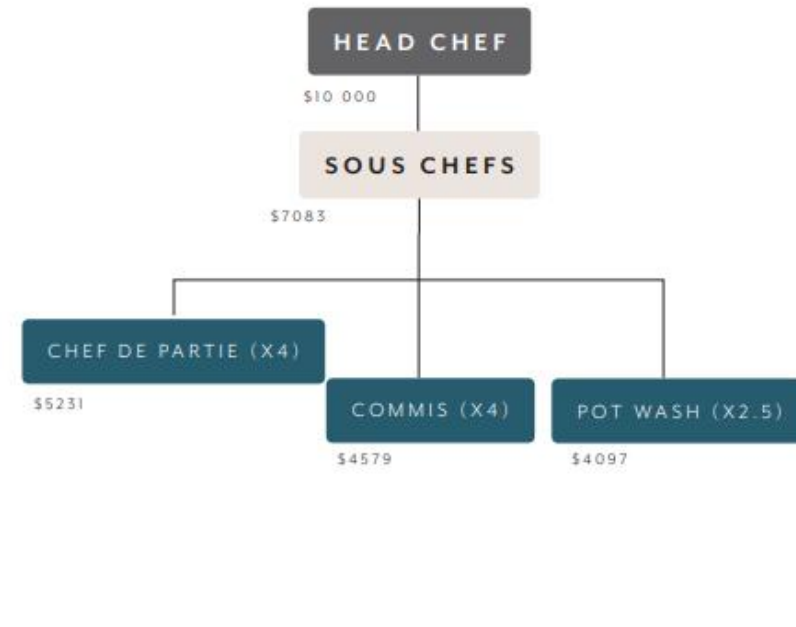
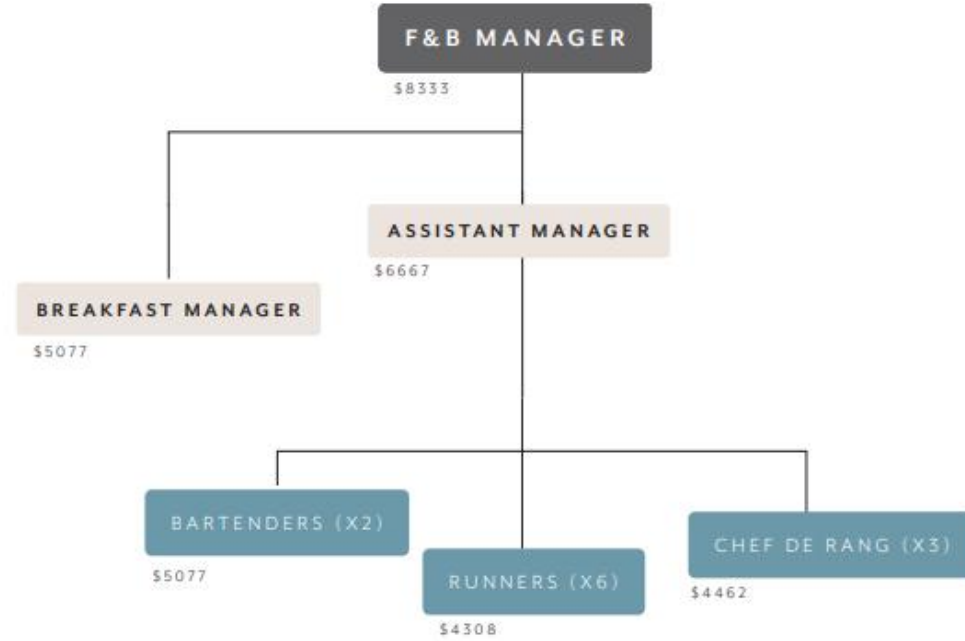
- PRESS
- WEB
- INSTA

Activity Scope Highlights

ORGANIZATION CHART

COST OF STAFF

2027 - Optimal average speed



RECAP:

- Management : 4 employees
- Bar : 2 employees
- Service : 10 employees
- Kitchen : 10.5 employees

TOTAL : 26.5 EMPLOYEES

PAYROLL
2 234 225 €

% of the Revenue
4.2 %

Year	20
Month	JA

RECAP

Restaurant

AVERAGE TICKET WEEKDAY		
Lunch	\$ 36.52	\$ 42.00
Dinner	\$ 47.83	\$ 55.00

AVERAGE TICKET WEEKEND		
Lunch	\$ 36.52	\$ 42.00
Dinner	\$ 47.83	\$ 55.00

WEEKDAY	TOTAL CAPACITY											
	115	115	115	115	115	115	115	115	115	115	115	115
Lunch/Filling rate	20%	20%	20%	20%	20%	20%	20%	20%	20%	20%	20%	20%
Dinner/Filling rate	40%	40%	40%	40%	40%	40%	40%	40%	40%	40%	40%	40%
Covers/Lunch	40	40	40	50	50	50	60	60	60	60	60	60
Covers/Dinner	45	45	45	50	50	50	60	60	60	60	60	60
Covers / Day WEEKDAY	86	86	86	115	115	115	144	144	144	144	144	144
Total covers WEEKDAY	1828	1811	1811	2415	2760	2875	3571	3381	3623	4047	3519	2777

