

Hospitality . Wellness . Lifestyle

#### DISCOVER YOUR

## 5 SENSES

#### WITH V SENSI

Food & Lifestyle is intrinsically linked to our lives. How we eat determines how we live. When people think about the food, they make a fundamental change in their mindset and health.

Imagine a world where people engage in the full faculty of their senses for each and every meal.

That's the V SENSI dream:



"To inspire good living through holistic eating."



Formed in 2016, VSENSI Hospitality Group is a global Multidisciplinary Consultancy firm for the hospitality, retail, wellness and lifestyle market dedicated to providing straight forward solutions for an ever-evolving industry, with offices in the Singapore, Dubai, Malta, and across the GCC.



#### **DIVERSE EXPERIENCE**

Drawing upon the team's vast experience and skill base, VSENSI offers:

- Advisory services
- Concept development
- Interior design
- Wellness & spa solutions
- Digital
- Lifestyle & Emotional investment portfolios
- Franchising & licensing
- Asset management



#### AWARD WINNING DESIGN STUDIO

With a dedicated award-winning in-house design studio, VSENSI brings a unique multi disciplined approach to hospitality and beyond, creating world-class consumer experiences through the teams and partners expertise, innovation and passion.



#### WIDE RANGE OF OFFERINGS

Offering a huge array of franchising and licensing opportunities from fast casual through to upscale Michelin-starred restaurants and Chefs, VSENSI represents a large portfolio of restaurant & wellness concepts ready to expand internationally.







#### **MISSION**

We employ a collaborative process that connects our experience and expertise to turn our client's vision into effective business objectives.

V SENSI core vision liaises in development strategies to support Food, Hospitality, Wellness and Lifestyle industry globally.

Our consultancy projects and deliverables have a particular attention to the aspects related to Wellness Hospitality, Design and Branding. Recently V SENSI have introduced real estate assets and investments portfolio.







## Hospitality, Wellness & Restaurant Group that requires to:

- Integrate new niche Turn Key food formats, Know-How's aiming for expansion and/or diversification according to targeted locations and business goals
- Improve current Food & Beverage Concepts and repositioning to gain more competitiveness with specific market segment or to exploring a new one
- Improve Branding images, marketing and communication
- Restructure and position for regional and international expansion
- Business focus on Eco-sustainability and wellness



Companies that aims to convert their F&B Concept into a full scalable and profitable format suitable for a regional and international expansion (Franchise or Private Label)

- Identification and evaluation of the company food format
- Support the client through all development phases till Pre and Post opening regionally and internationally.

Franchise companies that already have an on-going project and require to:

- Improve Branding image, marketing and communication
- Restructure their positioning For regional and international expansion
- Optimize logistic process and distribution



Wineries and Luxury Residential Property Buyers-Investors intending to convert current asset into F&B, Hospitality & Wellness Business

- Investors support and Intermediation for Asset acquisition and due diligence
- F&B and Hospitality Concept Development
- Architecture Design
- Branding
- Staffing & Recruitment
- Operation Management
- Investor Representation



Individual and Group of Investors, Investment Funds and Entrepreneur looking to invest on exclusive Food Formats:

- Made in Italy & International Food Format suitable for various geographical area globally
- Each and every concept is carefully studied and tailor-made for different market segments, locations and client's vision
- Food Category: Wellness Restaurants, Vegan, Plant-Based & Healthy Cuisine, Mediterranean, Bakery Café' & Tea, Pastry & Sweets, Artisanal Gelato, Bread & Pizza, Pasta, Ethnic Food and themed food.





We meet, we talk, we discuss, we share and brainstorming. We want to understand you.

We put the pieces together to build the framework.

Finally, we present, show and explain our ideas and recommendations and then we listen again.





## **SERVICES**



VSENSI is built on FIVE main pillars that give the uniqueness of our Brand and Vision.







