

## 2020 programme

## Day One - Tuesday 11 February

08:45 - 10:00

## Registration

09:15 - 10:15

## WORKSHOP: Denton's franchising for beginners

**Babette Marzheuser-Wood** Partner, Dentons**David Singleton** Partner, Socius Group

09:15 - 11:15

## WORKSHOP: Restaurant Marketing

**09:15 - 09:40 Welcome**

?James Hacon, Restaurant Marketer & Innovators founder welcomes the audience and introduces the trends setting the agenda for 2020.?

**James Hacon** Managing Director, THINK Hospitality**09:40 - 10:10 Award winning restaurant marketing?**

?Ross Hodgson, Consultant at Think Hospitality shares the winning campaigns and innovations from the Restaurant Marketer & Innovator Awards 2020. ?

**Ross Hodgson** Consultant, Think Hospitality**10:10 - 10:40 Utilising science in menu design ?**

Claire Scullion, Account Director at MVAD shares how menu design tricks can change the way your customers order and encourage up-sells.?

**Claire Scullion** Account Director, MVAD**10:40 - 11:10 Building & engaging communities**

Rosie Prior, Brand & Digital Manager, Petersham Nurseries shares her approach to building and engaging communities online with learnings from her current role and working with Jamie Oliver.?

**Rosie Prior** Brand & Digital Manager, Petersham Nurseries**11:10 - 11:15 Wrap up****James Hacon** Managing Director, THINK Hospitality

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10:15 - 11:15

## WORKSHOP: Advanced franchising

This workshop will discuss key negotiation points for a franchise agreement such as terms, termination, development schedule, fee structures, targets, renewal rights, territory options and much more.

*Hosted by:*

**Babette Marzheuser-Wood** Partner, Dentons

**Mario C. Bauer** Co-Founder, Curtice Brothers; Co-Founder, White Space Partners; Brand Ambassador, AmRest

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11:30 - 12:00

## Buses to Momo

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12:00 - 13:00

## Networking Lunch at MOMO

# MOMO

RESTAURANT, BAR & LOUNGE

Ahead of the GRIF 2020 Culinary Tour, delegates are invited to MOMO Amsterdam for a delicious lunch to kick off their GRIF culinary experience.

**Please note you must be registered to attend this and places are limited. They will be allocated on a first come basis.**

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13:00 - 17:00

## Culinary tours

A culinary tour of Amsterdam's most exciting restaurants. Attendees will split into groups and each group will visit, taste and hear from the founders of four restaurant concepts.

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17:00 - 20:00

## Networking evening reception at Juniper & Kin, a concept by QO Amsterdam

**JUNIPER & KIN**  
KITCHEN GARDEN BAR

a concept by



At the end of the Culinary Tour, Delegates will gather for a reception at Juniper & Kin, a concept by QO Amsterdam. Juniper & Kin is where you meet at great heights. Talking while sipping on a drink makes for interesting conversations. The ultimate place for a night you'll never want to end.

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### Day Two - Wednesday 12 February

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08:00 - 08:45

#### Breakfast networking

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09:00 - 09:10

#### Welcome remarks

**Jennifer Pettinger-Haines** Managing Director Middle East, Bench Events; Co-Founder, GRIF

**Herman Klok** Regional Director of Operations Amsterdam, UK, Switzerland, NH Hotel Group

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09:10 - 09:30

#### See what's next

In this fast-paced keynote Henry Mason (Managing Director, *TrendWatching*) will share five powerful glimpses of the future from outside the restaurant industry that will keep you ahead of the pack. As well as leaving you inspired, he'll also share the secret of spotting trends, too. Strap in!

*Presentation by:*

**Henry Mason** Managing Director, Trend Watching

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09:30 - 09:50

#### Global restaurants trends

thefoodpeople's global trends network travel around the world to get a big picture overview of the forces shifting the future of the sector. What are some of the emerging trends and those on the verge of breaking through?