RECAP COVERS RESTAURANT	
Lunch - Weekday	66
Dinner - Weekday	69
Lunch - Weekend	58
Dinner - Weekend	50
Total covers/year	46854
Covers/day (average)	127
Total covers weekday	34487
Total covers weekend	12367
Total annual covers	46854

Total Revenue (encl. VAT) RESTAURANT - YEAR 0	
Total revenue lunch- weekday	\$ 618,240.00
Total revenue dinner- weekday	\$ 609,750.00
Total revenue lunch- weekend	\$ 337,800.00
Total revenue dinner- weekend	\$ 270,000.00
Total annual revenue	\$ 1,835,790.00

BUSINESS PLAN

MENU DEVELOPMENT

Birdie

MENU STRUCTURE

Starters Oysters <small>100 MENU</small> Fish dips <small>100 MENU</small> Cheesy bites <small>100 MENU</small> ✓ Grilled fish Egg starter Raw meat Cold / hot soup ✓	Veggie selection Generous veggie mat Veggie toast Veggie salad	sides ✓ Light side (x1) Light side (x1) Generous side (x1) Generous side (x1) Light side (x1)
Mains	Large dishes to share	desserts Generous dessert <small>MANAGER</small> Generous dessert Generous dessert with fruits Generous dessert with chocolate Fresh fruits Ice creams & sorbet

Concept principles

- BRITISH BRASSERIE** - A tribute to British classics with a modern twist
- SLIGHT EXOTIC TWIST** - Playing with colours, spices & herbs to revisit classics
- AUSTRALIAN SOUL** - Anchored in its local environment & proud
- BIRD NEST** - A cocoon where it feels good to remain over & over
- NATURAL ESSENCE** - Lush vegetation, garden inspired, veggie options
- DOMESTIC FEELING** - Safe & secure feeling, family-friendly
- CURIOS** - Place of socialisation, open to discoveries





Architecture : *Tristan Auer*

CARLTON CANNES

PSC HOSPITALITY collaborated with the Carlton Cannes, a distinguished member of the Regent and IHG Group, to reimagine and conceptualize its Food & Beverage spaces. This venture encompassed the hotel's restaurant, bar, and tea lounge, showcasing a harmonious blend of PSC HOSPITALITY's creative vision with the Carlton's iconic elegance.

Benchmark

Creation of F&B offer

F&B outlets conception

Scenography

Design support



[WEB](#)

[INSTA](#)

MOËT & CHANDON LVMH

In collaboration with Moët & Chandon, a distinguished brand under LVMH group, PSC HOSPITALITY embarked on a high-energy strategy endeavor. Our mission included building innovating concepts and refining champagne service techniques to enhance client experiences. Additionally, we brought a fresh perspective to spotlight their esteemed range of cuvées, from standard to prestigious champagne. This strategic mission with a premium client underscored our commitment to excellence in service and brand elevation.

Benchmark

Service ritual book

Brand elevation

Client experience

Differentiation strategy

Brand positioning

WEB

INSTA





MSC CROISIÈRES & EXPLORA JOURNEY

PSC worked together with MSC in the development of their cocktail bars, on both the MSC Europa cruiseship and their new luxury brand Explora, that will be travelling the world this coming summer starting in the Mediterranean.