#### **OPERATING CONCEPT**

- Concept Overview
- Design & Style
- Graphic Language
- Location Visibility and Accessibility
- Seating Capacity & Configuration
- Food & Beverage Menu direction & development
- Pricing Policy
- Service Style
- Opening Hours
- Staffing
- Table setting & Collateral application
- Logo & Uniform
- Music & Art Selection





#### PRE AND POST OPENING

- Specialist to Specialist Assistance
- Menu Engineering and Development
- Staffing, Recruitment & Training
- Procurement Assistance, Logistic, Supply and Retail
- Standard Operating Policies and Procedures
- Licensing and White Label solution
- Franchise Brand Development, System and Contractual
- Guest & Private Chef Promotion and Events

#### PRELIMINARY FINANCIAL PROJECTIONS

- Start up cost
- P&L Statement
- Monthly Payroll
- ROI's









#### **OPERATION SPACE PLANNING**

#### FRONT OF THE HOUSE

- Site assessment and feasibility
- Layout & space planning
- Seating efficiency, functionality & flexibility
- Design Detail design and specification
- Procurement (FF&E)
- Product sourcing
- Budget preparation assistance
- Project management
- Site supervision

#### **BACK OF THE HOUSE**

- Kitchen space planning & allocation
- OS&E: Identification of key kitchen and bar equipment features
- Review of schematic & detailed kitchen and bar design drawings
- Kitchen Work Flow





#### ARCHITECTURE DESIGN

- Flow between kitchen, service and client
- Floor Plan with table mix
- Design Material Mood Board
- Lighting mood and specification
- Security Camera
- Service station, Kitchen & Bar specification and drawings









- Define the positioning
- Create an Identity
- Implementation of brand mechanism
- Outlet identity/name
- Signages
- Menu format and layout
- Merchandise Development
- Other suitable graphic applications























## WELLNESS CONCEPT DEVELOPMENT

- Concept Creation & Market Research
- Concept & Brand Development
- Design & Technical Services
- Pre-Opening Services & Training
- Management





#### **WELLNESS CUISINE**

PLANT A Mindful Kitchen

Through our spaces and food, we intend to inspire people into making kinder choices via accessible and high quality plant based meals.

Menus designed by traditional cooks, from rich and varied local landscapes.

Perfect combination of raw and cooked ingredients, each with specific nutritional purpose, to create an absolutely delectable culinary experience.







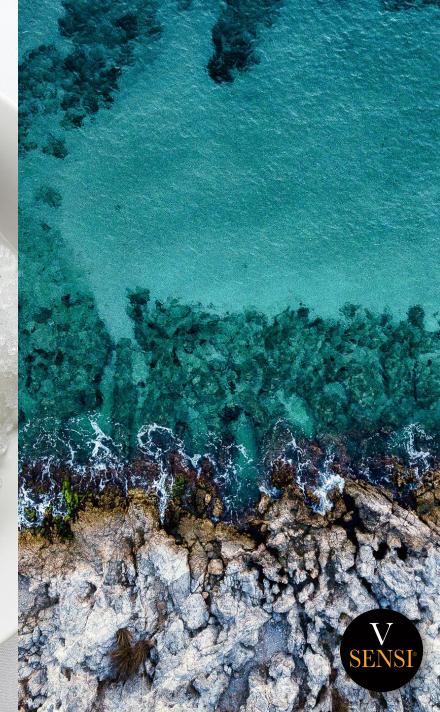


Digital Marketing















#### TRAVEL DESIGN

A unique perspective to travel which understands your passions and interests, and guarantees a unique experience, carefully designed around you.

Luxury Travel Designed for Unique Experiences of Bespoke Destinations in Italy with Storytellers and Exclusive Itineraries.

Art, History, Culture, Architecture Food & Wine Fashion & Design Human Heritage, Active and Outdoors, Supercars and more.









