



Great Restaurant Concepts: An In-Depth Analysis of Five Noteworthy European Success Stories

Ronald Huiskamp

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This book is about the creation of good restaurant concepts. In particular it is about recognising the importance of the conceptual phase as the starting point of the entire restaurant development process. 'Great Restaurant Concepts' does not base itself on theory or on what perhaps could be done, but on what actually has been done by some of the most highly successful restaurants in Europe. Each of the restaurants represented shares its concept of food, beverage and service, staffing levels, menus and wine list strategy, operating equipment and interior design. In addition to the conceptual aspects, we also cover some other important topics such as location, marketing approach, layout plans and financial results.

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