Bar storytelling

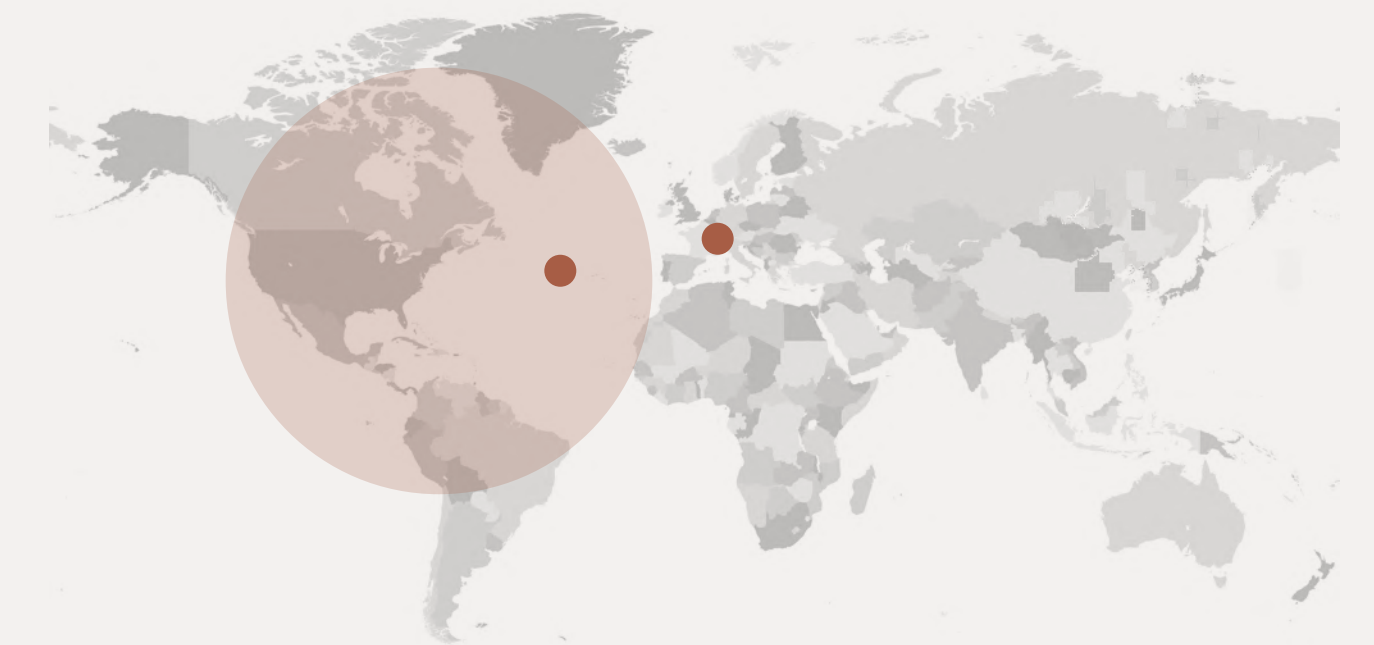
Tasting organisation

Cocktails creation Explora

Bar training

MSC cocktails creation

Presence at the opening



WEB

INSTA

PARKER'S DUBAI

The Emirati group The Independent Food Company has solicited PSC in order to rethink their «Parker's» brand, in time for their new flagship restaurant that is centrally located in the Dubai Mall.

Current offer audit

Repositioning

Design brief & support

Food menu creation

Staging & Scenography

Kitchen training



INSTA

TIK TOK



CASA MONTI ROME

[ONGOING-CONFIDENTIAL]

PSC HOSPITALITY has accompanied Leitmotiv Group (La Fantaisie in Paris) for the deployment of F&B concepts at Casa Monti, a project nestled in the heart of Rome. With world-renowned architect Laura Gonzalez spearheading the design, Casa Monti is already among the most anticipated hotels of 2024, embodying an authentic and convivial atmosphere.