#### Wedding, Honeymoon Planning

- Ground/air transfers
- Self drive Luxury Cars
- Local certified guides or experts
- Personal assistants
- Private experiences (culinary, art & culture, fashion & design, outdoors etc.)
- Conciergerie services.
- Interpreters.
- Bodyguards.
- Video & Photography Services

#### A Charming Fashion Experience

- Private designer for a design experience trough the main design district of the city
- Exclusive Fashion Experience in a private atelier
- Private personal shopper for a fashion shopping experience
- Private transfer to a unique Cachemire factory
- Private transfers as indicated in the program.
- 4 nights at 5\*L Park Hyatt Hotel in Milan, with breakfast included.

#### The Wine & Truffle Grand Tour

- Private visit with an expert guide to a renowned Barolo cellar
- Cooking Experience in a prestigious castle with a chef
- Visit to the Wine Bank
- Special sunset hot air balloon flight
- Dinner in a prestigious historical palace
- Guided visit to Venaria Reale
- Truffle hunting excursion





#### Real Estate Hospitality Assets

VSENSI Hospitality Assets promotes a series of high-profile Real Estate properties and portfolio of assets internationally.

We assist our clients customising their needs leading to a selection, acquisition and sale of unique offmarket selected properties through a detailed due diligence.



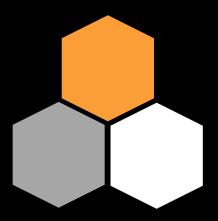


#### PALAZZINA SABATELLI

V Sensi's most recent property asset in Le Marche Region of Italy is the Palazzina Sabatelli, a seventeenth-century noble country residence, that stands on the hills of the Metauro Valley in the Marche region.

An enchanting place that preserves the atmosphere and the charm of the ancient noble Marche villa.





# TURNKEY PROPRIETARY CONCEPTS





## TURNKEY PROPRIETARY CONCEPTS

We bring our experiences of conceptualizing and designing several restaurants to deliver a framework with

- Financial feasibility
- Operation manuals
- Design manuals
- Technical and Operational Assistance

Our conceptual framework includes all necessary elements to move quickly and efficiently on any market with our easy to use tools.



### **DELIVERABLES: TURN KEY LICENCE**

#### SITE VISIT

- Market Survey
- Evaluation of restaurant investor or operator profile

### **CONCEPT STRATEGY (PDF)**

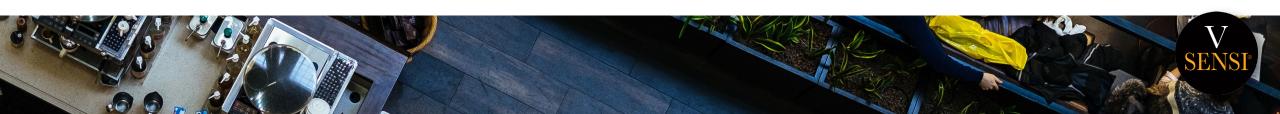
- The Story and Vision
- Concept definition
- Definition Service/Guest Experience
- Definition of positioning and pricing strategy
- Targeted clientele Market segmentation + Age
- Definition Brand Values and Principles

### KITCHEN & BAR SPECIFICATIONS

- Definition of Kitchen Equipment with references and manufacturers (PDF and Excel)
- Kitchen plan and material elevation
- Kitchen drawing layout and elevation of materials
- (PDF and AutoCad) Show kitchen Design counter finish (PDF)
- Definition Bar counter and Wine cellar equipment list and pictures
- Bar Drawing layout and material elevation (PDF and AutoCad)
- Bar Design counter finish (PDF)
- Wine cellar specification (PDF)

#### **DESIGN – FUNCTIONALITY - ATMOSPHERE**

- Definition of Floor Plan Diagram (PDF)
- Definition of the Flow between kitchen, service and client (PDF)
- Floor Plan (PDF and AutoCad)
- Floor Plan with table mix and seating height (PDF and JPEG)
- Table size and height guidelines (PDF and JPEG)
- Design 3D Images (PDF and JPEG)
- Design Material Mood Board (PDF)
- Mood Specification per category: Paint, brass, stone, wood, glasses textile. (PDF)
- Floor mood board and specification (PDF)
- Wall Material mood board and specification (PDF)
- Counter finish mood board and specification (PDF
- Lighting mood and specification (PDF)
- Definition Functional direction (service station, POS, Security Camera) (PDF)
- Service station specification and drawings (PDF)
- Definition music Equipment list (PDF)
- Definition Music/mood playlist with supplier references (PDF)



