

GOURMET FOOD PARLOUR

ESTABLISHED 2006

WHO WE ARE

- Gourmet Food Parlour is a restaurant and catering group established in 2006
- 7 restaurants, 2 Dublin corporate catering kiosks
- Sports catering specialists
- Catering and event division



HOW WE GOT HERE

SINCE 2006, WE'VE NURTURED THE GFP BRAND BY STRIVING TO PROVIDE EACH AND EVERY CUSTOMER WITH AN AMAZING EXPERIENCE THEY NEVER FORGET



HOW WE BEGAN

Began as a small 26 seater café in Dun Laoghaire.

New York inspired restaurant that served traditional food with a quirky modern twist.



HOW WE'VE GROWN

Expanded to more than 10 locations across Dublin, with our newest (and first of many!) addition outside of the big smoke opening in Salthill in November 2018



OUR RESTAURANTS

Restaurants in Swords, Malahide, Santry, Skerries and Salthill. In addition to this, we have units in House on Leeson Street, AIG and Spaces

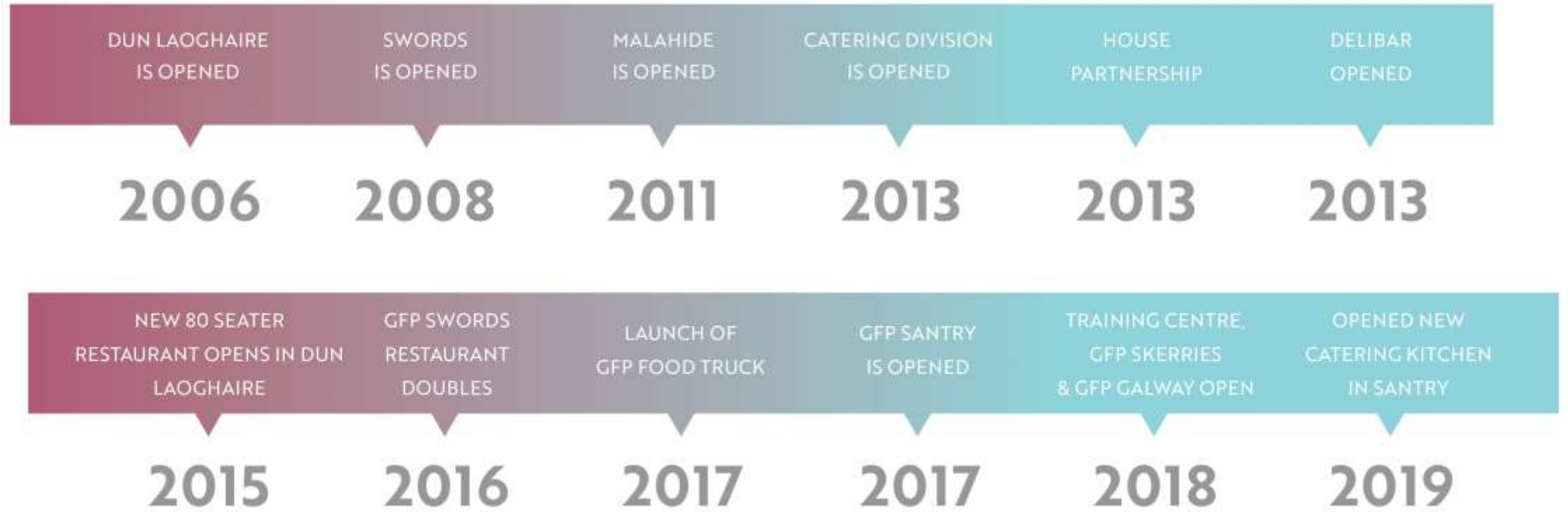
Multi-million euro catering portfolio with many blue chip clients.



WHERE TO NEXT?

The sky is the limit here at GFP; who knows where we'll be in 10 years?