Conceptualisation

Bar Cocktail Menu

Sommelier services

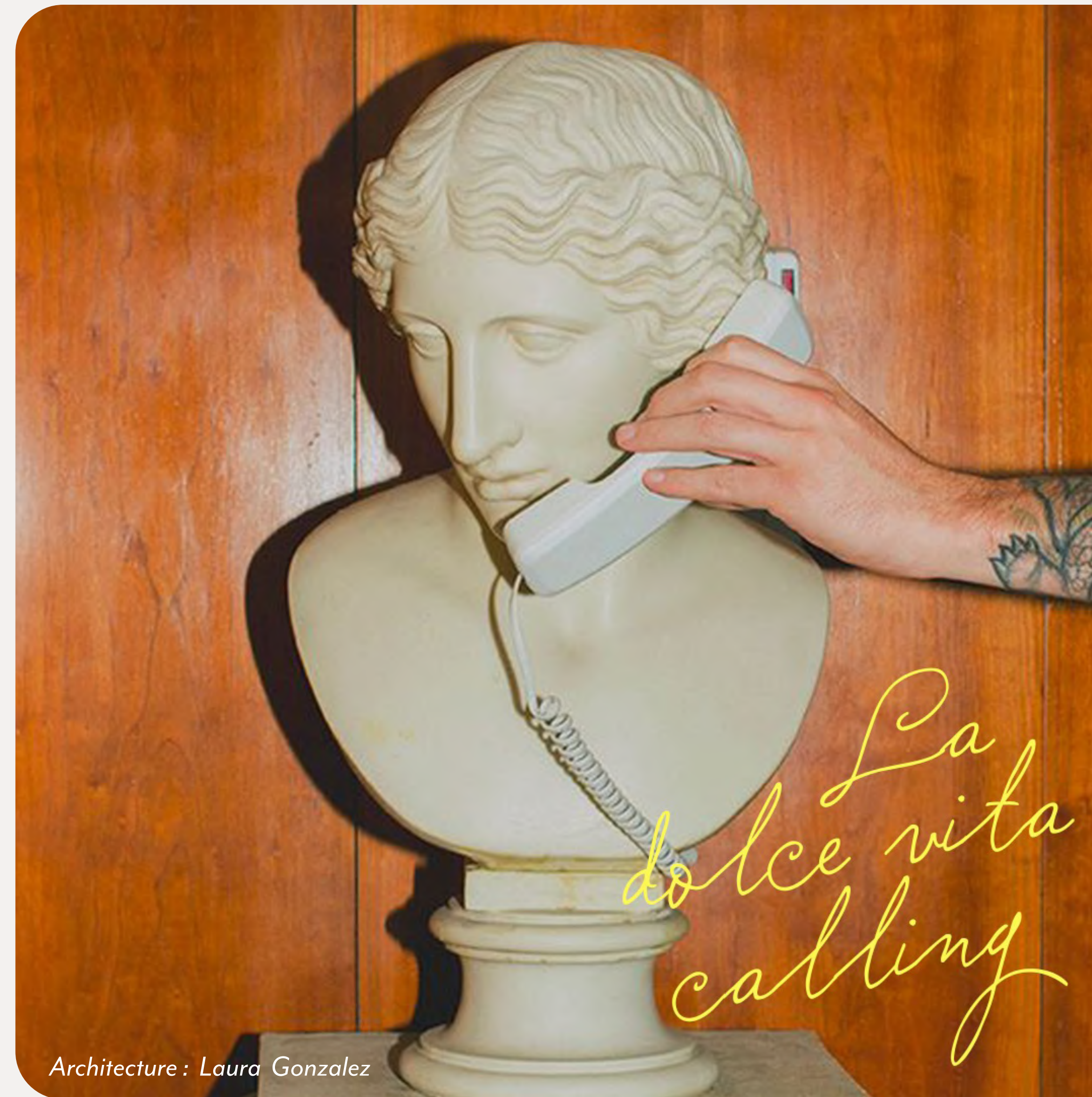
Financial & HR support

Design support



WEB

INSTA



GROUPE FARGEON PARIS

PSC HOSPITALITY is delighted to have the Fargeon Group as a valued client, fostering a collaborative relationship. This partnership has led to the successful conceptualization of two significant projects in PADAM Hotel and 5 Particulier Hotel, both distinguished Boutique Hotels. These endeavors showcase a strong mutual appreciation and a united commitment to elevating the dining and hospitality experience.

Pre-project audit

Scenography

Conceptualisation

Creation of F&B menus

Finance & HR Support

OS&E sourcing

Technical support



EDITH

Edith modernizes French culinary classics with a contemporary twist, embodying the spirit of the new generation. Democratized bourgeois cuisine meets the essence of the brasserie, featuring quality seasonal ingredients and inventive flavours.

[WEB](#)

[INSTA](#)

CASETTA

[ONGOING-CONFIDENTIAL]

Casetta is a restaurant where Parisian flair meets Italian culture, inspired by Tuscan gardens, offering a menu that balances between the two cuisines to embrace Italian classics while infusing French dishes with Southern accents.

[WEB](#)

[INSTA](#)



PULLMAN HAMBOURG

PSC HOSPITALITY is working in unison with the operator Accor & the owner Unibail Westfield, in order to create and support in the deployment of the 4 F&B outlets of the future Pullman in the new Uberseequartier. These will include a coffee-shop, a bar, a restaurant & a rooftop.