### **DELIVERABLES: TURN KEY LICENCE**

### **FOOD & DRINKS STRATEGY**

- Definition of Culinary Concept Strategy (PDF)
- Definition Food Concept signature dishes and pictures (PDF)
- Food Menu samples (PDF)
- Signature dishes recipes (PDF)
- Definition of Beverage Concept Strategy (PDF)
- Define Beverage Signature and drinks pictures (PDF)
- Signature drinks and Classic Cocktail recipes (PDF)

### TABLETOP - MATERIALS - UNIFORMS

- Tabletop Mood (PDF)
- List of tabletop item with pre-list and manufacturers (Excel)
- Kitchenware utensil lists and supplies
- Definition of uniform with supply reference (PDF)

#### **STAFFING**

- Manning Guide (PDF)
- Definition Sequence of services through flowchart (PDF)
- Training Basic service manual (PDF)
- Training Basic culinary manual (PDF)
- Standard of Operation (PDF)

#### LOGO & GRAPHICS

- Name of the restaurant (PDF JPEG)
- Logo of the restaurant with tag line (PDF JPEG AI)
- Graphic for coaster and business card (PDF JPEG AI)
- Graphic for food and beverage menu (PDF JPEG AI)

#### **MARKETING**

- Website Creation and maintenance for first year
- Facebook and Instagram pages creation and maintenance for first year
- Marketing strategy and launch
- Promotion plan

#### FINANCIAL PROJECTIONS

- Projected Source of cash Capital budget
- Financial Projection for 5 years
- Return of investment

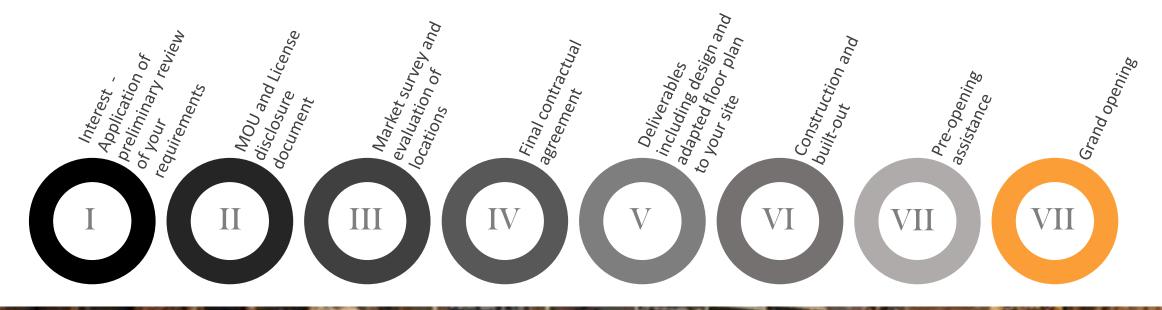


# TURNKEY PROPRIETARY CONCEPTS: Mind Map





### YOUR RESTAURANT IN 8 STEPS





## **ASIAN DINING**

Mulan San

Raku

Rappongi

Siam



## **BAKERY & CAFES**

The Artisan
Barista Brew Lab



BAR & PUB

Trappist



FARM TO TABLE

Farmland



## FRENCH BRASSERIE

Cap d'Antibe Chez Royal Maison Rouge Poulet Co





## ITALIAN OSTERIA TERRATORIA

Chianti Taverna Alba Truffle House Giuletta All Day Italian Cafe Paestum Pizzi Pucce Ziti Pasta Shop PASTA & BASTA