*Presentation by:*

**Charles Banks** Co-Founder, thefoodpeople

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09:50 - 10:10

#### What have the last 12 months held?

What are some of the major transactions to have taken place? A look at the global restaurant sector from an investor's perspective.

*Presentation by:*

**Graeme Smith** Managing Director, AlixPartners - London

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10:10 - 10:40

## Industry's perspective

How do operators view the outlook for the sector? Which markets and sectors are proving lucrative and which are more challenging? Where do they have their eyes on for growth and expansion?

**Mario C. Bauer** Co-Founder, Curtice Brothers; Co-Founder, White Space Partners; Brand Ambassador, AmRest

*In conversation with:*

**Yossi Eliyahoo** Founder, The Entourage Group

**Jo Fleet** Managing Director, Flat Iron

**Jillian MacLean** Founder & CEO, Drake & Morgan

**Kurt Zdesar** Founder, NZR Group

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10:40 - 11:10

## Coffee break

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11:10 - 11:40

## The evolving nature of F&B and real estate

Lines are well and truly blurred as F&B has worked its way into retail, office space, gyms and pretty much all areas of real estate. Who is doing it well? What does it mean for operators and real estate developers? Where to next?

**Etienne van Unen** Partner, Director Food & Beverage, Co Head EMEA Retail, Colliers International

*In conversation with:*

**Jack de Wet** Director of Development, Big Mamma Group

**Jan-Willem Hilbron** Director, Albron

**Rob Wickenden** Expansion Manager, Anheuser-Busch InBev

**Yuandi de Herdt** Co-Founder, Yummy Popcorn

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11:40 - 11:55

## The new age consumer

Looking at the differences in consumer behaviour based on generations, and how this impacts the hospitality industry. Looking forward, Generation Z and their behaviours are suggesting that we are bracing for a revolutionary change to the landscape

*Presentation by:*

**Dirk Bakker** Head of EMEA Hotels, Colliers International

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11:55 - 12:20

## Changing consumer preferences and behaviors are influencing concept creation and business models

How are the movements towards veganism, sustainability and experience manifesting themselves across sectors? How is the industry reacting? Where is the potential to lead the way and create meaningful change?

**James Hacon** Managing Director, THINK Hospitality

*In conversation with:*

**Emma Banks** VP Food & Beverage Strategy & Development EMEA, Hilton

**Tommaso Chiabra** Co-Founder, Neat Burger

**Inge van Weert** General Manager at QO Amsterdam

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12:20 - 12:35

## Restaurant with rooms

Have we come full circle almost with a movement towards developing properties which are food first and rooms second? A look at what properties are doing this well and how we can stay ahead of the fast moving trends.

*Presentation by:*

**Jeremy Scarf** Co-Founder, Keane

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12:35 - 13:00

## The art of constant evolution

Sketch has established itself as one of the top dining destinations in the world for over 20 years. How have they created an institution that is so up to date with trends and social media that they have become the 'most instagrammable restaurant' in the world?

**David Singleton** Partner, Socius Group

*In conversation with:*

**Mourad Mazouz** Founder, Sketch London, 3\*

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13:00 - 13:05

## Reinventing the daytime dining experience

*Presentation by:*

**Nick Turner** Laura Ashley Hospitality Principal and MD of OM Group International

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13:05 - 14:05

## Lunch

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14:05 - 14:35

## Chasing the stars

These renowned chefs examine what they see as the mark of excellence today and how this has developed overtime. How do you stand out in such a crowded marketplace where everyone is competing for the top position?

**Lydia Forte** Group F&B Director, Rocco Forte Hotels

*In conversation with:*

**Gaggan Anand** Internationally Acclaimed Chef (2\*), Rebel & Rockstar

**Chris Naylor** Executive Chef of Restaurant Vermeer (1\*), NH Collection Amsterdam Barbizon Palace

**Will Bowlby** Co-Founder & Head Chef, Cricket

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14:35 - 14:55

## Building a brand not just a restaurant

How do you create a brand that is stretchable and monetizable outside of the four walls of a restaurant?