OUR TIMELINE



THE JOURNEY

ACCESSING FINANCE

- Hard to get financing in the beginning

THE FIRST RESTAURANT

- First restaurant opened in Dun Laoghaire in 2006

LEARNING THE BALANCE

- Healthy cash flow
- Providing the best quality food as well as managing costs

A DIFFERENT APPROACH

- Recession hit
- Opened restaurant in the evenings and longer hours at the weekends

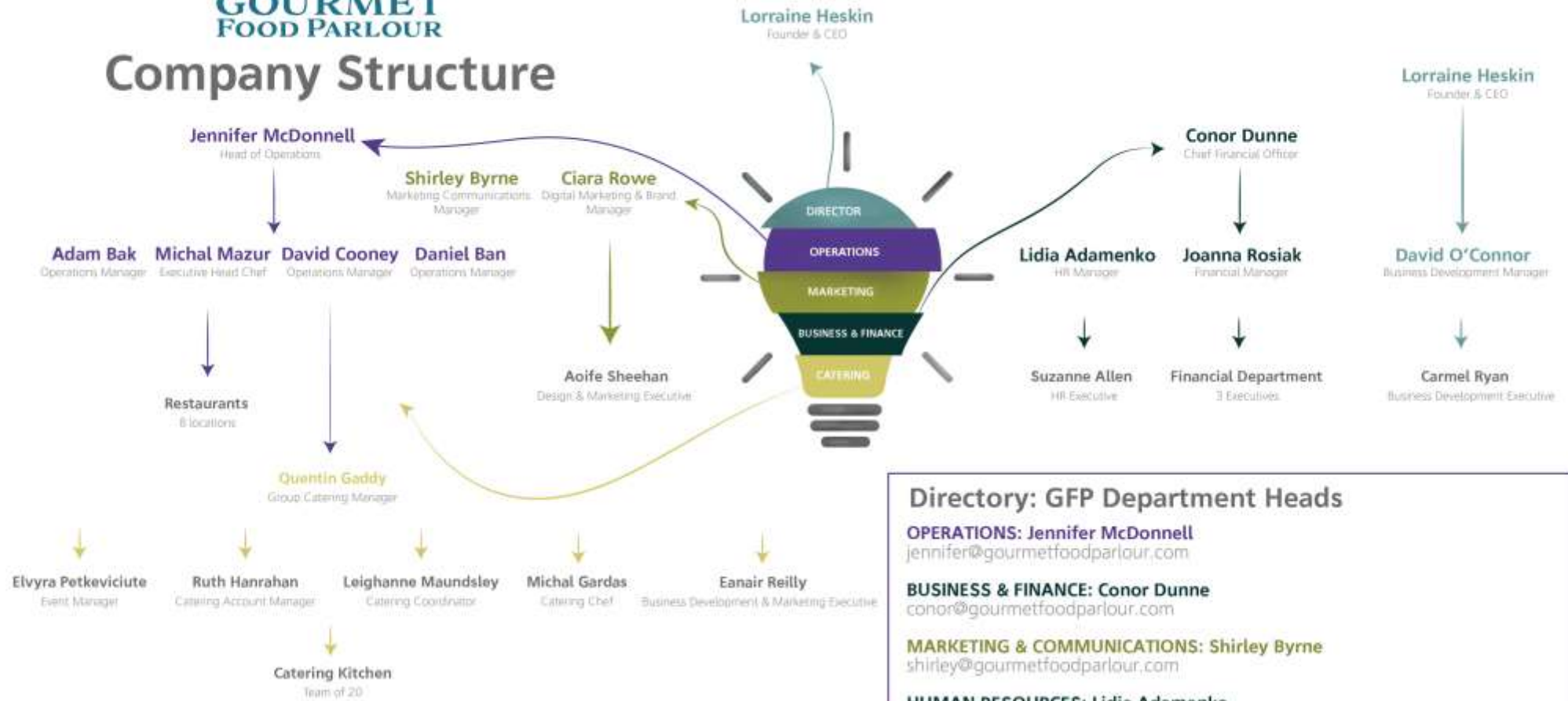
DIVERSIFYING THE BUSINESS

- Hired a business consultant
- Events and catering division
- Sports catering
- Partnerships with ambassadors

EXPANSION & DEVELOPMENT

- New plans in the pipeline
- Developing and nurturing our current staff and locations
- Working with local suppliers