## **LATINO**

Clandestino Cusco Social La Taqueria Lia Playa



## MEDITERRANEAN & MIDDLE EASTERN

Blue Kitchen Ottoman Mangal Thali



## PLANT BASED

PLANT A Mindful Kitchen PLANT Ayur



## STEAKHOUSE BBQ & GRILL

Shop House Butcher Counter – Grill Skirt



## **CLIENTS**

































## **PROJECTS**

## Aura Spa at Bawah Reserve

Concept & Branding development for Aura Spa at Bawah Reserve

### Grissini Italian Restaurant

Concept Development for the Italian Flagship Restaurant



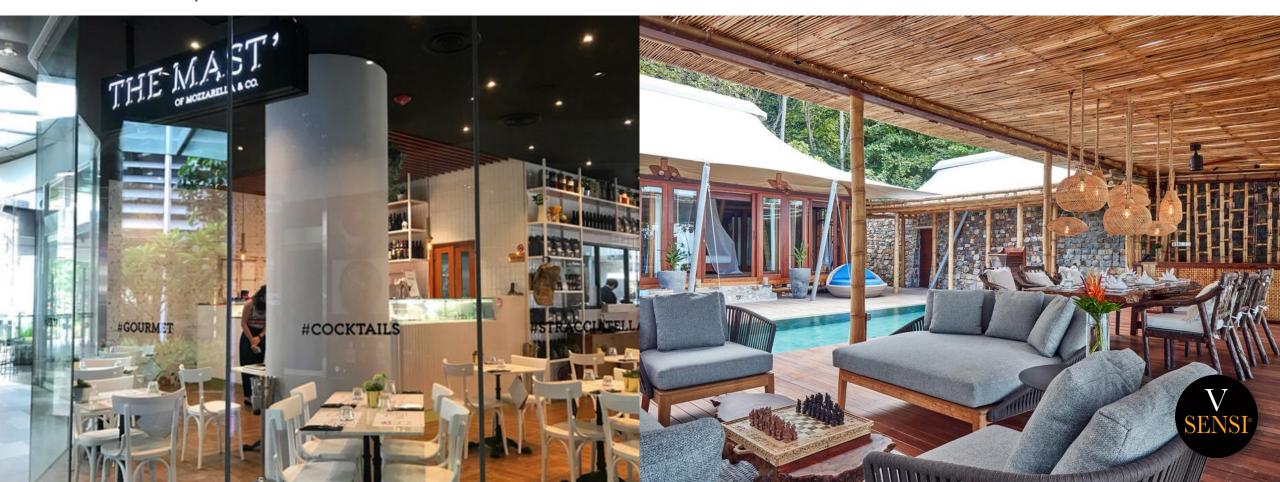
## **PROJECTS**

## THE MAST' by Mozzarella & Co, Singapore

It is the first in Singapore to make its prized fresh cheeses on site daily

## Bawah Reserve, Anambas Islands, Indonesia

Concept & Branding development of 4 F&B Outlets featuring South-East Asia cuisine with Mediterranean touch.



## **PROJECTS**

La Brezza Italian Restaurants, St. Regis Singapore

Concept development for the Flagship Italian Restaurant

## **Bawah Reserve**

Dining at treetops restaurant



## VILLA CASTELBARCO - Milan, Italy

A former 1000 d.c Monastery located ion Vaprio d' Adda in the hearth of Lombardy region, province of Milan, northern of Italy.

Villa Castelbarco rises on the bank of Adda river and Naviglio canal. It is dipped into an amazing natural frame made of eighty thousand square meters of park where it is still possible to catch sight of free deer. Villa Castelbarco is a private Residence able to combine the requirements of functionality of the present and an elegant architectural frame of the past. It is possible to date the beginning of the settlement around the 1100 AD. The heritage property complex comprises of five lots with various buildings and gardens such as: The main villa, stables and gallop, little theatre, Ancient Spa, Hotel, Restaurants, Mill Farmhouse, Church with Bell Tower, various Stalls, underground cellar and several botanical garden and trial under the private Natural Reserve of Parco dell' Adda.

