

MBCo opens first store in Arabian Ranches

Montreal is in Dubai!

Montreal Bread Company (MBCo) first franchised store in the middle-east had its soft-opening on March 11, 2009 in Arabian Ranches (AR). Strategically located at the entrance of AR Retail Center, MBCo provides a unique, relaxed, casual dining experience. The menu which is comprised of classy bread art sandwich collection and variety of fresh salads is a replicate of the offerings in MBCo located in Montreal, Canada.

MBCo concept can be really very appealing. "We lay it out before you, naked in the process. We want you to see as we prepare your meal. It's part of the MBCo experience – sharing in the selection of what you want to enjoy!" says Pete Morentzos, owner and franchisor of MBCo brand. "It is in the reverence of the art sandwich making that our chefs create the sensational sandwiches you come for here at MBCo," he adds.

Though it has only been opened recently, Ramzi Hammoud, manager of MBCo is already amazed with the feedback of people visiting the restaurant. Ramzi enthusiastically shares his thoughts when asked about guests' feedback: "They just love the kind of experience that we offer, they love our food and we are happy that we are getting repeat business. And that's the real WOW!"

"As a franchised store from Montreal, we aimed implementing all the rules and guidelines imposed by Peter. We left no stones unturned to come up with such a beautiful, clean, casual and friendly ambience. We also



MBCo Arabian Ranches terrace during a busy afternoon

made sure that our Dubai employees got the best training in the kitchen and service. We are very much ready and we are proud to claim that we have been successful in bringing Montreal in Dubai" narrates Mohamed Charafeddine, Managing Partner of Hospitality Concepts and Solutions (HCS).

HCS is the franchise developer of MBCo brand in the middle-east while Crème de la Crème (CDLC) of Belhasa

Group of companies is the sub-franchisee of the brand. "With the strong partnership of HCS and CDLC, we are sure that MBCo doesn't really have any option except to succeed. Our aim is to expand our market around the UAE and in the middle-east in general," adds Ziad Kaddoura, Managing Partner of HCS.

MBCo's second store is opening in Dubai Mall beside the Ice rink very soon.

Sumo Salad opens 2nd Store in Dubai Mall



Sumo Salad's second store opened at the lower ground food court of Dubai Mall on February 24, 2009. The concept which originated from Australia offers a variety of healthy cuisines ranging from salads, sandwiches and wraps. Janine Williams, Training Manager of Sumo Salad International, conducted trainings to new batch of employees and introduced new recipes.

Sumo Salad - one of the stores of Food Systems LLC - is being managed by HCS. Anupam Misra manages the operations of the two existing stores. The DMC store is located at the ground floor of Tecom Bldg in Dubai Media City. For more information or delivery, please dial 360-4755 or 360-4799 or visit www.sumosalad.com

Why outlook?

The word outlook is definitely a very familiar term to those whose life and career revolves around the office in front of the computer. Microsoft Outlook in particular has conveniently provided a platform to organize one's work – and life. Primarily, it organizes e-mails to customized-folders. It can also serve as an alarm clock for the up and coming events and deadlines. It collects contact information and sends regular RSS feed. Hence, the outlook becomes a multi-purpose tool for the otherwise busy professional.

This is the popular outlook that we know...

On the other hand, outlook as per defined by www.dictionary.com means: the view or prospect from a particular place; mental attitude or view; point of view; prospect of the future; watch kept; vigilance.

This newsletter aptly named Outlook shall therefore serve as the official publication of Hospitality Concepts and Solutions. It will become the platform to document achievements of the company and an avenue where to publish ideas and points of view of employees, owners, customers, clients and business partners. It shall become the voice of the company to broadcast activities and happenings of the brands under the auspices of HCS.

We encourage everyone to contribute and express their thoughts.
Let's celebrate. Let everyone know your Outlook!

Investors troop to HCS exhibit



Hospitality Concepts and Solutions participated in the annual Franchise Middle East Exhibition at the World Trade Center, Dubai on March 2-4, 2009. Thousands of business people from around the region trooped to the exhibition to witness and survey different franchise offerings.

HCS exhibited all the brands under its auspices. More than a hundred of interested businessmen and businesswomen visited the HCS booth to inquire and declare interest in opening franchise in various parts of the region. Among the most popular brands are Café Céramique, Lunch Box and Chocolate Bar. Some visitors inquired about the management and consultancy services being offered by the company.

OS managers finished training in Manila, move to Hongkong

In preparation to the opening of Outback Steakhouse (OS) in Riyadh, HCS has sent three of its OS managers to a 6-months intensive training in Outback Steakhouse Manila which was concluded mid of March 2009. Consequently, Ragde, Amarjit and Firoz move to Hong Kong for the final leg of their managerial training.

Varun, OS Managing Partner received similar training in the United States.