Feasibility study

Benchmark

Conceptualisation

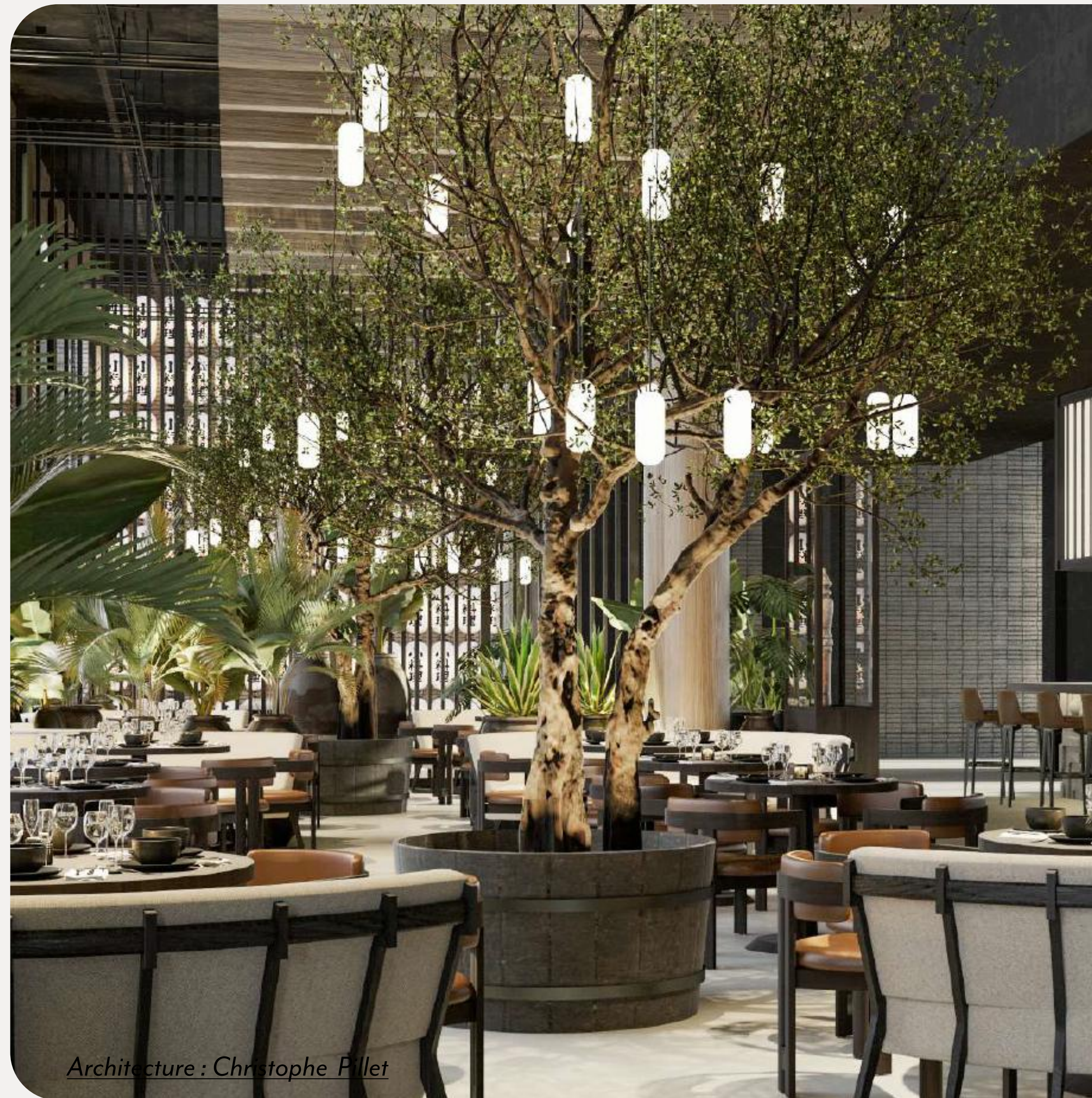
Training

Design brief & support

Scenography

Branding & Graphics

Deployment support



MARGUERITE 1606 ISSY

PSC HOSPITALITY collaborated with the MGallery Collection (part of Accor) to assist in creating their F&B spaces on a historical site at the Domaine Reine Margot (Issy les Moulineaux). This collaboration led to the creation of the Marguerite 1606 restaurant, as well as the Monastic speakeasy.