Company Structure



Directory: GFP Department Heads

OPERATIONS: Jennifer McDonnell
jennifer@gourmetfoodparlour.com

BUSINESS & FINANCE: Conor Dunne
conor@gourmetfoodparlour.com

MARKETING & COMMUNICATIONS: Shirley Byrne
shirley@gourmetfoodparlour.com

HUMAN RESOURCES: Lidia Adamenko
lidia@gourmetfoodparlour.com

CATERING: Quentin Gaddy
quentin@gourmetfoodparlour.com

MENU DESIGN & **PLANNING**

WARM HOSPITALITY WITH
DELICIOUS WHOLESOME FOOD

OUR DIVERSE BUSINESS MODEL

breakfast

brunch

lunch

dinner

take-away

early bird

afternoon tea

wine & bubbles



CATERING & EVENTS

OUR NEW 4,500 SQUARE FOOT CATERING FACILITY
OPENED IN JANUARY 2019

**THE COMPANY HAS GROWN BY OVER 400%
IN JUST 2 YEARS**



At Home



Office



Celebrations



Mobile Food Truck



Weddings



Sports



TV & Film

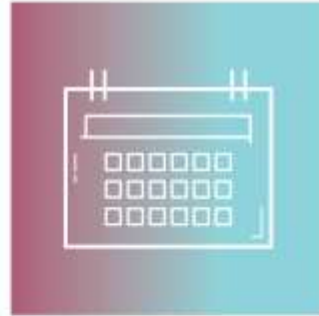


THE INTERNAL GFP **BUSINESS PLANNING PROCESS**

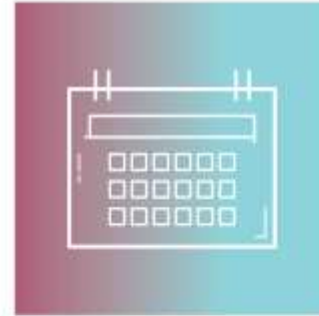
WE INTRICATELY PLAN OUR FUTURE HERE AT GFP TO ENSURE
SUSTAINABLE GROWTH AND PROSPERITY



OPERATIONS MEETINGS



WEEKLY
HEAD OFFICE MEETINGS



INTERNAL
RESTAURANT MEETINGS



YEAR AHEAD
FOCUS

USING TECHNOLOGY TO CAPITALISE

WE CAPITALISE ON ANY SAAS TECHNOLOGIES THAT ARE AVAILABLE TO US TO
IMPROVE EFFICIENCY AS WELL AS ORGANISATION WITHIN THE COMPANY



NURTURING **RELATIONSHIPS**

- We have forged long-lasting relationships with our suppliers
- We have worked with the same food and beverage suppliers since we opened over 13 years ago
- GFP works with local Irish producers where possible and are very loyal to our long-standing suppliers

OUR SUPPORTING ACTS

PALLAS FOODS | KEELINGS | BRETZEL BAKERY | EMILE PATISSIER | WILD ORCHARD | LA ROUSSE | TINDAL WINES
CLASSIC DRINKS | O'BRIENS | WRIGHTS SEAFOOD | GREENBEAN | HEINZ | FOODCO | MUSGRAVES

SPORTS CATERING

ONE OF THE LARGEST SPORTS CATERING COMPANIES IN IRELAND

- Official nutritional partners of Dublin GAA County Board for the last 7 years
- Proud sponsors of the HEC LGFA
- Working in conjunction with sports nutritionists to cater for each player's individual dietary needs and enabling them to perform at their optimum level



CONSUMER TRENDS & FUTURE PLANS

- We monitor consumer trends to identify what people want and need.
- People are more socially and health conscious, therefore veganism and vegetarianism have become very significant trends in the last few years. We have added many of these dishes to our menus.



OUR TRAINING ACADEMY

OUR STATE-OF-THE-ART TRAINING ACADEMY ENSURES
OUR WONDERFUL STAFF GET WELL-TRAINED; GFP STYLE!



- We train our employees to the highest standard
- Champion all our employees to allow career progression
- Training modules e.g. customer service and financial planning
- Schedule for each restaurant and each member of staff

OUR MARKETING STRATEGY

WE HAVE DEVELOPED A CUSTOMER-FOCUSED APPROACH TO OUR MARKETING AND SALES STRATEGIES



- Website
- Social media
- PR
- Events
- Advertising: Digital & Print

SUSTAINABILITY PROGRAMME

WE PRIDE OURSELVES ON BEING AN ENVIRONMENTALLY CONSCIOUS BRAND, THAT MEANS DOING AS MUCH AS WE CAN TO ENSURE THAT WE ARE AS SUSTAINABLE AS POSSIBLE



- Recyclable coffee cups and containers for takeaway
- Wooden takeaway cutlery
- Paper straws used throughout the group
- Paperless office where possible
- GFP Reusable Coffee Cups and Water Bottles available



THANK YOU
FOR YOUR TIME