- Market survey
- Financials and Feasibility Study
- Architecture & Design for Hotel Rooms, F&B, Facilities
- Procurement
- Hotel Management Company selection
- Sales & Marketing
- Restaurants & Bar Concept Development
- Recruitment & Training
- Photography & Videography
- Pre-Opening/Launching
- Asset Management



## IFURU RESORT & SPA - Raa Atoll, Maldives

The never-previously unveiled to the public resort incorporates 147 villas, a beautiful restaurant, bar, grill, semi-open-air Asian speciality restaurant, water sport-dive centre and a heavenly spa. But the offer doesn't end there – it also includes a harbour for yachts and deliveries and – uniquely - a fully-operational domestic airport, for unparalleled transport links.

Ifuru has been tastefully designed in an elegant 'island chic' style – think exposed driftwood beams and chandeliers made from glass buoys, fine painted porcelain tiles and coconut thatch roofs. The contemporary, minimalist design takes inspiration from the Maldives and some of the world's most beautiful properties.

- Feasibility & Market Study
- Facilitate a bridge loan of US\$ 5 million
- Negotiate and integrate an International Hotel management company
- Arrange debt/equity of US\$65millionto to buy the Resort for VSENSI's Client
- Owner's representative & Advisory
- Asset Management



## THE SANCTUARY Wellness Resort, Mauritius

Spread across 385,000sqm, amidst tea and sugar cane plantations, next to an 18 hole Golf destination with Hotel rooms, Residential Apts. and Villas, leisure & Medi Spa, it will be the first truly integrated wellness resort and residences destination in Mauritius, offering world-class culinary, well-being and lifestyle experiences. The Medi Spa will offer the choicest range of mind/body treatments and fuel to the soul for a wholesome rejuvenation.

- Concept Development
- Land study
- Architecture & Design
- Business & Financial Feasibility Study
- Facilitate a loan of US\$30 million as projected
- Negotiate and sign agreement with a world-class Wellness brand
- Negotiate and conclude with an international hotel management company
- Market and Pre-Sale Villas as part of project development
- Owner's Representative for Asset Management



## ARMANI HOTEL Beverly Hills, California, USA

Nestled in the Beverly Hills Golden Triangle and occupying almost an entire city block, the Gorgio Armani Beverly Hills Hotel & Residences offers 8 levels of pure indulgence accommodation like no other experience. With sweeping city and hillside views, this 5-star branded luxury hotel will feature signature gourmet restaurants, luxurious spa and leisure appointments, plus event gathering facilities all situated within walking distance of the world renowned retail destination Rodeo Drive. Whether you are here for an accommodation stay, a business meeting, a dining out or shopping event, the Gorgio Armani Beverly Hills Hotel & Residences is committed to making lifelong memories and creating a sustainable operation that benefits our guests, residents, the local community, and ultimately the planet.

The Hotel will be comprised of 138 guest rooms (minimum 517 net square feet for each standard room), 5 beverage outlets, 12,000 net square feet of function space plus pre- function space, recreational facilities (including a fitness centre, a spa with 8 treatment rooms) and guest amenities typical of the system of hotels which are operated under the Armani Brand.

- Facilitate of US\$ 435 million as project loan
- Coordinate Project with a world-class Fashion brand
- Negotiate and conclude with an international hotel management company
- Advice on Restaurant concept and design development
- Supervise on project development with selected consultants
- Advice on Marketing and sales of Residences
- Owner Representative



## Wellness Riverfront Resort and Residence Development in Luang Prabang, Laos

Located on a Riverfront site of approximately 102,000 SQM along 600 meter of Mekong River and overlooked by lush green mountains, Mekong Wellness is the first integrated wellness real estate development on the Mekong River in Lao PDR.

The project will be developed in an environmentally friendly manner with a commitment to local regulations and measures to promote sustainable development and green tourism. Each Villa will be built on 150 SQM of private land area. While the architecture is of modern French colonial, the design and layout of the villas will be based on Chinese Feng Shui. Wellness development will also include of: Wellness & Spa, Fitness, 4 Restaurants serving Lao-Chinese and Asian fusion cuisine, a Tea House and beach club-lounge bar. Outdoor Facilities and several entertainment.