Feasibility study

Storytelling

Conceptualisation

OS&E sourcing

Creation of F&B menus

Branding & Graphics

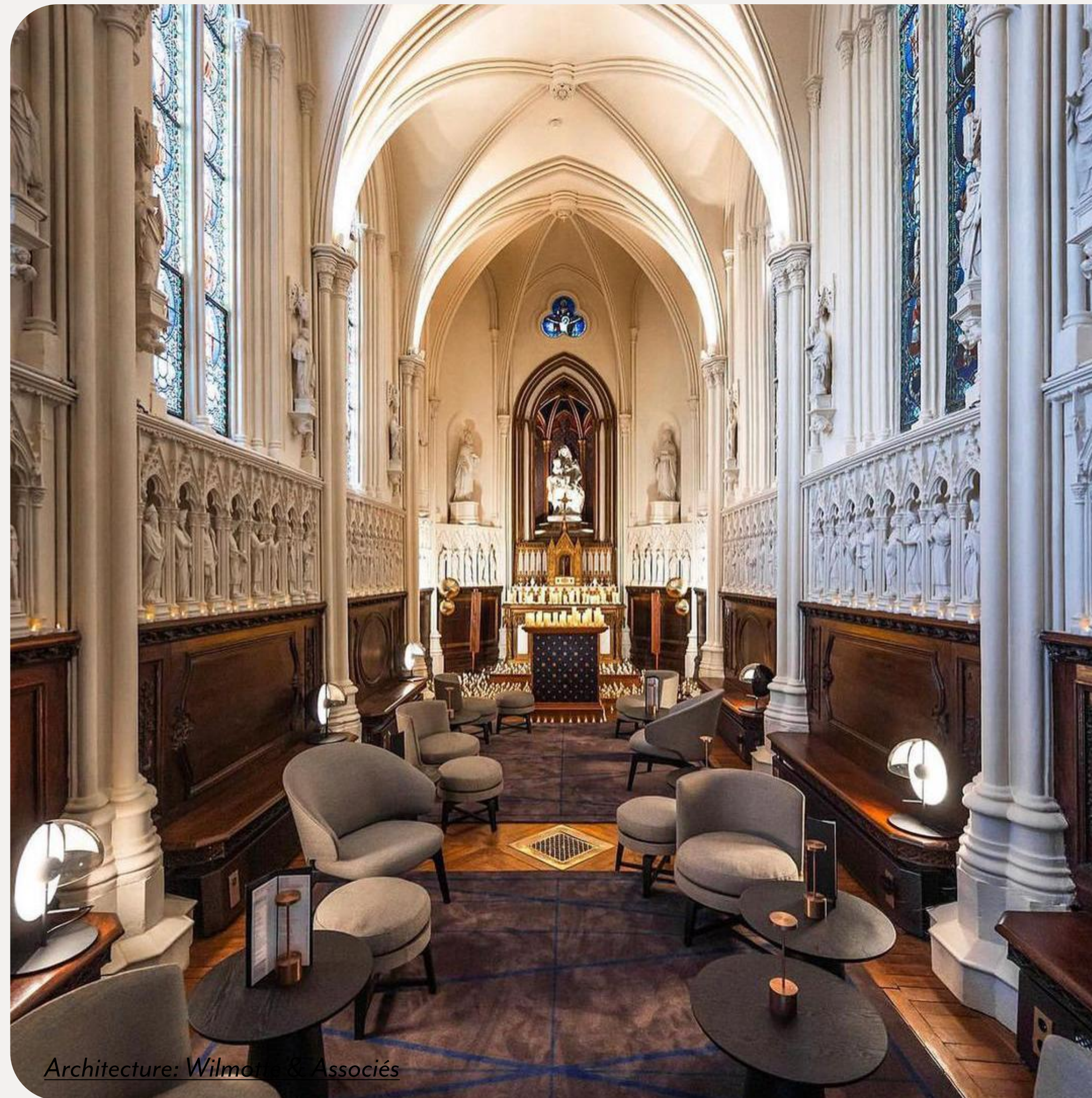
Scenography

Design support



WEB

INSTA



Architecture: Wilmon & Associés



ROMCOCO PARIS

PSC HOSPITALITY collaborated with Voco Paris Porte de Clichy (IHG group), to provide comprehensive guidance and expertise at every phase of the hotel's restaurant development process. This collaboration led to the successful creation of the restaurant, which has been named «Romcoco».

Feasibility study

Design support

Conceptualisation

Scenography

Branding & Graphics

OS&E sourcing

Creation of F&B menus

HR support



WEB

INSTA





Architecture : Joanna Pera

LIVA ABIDJAN

[ONGOING-CONFIDENTIAL]

PSC HOSPITALITY collaborated with Accor to create a modern culinary landscape at the new Novotel in Abidjan, Ivory Coast. Crafting four distinct F&B spaces—including the Lobby Lounge, All Day Dining Restaurant & Terrace, Cigar Lounge, and Pool Bar—PSC Hospitality invite guests to indulge in luxury and Mediterranean culture at every turn.

F&B conception

Brand book

Conceptualisation

Design & BOH reviews

Preopening & Opening
Audits

Visual Identity &
Branded Collateral





Architecture : Ramy Fischler

INNOVATIVE LOBBY CONCEPT CREATION

[ONGOING-CONFIDENTIAL]

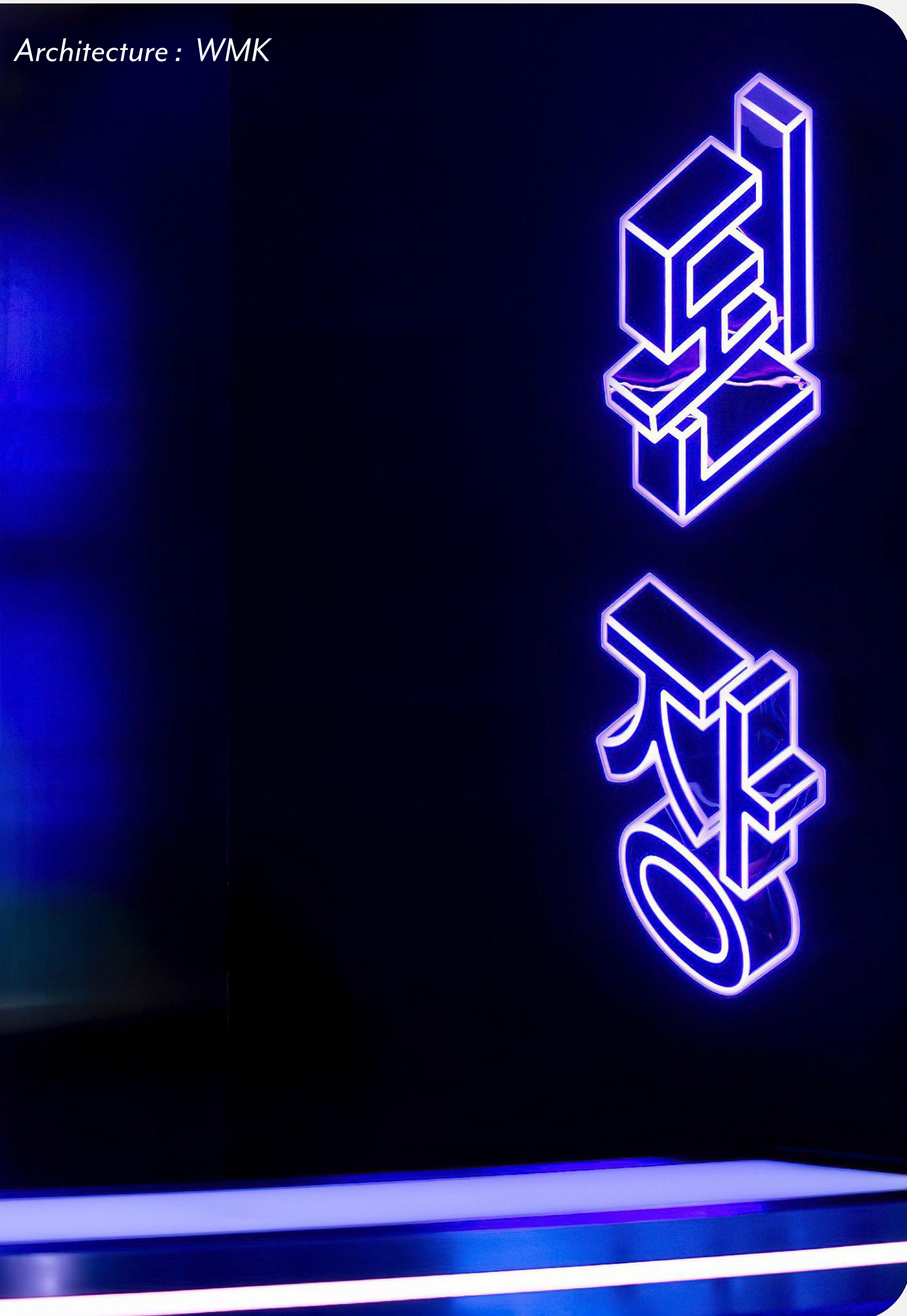
PSC HOSPITALITY led the development of an innovative lobby concept, designed for international scalability. We collaborated with RF Studio and infused warmth, refinement, and timelessness into the concept, fostering a domestic atmosphere where guests feel at home while matching evolving customer needs.