Shani passed Culinary Arts Course



Shani Veetile, HCS Head Chef received certificate of completion for successfully finishing a course in Certificate III in Hospitality (Commercial Cookery) – ICTP on December 20, 2008. He was also given HACCP and Rational Oven Training Certificates. The certificates were given by International Center for Culinary Arts – Dubai and issued under the seal of Beams Education. HCS sent Shani to the course under full scholarship.

HCS inked partnership with Khawla in Bahrain

HCS has officially inked partnership with Khawla in Bahrain to introduce and open several Auntie Anne's store in the country. The first store location for the Pretzel Perfect store will be in Seef Mall. By the end of the year, it is expected the two Auntie Anne's stores are already serving soft-hand-rolled pretzels in Bahrain.

HCS re-brands logo & website get new look



HOSPITALITY CONCEPTS & SOLUTIONS

HCS is now using its new logo on all its collaterals and official correspondence. The new logo represents a more vibrant, dynamic and trendy company.

Soon, the new HCS website will be relaunched. The new site is intended to be more informative, user-friendly yet modern. The additional features such as the gallery and log-in pages will definitely capture more site visitors. The official website of the company remains www.hcs-me.com

OPENING SOON!

Licks Homeburger in DHCC
Outback Steakhouse in Riyadh
MBCo in Dubai Mall
Chocolate Bar in Dubai Mall
Lunch Box in Motor City
Auntie Anne's in Bahrain
Café Ceramique in Dubai Festival City
Café Ceramique in Bahrain
Café Ceramique in Jeddah

German moves to Qatar, DJ joins family

Aiming to best serve one of the Café Ceramique franchises, HCS decided to move German Ntloko to oversee and manage the Café Ceramique franchised stores in Qatar. As Operations Manager, German will continue to coordinate the support that Qatar franchises require.



Replacing German, HCS hired Abdel Dajani as the new Operations Manager handling all the brands of the company.

More popularly known as DJ, he will work directly to improve the operations of the stores aiming to achieve targeted sales and budget. DJ reports directly to Ziad Kaddoura and Mohamed Charafeddine, Managing Partners of HCS.

DJ's strong background and education in the field of restaurant management will surely become an added value to the realization of the growing potentials of existing stores.

Auntie Anne's 3rd store open, launch new product



On February 28, Auntie Anne's 3rd store opens in Arabian Center in Al Khawanej Road, Dubai.

Pretzel lovers visiting the center can now enjoy munching their favorite perfect pretzel as Auntie Anne's continue to offer fresh-from-the-oven-all-time-favorite Sesame Pretzel dip in a yummy chocolate sauce. Simultaneous with the opening of the store, is the launching of the Pretzel Pocket. Pretzel pocket comes in different variety: Hawaiian, Cheesy and chicken tikka.

Auntie Anne's is an American chain of pretzel bakeries founded by Anne F. Beiler and her husband, Jonas, in 1988. Auntie Anne's serves products such as pretzels, dips, and other desserts. They also serve beverages such as lemonade, "Dutch" ice, and coffee.

Other Auntie Anne's stores are located at the food court of Mall of the Emirates and Dubai City Center. Auntie Anne's Dubai franchises are owned and managed by Al Khaja Group. HCS is the master franchisee of Auntie Anne's in the middle-east.

Lookin' Through MBCo - Your Everyday Gourmet



Our Vision

HCS aims to become the leading regional provider of knowledge and operational excellence in the hospitality industry, both as managers and as consultants that will impact positively on the profitability of its business partners.

Our Mission

HCS prides itself as your hospitality business partner that is committed to operational excellence, leadership by example and passion for growth.

Our Commitments

To Our Business Partners: To ensure excellent managerial and consultancy services with the aim of maximizing profitability of investments.

To Our Parent Franchisor: To ensure application of standards and procedures in all dimensions of restaurant operations that will upkeep and promote the brand.

To Our Guests, Clients and Customers: To ensure delivery of excellent services and quality products through unique yet popular hospitality concepts.

To Our Employees: To provide our employees with fair, firm and friendly working environment and provide them ample opportunities for advancement.

To instill in them a deep sense of ownership to the business through the promotion of passion for knowledge and hard work.

MBCo is a "European culinary experience, all centered on innovative meal creations. It is a taste of home, with authentic hand-carved sandwiches, fresh daily products and those impulse items you can never forget. It is an opportunity to get those precious moments to truly indulge in healthy eating, quality and great taste, all within a value driven range of prices.

Breakfast, lunch and afternoon delights are available for enjoyment on-site or to be picked up to go.

MBCo, which stands for Montreal Bread Company, has become Montreal's first upscale bakery representing a multi ethnic European culture found in the city. Since opening in August 2003, MBCo has become the fastest growing food concept in Canada with stores in Montreal and Toronto and more slated to open around the nation and North America.

