

HD Hospitality

Summery Brief

HD Hospitality is a food & beverage consulting firm that focuses on recipe development, staff training, operational advisement, cost controlling, wine lists & beverage programs. For consumer brands we specialize in events, media, appearances, advice & ambassadorship. We also work on tv, movie projects & food styling. Contact: Hd@harolddieterle.com

HAROLD DIETERLE - PRINCIPAL

After graduating from high school in 1995, he went to Spain to work in some of the country's top kitchens. Upon his return, he attended the Culinary Institute of America (CIA) in Hyde Park, New York. After graduating, he worked at a series of high-quality establishments on Long Island (e.g. Della Femina) and in Manhattan, most notably the 1770 House in 2002, which garnered a two-star review from *The New York Times* during his time there.

In 2002, Harold landed a job at restaurateur Jimmy Bradley's Tribeca restaurant, The Harrison, where he worked under future standout chefs Joey Campanaro and Brian Bistrong. In 2006, Harold competed in and won the first season of Bravo's *Top Chef*. The following year he and business partner Alicia Nosenzo opened Perilla in the West Village, a critically acclaimed New American restaurant with Asian influences. In October 2010, Harold and Alicia opened their second West Village restaurant, Kin Shop, devoted to contemporary Thai cuisine and inspired by his many trips to Thailand. Kin Shop was awarded two-stars by the *New York Times* in 2010. The group opened their third restaurant, The Marrow in 2012.

Harold's sole project now is HD Hospitality, a food & beverage firm that he launched in 2005. HD Hospitality focuses on all food & beverage restaurant, bars, brands & events. Previous & current clients include; Chobani Yoghurt, Govivia, Muir Glen Tomatoes, King's Ginger Liquor, San Pellegrino Water, The Ginger Man Restaurant, 12th Street Café, Beezer Homes, Food & Wine Magazine, The movies "No Reservations & "Learning to Drive."

FOOD / BEVERAGE DEVELOPMENT & SCOPE OF AVAILABLE SERVICES

HD HOSPITALITY

Strategy

- Beverage & Food R&D
- Concept Creative Brief

Finance

- Pro Forma
- Operating Budget
- Projected 5-Year Profit & Loss
- Financial Reporting and Tracking

Operations

- Equipment Schematics & Design
- Equipment Direction and Pricing
- Tabletop Style Guide
- FOH and BOH Small Wares Inventory List
- Standard Operating Procedures
- Point of Sale System

Construction & Design

- Construction Management Services
- Manage GC, Architect & Designer Bids

Legal & Compliance

- Establish Legal Operating Entity
- All Operating Licenses and Permits
- Insurance Policies

Education & Training

- Brand Book
- Opening Trainings
- Training Calendar
- Job Descriptions

Food Menu

- Food Statement
- Menu Tastings and Development (Dinner, Lunch, Brunch)
- Final Menus (Dinner, Lunch, Brunch)
- Recipe One-Pagers
- Menu Descriptions
- Food Costs and Menu Pricing
- Food Purveyors

Cocktail List

- Cocktail Statement
- Cocktail Tastings and Development
- Cocktail list
- Final Signature & Seasonal Menus
- Recipe One-Pagers
- Cocktail List Descriptions
- Classic Cocktail Training

Beer & Wine Program

- Wine Statement
- Wine Tastings
- Final Menu
- Menu Descriptions
- Distributors

Coffee Program

- Coffee Statement
- Coffee Tastings
- Final Menu
- Menu Descriptions

HR

- Staff and Management Wage Matrix
- Employee Handbook
- Management and Staff Recruitment & Employment
- Wage Structure and Tip Procedure

Opening

- Soft Openings / Friends and Family
- Public Openings
- Manage Public Relations Bids

Programming

- Calendar of Events & Programming (weekly, monthly, holidays)
- Tiered Loyalty Programs