- F&B conception
- Scalable design
- Visual identity & Branding
- Training & HR support
- Architectural support
- Menus creation





Architecture : WMK



MEE SO SYDNEY

Salter Brothers have engaged PSC HOSPITALITY's expertise for crafting an F&B concept, drawing inspiration from the dynamic street food scenes of Seoul and Tokyo, with an additional touch of 80's-inspired design. Infused with neons and bright lights, this collaboration promises to breathe vibrancy into this iconic urban destination.

- F&B conception
- Scenography & staging
- Visual identity & Branding
- Signature OS&E
- Architectural support
- Menu creation



WEB INSTA



JO&JOE BRAND

PSC HOSPITALITY has been solicited to define and structure the F&B identity of their economic lifestyle brand JO&JOE to make it identity and replicable in future locations.

The creation then leads to the support in the deployment of this brand in their first urban flagship location, in Gentilly, France.

Storytelling

F&B Manifesto creation

Offer definition

Staging

Back of House support

OS&E sourcing



Architecture : Penson

WEB

INSTA

GROUPE BIRATI RENNES

PSC HOSPITALITY is proud to count the Birati Group among its regular and esteemed clients, forming a privileged partnership. Together, they have successfully conceptualized five unique venues in Bretagne. These projects reflect a deep mutual respect and a shared dedication to enhancing the hospitality and cultural scene of the area.

Conceptualisation

Creation of F&B menus

Branding & Graphics

Scenography

OS&E sourcing

Architectural support

Operational Training

Operational Brand book



WEB

LINKEDIN



AMI

AMI in Rennes combines retro charm with Instagram-worthy grilled specialities, creating a lively and unique dining experience.

WEB

INSTA



CLUB CITRON

Club Citron is a sporty guinguette located near the Rennes stadium, offering a quirky ambiance where guests can enjoy drinks and tapas.

WEB

INSTA



CUCINA

[ONGOING-CONFIDENTIAL]

Cucina is an Italian restaurant located in the heart of the city, blending traditional dishes within a modernized decor.