**Ron Simpson** Founder, The Avocado Show

*In conversation with:*

**Frank de Ruwe** Creative Partner & Founder, Natwerk

**Douwe Werkman** Founder, IQ Creative

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14:55 - 15:20

## FOUNDERS CHAT: the story of Gaggan Anand

An interview with Asia's culinary master, who has retained No.1 in Asia's 50 Best Restaurants for four years in a row (2014-2018).

**Ramzy Abdul-Majeed** Founder & Managing Director, Whistle Hospitality Group

*In conversation with:*

**Gaggan Anand** Internationally Acclaimed Chef (2\*), Rebel & Rockstar

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15:20 - 15:45

## Is the pen mightier than the plate?

Exploring the power and politics of the food press and how it can make or break your restaurant establishments.

**Harry McKinley** Writer, Editor and Hospitality Consultant

*In conversation with:*

**Grace Dent** Restaurant Critic, The Guardian

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15:45 - 16:10

## Coffee break

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16:10 - 16:30

## FOUNDERS CHAT: Henry McGovern

Why has the Founder and ex-Chief Emotional Officer of AmRest shifted his attention towards food technology and where does he see the opportunity within this sector.

**Mario C. Bauer** Co-Founder, Curtice Brothers; Co-Founder, White Space Partners; Brand Ambassador, AmRest

*In conversation with:*

**Henry McGovern** Founder and Former Chief Emotional Officer, AmRest

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16:15 - 16:45

ROUND TABLE  
DISCUSSION

## The power of social media across your business

How do you harness social media to be a powerful tool rather than just another marketing channel? Where do influencers fit into the marketing mix and how can you leverage them to your advantage?

**Georgina Woollams** Founder & Managing Director, Katch International

**Nick Morss** Technical Delivery Manager, Olam

**Amrik Sangha** Co-Founder, Ramusake

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16:30 - 17:00

## Dutch restaurant entrepreneurs

These chefs and restaurateurs are leading the culinary landscape and creating some of the most exciting concepts in Amsterdam.

**Sven Sallaerts** Co-Founder, Younique Concepts

*In conversation with:*

**Chong Chu** Co-Founder, Foodhallen

**Wes Schreutelkamp** Founder, The Streetfood Club

**Freek van Noortwijk** Co-Founder, The Breda Group

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17:00 - 17:25

## How has MasterChef changed the landscape?

A global phenomenon that has raised the profile of the chef as a profession. What do some of the previous winners have to say about their experiences and how has it launched them into the sector? Now the cameras have stopped rolling and they are building careers in the industry what do they think the industry needs to do in order to attract more talent?

**Duncan Fraser-Smith** Vice President, TFG, Food & Beverage

*In conversation with:*

**Elena Duggan** Host, My Market Kitchen (MasterChef Winner 2016)

**Shelina Permalloo** Founder, Lakaz Maman (MasterChef Winner 2012)

**Simon Wood** Founder, WOOD Manchester (MasterChef Winner 2015)

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17:25 - 17:55

## FOUNDERS CHAT: Jeremy King OBE

A look at how Jeremy King has created and maintained some of London's most iconic restaurants, including Le Caprice, J. Sheekey, The Ivy and The Wolseley.

**Michael Ellis** Chief Culinary Officer, Jumeirah Hotels and Resorts

In conversation with:

**Jeremy King OBE** Co-Founder & CEO, Corbin & King

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17:55 - 18:00

## Round up

**James Hacon** Managing Director, THINK Hospitality

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18:00 - 21:00

## Networking evening reception at The Food Department

### THE FOOD DEPARTMENT

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At the end of the first day of conference sessions, delegates are invited to the GRIF Networking Reception hosted by The Food Department.