Offering more than a restaurant, it's a bakery and catering concept that evokes a feeling of Europe and the multi cultural charm of Montreal.

With restaurants in Quebec and in Ontario, the Montreal Bread Company is positioned at the forefront of the leading trends in dining today and fast becoming one of the top restaurant franchises in Canada.

MBCo - defines guilt free eating convenience, with a menu du marche that is specifically intended to provide the opportunity to savor precious moments and truly indulge in healthy eating & great taste.

Here, you're enveloped with a taste of home. Authentic hand carved sandwiches, oven -fresh boutique style muffins, oven baked omelets, and pizzas topped with exotic ingredients and cheese.

Frothing lattes at breakfast "bread art", delicacies at lunch decadently, delicious afternoon desserts, we even have a



wine bar, offering limited production wines by the glass to elevate the experience.

A Great catering alternative...and, if food makes the event, MBCo offers the most supreme catering service, all of which is artfully prepared and delivered, created to suit the taste and imagination of any occasion.

A Closer Look May: Reachin' the Stars

She's tough yet so charming... Her tough yet fair disposition in managing Café Céramique – Mall of the Emirates outlet has earned her the respect of her staffs and her colleagues. May, who started her career in the company belong to the first batch of employees who opened the very first Café Céramique store in Abu Dhabi in 2002. Due to her diligence and hard work, she eventually got promoted from being a waitress to Production Officer. During her stint as a Production Officer, she revealed her amazing talent in painting pottery, she was then known as one of the first in-house artist of the Cafe.

When most of her contemporaries left the company or were moved to the Dubai store, she got the opportunity to shine as a leader in Abu Dhabi. During this time, she was able to prove that she can also manage a store and become a good role model to the more junior members of the team. Hence, she earned another promotion as an Outlet Manager.

The company decided to transfer her to the Mall of the Emirates outlet where she was faced with the challenge of improving the over-all standing of the

store. In order to succeed, she used a combination of her toughness and charm in managing - in imposing discipline and making sure standards are set in place while aiming to provide excellent service to guests.

May who was born under the sign of Taurus is from Iloilo, Philippines. She received her Diploma in Technology major in Electronics from Western Visayas College of Science and Technology.

Prior to going overseas, May worked as a cashier, factory worker, receptionist and sales clerk. Her childhood dream is to become a well respected architect.

May's humble beginnings thought her the value of hard work and loyalty. Her dedication, perseverance and passion brought her to where she is at now. But this is not all that is for May. She was able to slowly move up the ladder...and she is on her way reachin' the stars!



The Dollar Cost of Losing One Guest

Article from Service that Sells

If a guest had a bad experience in your restaurant because of poor or indifferent service, statistics show they'll tell 10 to 12 other people – who weren't there – about how bad it was. Those 12 people will tell six others and those six will tell three more people each. Total it up and that's 300 people who hear about that bad service experience through negative word-of-mouth advertising. You may have lost 300 new customers per day by making one customer angry enough not to come back and tell a dozen of his or her friends not to either. What does that negative feedback cost you every year in gross sales?

Multiply 300 people per day times 365 days a year and that is 109,500USD customers per year times the dollar amount of your average guest check. Let's assume it's 8USD per person. Ready? Take a breath and keep on reading... That's 876,000USD in lost potential gross sales each year because you made one guest unhappy enough to not want to return!

Hmmm...

Employees of the Month March 2009

Congratulations and Keep Up the Good Work!

Café Ceramique - Mall of the Emirates



Jeordan



Santosh

Café Ceramique - Jumeirah



Ronaldo



Ronald

Sumo Salad



Juvy



Balu

Lunch Box

MBCo



Shashi



Allan

Lookin' Good: Photos from the Archive



Happy Birthday!!!

- April 1: Aboobacker Siddiq - CC
- April 2: Mohideen Pitchai Salam - LB
- April 8: Giselle Montinola - CC
- April 10: Pathrose Peter - SS
- April 13: Saurabh Waghmare - CC
- April 15: Kishore Kumar - CC
- April 15: Milanur Rahman - CC
- April 15: Udayakumar Nair - CC
- April 16: Ralph Delfin Abonado - LB
- April 17: Kyi Htay Win (Smile) - SS
- April 20: Ratheesh Parangodath - HO
- April 23: Mohammad Luckson - SS
- April 26: Shree Krishna Dangol - CC
- April 27: Manoj Singh - HO

Congratulations Shani for successfully passing the Culinary Arts Course!

From top to bottom: 1 - Management Team enjoying Desert Safari (2008); 2 - Staff outing at the Wild Wadi (2006)
3 - Sumo Salad opening team (2009); 4 - Café Ceramique Jumeirah opening team (2002)