WEB

INSTA



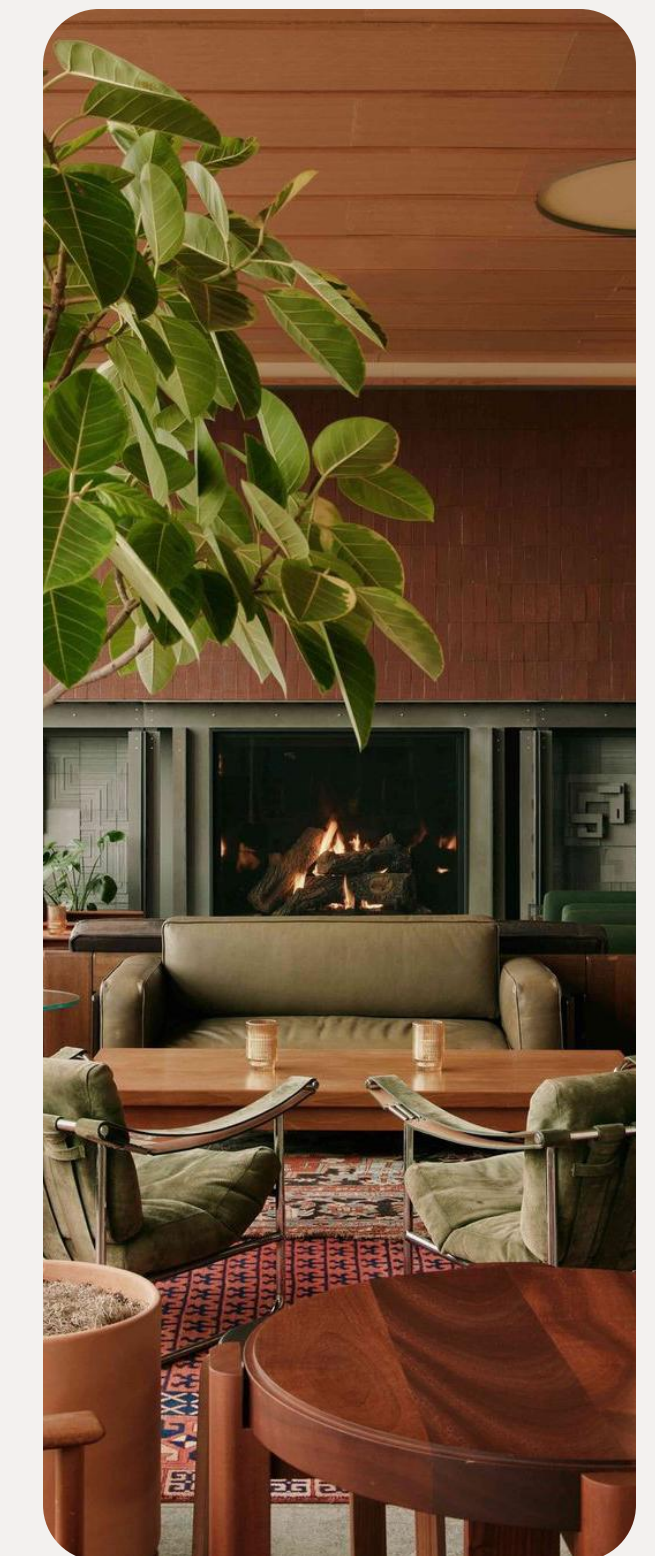
MOUSSE

[ONGOING-CONFIDENTIAL]

A seafood restaurant that merges fresh Breton ingredients within the world of a young sailor, serving refined and generous dishes sourced straight from the sea.

WEB

INSTA



BALIM

[ONGOING-CONFIDENTIAL]

Balim is a music studio blending Eastern Mediterranean and Western vibes with Anatolian and Mediterranean culinary influences.

ONGOING

ONGOING

EXECUTIVE TEAM

EXECUTIVE TEAM

The team relies on the talent pool that has made Paris Society one of the leaders in hospitality and events for the past 20 years. Graphic designers & artistic directors work alongside chefs, barmen and service design experts to deliver the best experience in hospitality.



HEAD OF PSC HOSPITALITY

Hakim Belkacem

With ten years' experience, Hakim is a professional in the hotel and restaurant industry. After a Master's degree in Finance and an MBA in Hotel Management, he started his career at L'hôtel Martinez (Cannes), La Truffière (Paris) and at the Mandarin Oriental (Paris). He then took part in the development of Palatino Hospitality in France and Europe. Following this, Hakim successively took over the management of operations for the Cedric Grolet group, then the AKRAME group.

- MIXOLOGY EXPERT
- SERVICE DESIGN EXPERT
- KITCHEN DESIGN OFFICE
- DEVELOPMENT EXPERT



SENIOR PROJECT SUPERVISOR

Pauline Escouflaire

As an architect and engineer by training, Pauline leads hotel and restaurant projects internationally. She approaches this holistic vision and develops her design and project management skills through her professional background with groups such as LVMH Hotel Management, the artistic direction agency Notoire Agency, the Vinci Construction group, as well as Suitcase Hospitality. Her organizational skills, her knowledge of the hospitality market, and her creative and technical perspective enable her to approach projects comprehensively.

- PROJECT MANAGEMENT
- DESIGN EXPERT
- ARTISTIC DIRECTOR
- GRAPHIC DESIGN



PROJECT SUPERVISOR

Sara Riet

After studying at Sciences Po and completing an MSc in International Hospitality Management at Institute Paul Bocuse, Sara joined the Paris Society development team 3 years ago for the opening of GIGI Paris & Ramatuelle. Her expertise developed in-house foster a deep understanding of project management from concept development to execution. Her academic foundation not only equipped her with analytical and critical thinking skills but also fostered an understanding of global dynamics handling multifaceted projects.

- CSR EXPERT
- HR EXPERT
- PROJECT COORDINATORS
- RETAIL EXPERT
- PHOTOGRAPHER



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