



#### Executive Summary:

Chef Fernando Stovell is a globally recognised culinary expert with over 27 years of experience in providing dynamic food service consulting services to clients across the world. His consultancy specialises in providing assistance in new restaurant start-up ventures, troubleshooting projects, and supporting struggling or failing restaurants. He offers a range of services, including concept creation, menu development, staff training, food safety support, finding potential candidates, bespoke trend reports, and Operations Analysis to identify business needs and recommend solutions and action plans. He prioritises confidentiality and integrity, and his clients highly value his expertise and commitment to building enduring relationships with them.

Chef Pablo Aya is a renowned culinary expert with extensive travels throughout South America and the USA. With a remarkable 15-year career in the industry, he has also lent his expertise to various television programs including Masterchef Mexico as our food economist, among others. At present, Chef Pablo is actively engaged in consultancy roles for multiple establishments in both the USA and Colombia, garnering exceptional feedback for his contributions.

#### Skills and Expertise:

- Culinary expertise
- Hospitality and restaurant consulting
- New restaurant start-up ventures
- Troubleshooting projects
- Concept creation
- Menu development
- Staff training
- Food safety support
- Finding potential candidates
- Bespoke trend reports
- Operations Analysis

#### Experience:

- Over 40 years of experience in providing successful consulting services for high-profile clients in the restaurant, corporate, and private household sectors.
- Joint ownership and operation of various businesses in the hospitality sector, providing him with profound understanding and experience in launching new restaurants and running prosperous ones.
- Offers consulting services to a diverse range of clients across America, Europe, and the Middle East.
- Provides comprehensive assistance for all issues and concepts, following a detailed project schedule to guide clients through each step of the process.

#### Guarantee:

- The findings of his Operations Analysis report are 100% guaranteed.
- He guarantees that by fully implementing his suggestions, recommendations, and action plans, clients will realise a return on investment that is at least twice the amount invested, including his hard cost expenses for conducting the analysis.

#### Values:

- Prioritises confidentiality and integrity, maintaining the confidentiality of clients' private matters.
- Focuses on creating a lasting impact rather than just completing the job and moving on.
- Committed to building enduring relationships with clients and guiding them from their current situation to their desired outcome without any concerns regarding the intricacies of the process.

Industries Served:

- High-profile clients
- Fine dining restaurants
- Family-style restaurants
- Specialised dining establishments
- Hotel restaurants and bars
- Pubs
- Brasseries
- Bars
- Delis
- Coffee shops
- Full- and limited-service restaurants
- Quick-service restaurants
- Hotels
- Resorts
- Theme concepts
- Custom projects of all kinds.

Sincerely,

*Fernando Stovell*      *Pablo Aya*

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Dear valued reader,

The current climate has made it difficult for the food and hospitality sector, even for the most prominent players in the industry. As a business owner, staying compliant with the constantly evolving regulations and trends can be a daunting task. It's crucial to focus on growing your business without the added stress of keeping up with industry changes.

If you are struggling to keep your restaurant afloat, experiencing a decline in business, or finding it hard to make rent and payroll payments, I can help you identify the root causes of these issues and get your business back on track. I provide a range of services that are tailored to the unique needs of your establishment. Whether you require assistance with concept creation, menu development, or staff training, I am here to offer my expertise. My menu development approach takes into account important factors such as kitchen logistics, customer requirements, and staff expectations to create a menu that not only meets, but exceeds your expectations. Additionally, I offer comprehensive food safety support to ensure that your establishment meets all industry standards. I can also assist in finding potential candidates to fill any open positions and build a strong team. To keep your establishment up-to-date with the latest trends, I offer bespoke trend reports that are tailored to your specific needs.

I guarantee that by fully implementing the suggestions, recommendations, and action plans included in my Operations Analysis report, you will realise a return on investment that is at least twice the amount invested, including my hard cost expenses for conducting the analysis. I am willing to work with clients of all sizes and budgets, ensuring that you receive the desired outcomes, regardless of your location.

As an "Expert with Extensive Experience in Hospitality," I take great pride in my work, and my focus is on creating a lasting impact rather than just completing the job and moving on. I am committed to building enduring relationships with my clients and guiding them from their current situation to their desired outcome without any concerns regarding the intricacies of the process.

Selecting the appropriate personnel is vital for success in the food service and hospitality sectors. With my profound understanding of launching new restaurants and running prosperous ones, acquired through my joint ownership and operation of various businesses, I can help you improve your outcomes or rapidly transform your enterprise.

Recent research has shown that 81% of new businesses fail within three years in the United States. However, I have been offering successful consulting services for high-profile clients in the restaurant, corporate, and private household sectors for over 26 years, with a diverse range of clients across America, Europe, and the Middle East. My extensive expertise in restaurant consulting enables me to provide support to both new start-ups and established businesses in troubleshooting problems and improving profitability. I provide comprehensive assistance for all issues and concepts, following a detailed project schedule to guide you through each step of the process. My Operations Analysis helps to identify your business needs and recommend solutions and action plans. My services are so effective that I guarantee you will save more money than the cost of your investment, and the findings of my report are 100% guaranteed.

I am Chef Fernando Stovell, a globally recognised and highly experienced culinary expert who offers dynamic food service consulting services to clients across the world.

My consultancy specialises in providing assistance in new restaurant start-up ventures, troubleshooting projects, and supporting struggling or failing restaurants. I cater to clients of all sizes and serve a wide range of industries, including high profile clients, fine dining restaurants, family-style restaurants, pubs, delis, coffee shops, full- and limited-service restaurants, quick-service restaurants, hotels, resorts, theme concepts, and custom projects of all kinds.

I prioritise confidentiality and integrity, which my clients highly value. I understand the importance of keeping sensitive information private, whether it involves high-value concepts, unprotected names, personal funding matters, or business problems. You can trust me to maintain the confidentiality of your private matters.

Thank you for considering my services. I am looking forward to helping your business succeed.

Sincerely,

*Chef Fernando Stovell*