- Facilitate of US\$ 25 Million as project loan
- Negotiate and sign agreement with a world-class wellness brand
- Negotiate and conclude with an international hotel management company
- Plan, design and incorporate a world-class restaurant and Spa concept
- Project development and coordination
- Advice on Villa Sales/Rental
- Owner's representative for Asset Management



## V SENSI: GLOBAL TEAM



Daniele Sarno
Founder - CEO



Mun Yee Project Director

F&B - Hospitality

Simon Jinks

Architecture & Design
Charlie Hearn

Wellness & spa
Daniel Saez

Digital

Matteo Bianda Mahnaz K Anand

Lifestyle Neima Sitawi

### **EUROPE**

Daniele Sarno (Founder - CEO)
Manyi (Project Director)
Jankarl Ferrugia (Hospitality Consultant Malta Office) MALTA
Daniel Saez (Wellness & Spa Director) SPAIN / FRANCE
Matteo Bianda (Branding) LUGANO – SWITZERLAND
John Athimaritis (Photographer) LONDON - UK
Kasia Wojcicka (Creative Director and Videography) BERLIN – GERMANY
Emanuele Cepparo (Travel Designer) MILAN – ITALY
Philippe (Culinary Michelin Star Chef Events) PARIS - FRANCE
Anna Vittoria Magagna (Fine Art, Antiques & Collectibles) MILAN - LUGANO

#### MIDDLE EAST & ASIA

Animesh G. Ghatak (Regional CEO Dubai Office) DUBAI Ramzi Haidar (F&B Consultant GCC) RIYADH - SAUDI ARABIA Simon Jinks (Hospitality General Manager) BALI / VIETNAM Charlie Hearn (Lead Architect & Interior Designer) BALI Micheal Jenni (Business Development Indonesia) BALI Neima Sitawi (Lifestyle Creative Director Partner) SINGAPORE Mahnaz K Anand (Digital & Marketing) PUNE – INDIA

#### **AMERICAS**

Biagio Montaiuti & Tuenaz Bahmardi (Real Estate & Assett Management) USA







HEAD – GLOBAL BUSINESS DEVELOPMENT

E-mail: shilpa@5sensiconcept.com

Shilpa truly believes that we deliver enhanced business solutions in the Hospitality & Real Estate industry through our greatest assets, "Our People" and loves challenging our ways of lifestyle & working contributing to the futuristic vision of our industry. She will be our primary client and investor interface globally as she is committed to drive results and collaboration for joint success.

Based in Singapore over the last 20 years, Shilpa has over 25 years of strategic, tactical experience in the hospitality (including food & beverage restaurant and catering services), real estate diverse services, health & safety & wellness, technology and innovation initiatives globally.

She is laser focused on solutioning for clients & passionate on driving thought leadership, strategic equitable business partnerships, improving client profitability and helping them achieve aspirational goals by bringing the "Bigger 5Sensi Enterprise" and value propositions creating unforgettable spatial & human experiences.

## CONTACT US

### **ADDRESS:**

5Sensi Singapore (HQ)

5 Sensi Pte. Ltd.

10 Anson Road #18-11 International Plaza, Singapore 667980 | UEN: 201617718Z

5Sensi Europe

Malta.

264 Main Street, Mellieha, MLH2317.

5Sensi Middle East

Dubai

Fortune Tower, Unit 1402, Cluster C, Jumeirah Lake Towers 634256 Dubai UAE

contact@5sensiconcept.com recruitment@5sensiconcept.com Contact: +65 9800 2165 Hotel Operation & Mgt.:

simon@5sensiconcept.com

Wellness & Spa:

daniel@5sensiconcept.com spa@5sensiconcept.com

Digital:

digital@5sensiconcept.com

Real Estate:

property@5sensiconcept.com