In the magnificent Magna Plaza, right in the heart of the city's historic centre, founders and entrepreneurs meet on an exciting joint platform. Here, new innovative food creations are presented to an open-minded audience. Founders will meet alongside established gastronomic

brands. The exchange between the community inspires new trends. The community supports each other and offers culinary newcomers as well as established gastronomes a unique opportunity.

"The Food Department" sets itself apart from other food hall concepts through the unique atmosphere created within their special locations, inviting to linger and relax. The combination of high quality street food, entertainment, experimentation and lifestyle is the DNA of the special CoFooding concept, which sets new standards in gastronomy.

## Day Three - Thursday 13 February

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08:30 - 08:55

## Breakfast networking

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08:55 - 09:00

## Welcome back

**Jennifer Pettinger-Haines** Managing Director Middle East, Bench Events; Co-Founder, GRIF

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09:00 - 09:40

## Current environment for F&B investment in UK

Where do investors see opportunity? With more restaurants opening than ever before, has it become saturated? Are investors better placed to look outside of the capital or even the UK? What other opportunities are there for investors outside the typical restaurant space?

**Morris Greenberg** Managing Director, CDG Leisure

*In conversation with:*

**Darrel Connell** Partner, Imbiba

**Yasha Estraiikh** Associate Partner, Piper Private Equity

**Chris Miller** Founder, White Rabbit Fund

**Robin Rowland OBE** Operating Partner, TriSpan

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09:40 - 10:00

## FOUNDERS CHAT: from cocktail bar startup to £50m exit

Rhys Oldfield explains his 20-year journey with cocktail bar brand Be At One, from founder and startup, growth pains, and creating a winning culture, through to funding, working with private equity investors and eventually exiting last year – in a deal with one of the UK's biggest bar and pub groups, Stonegate, which valued the business at £50m.

**Mark Stretton** Managing Director, Fleet Street Communications

*In conversation with:*

**Rhys Oldfield** Co-Founder, Be At One

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10:00 - 10:30

## The international perspective

With more restaurants opening than ever before, has it become saturated? Where do these investors see international opportunities and are they looking outside the typical restaurant landscape?

**Babette Marzheuser-Wood** Partner, Dentons

*In conversation with:*

**Sami Daud** Managing Director, Daud Group

**Ahmass Fakahany** CEO and Owner, Altamarea Group and Atelier House Hospitality

**Naim Maadad** Chief Executive, Gates Hospitality

**Amit Nayak** Vice President and Executive Board Member, HAMA

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10:30 - 10:35

## Dentons Franchiser of the Year Award

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10:35 - 11:05

## Coffee break

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11:05 - 11:25

## Uncovering the German market

Speaking with those who tapped into the opportunities in Germany. Where do they see the opportunities for growth? What trends and inspirations can be translated to other parts of the world?

**Jonathan Doughty** Global Head of Foodservice, Leisure and Placemaking, ECE

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11:25 - 11:45

## Sustainability as a value adding business case

Lessons learnt from a circular property development project in the centre of Utrecht.

*Presentation by:*

**Ernest van de Voort** Marketing & Concepts Director, Albron

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11:45 - 12:15

## Industry 4.0 meets sustainability

A look at how AI, robots and big data are revolutionizing business practices and models. How are they helping to improve efficiencies and the food supply chain, and reduce the need for overstocking and waste among other things?

**Heleri Rande** F&B Strategist & Consulting Editor, SUPPER

*In conversation with:*

**Maarten Markus** Managing Director Northern Europe, NH Hotel Group

**Michael Webb** Director, Distrkt

**Barney Wragg** Co-Founder & CEO, Karakuri

**Marc Zornes** Founder & CEO, Winnow

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12:15 - 12:30

## Delivery the disruptor

How has eating out in Europe, North America and India changed. What does the future state of the industry look like with the development of delivery systems - will restaurants remain restaurants?

*Presentation by:*

**Peter Backman** Principal, Peter Backman

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12:30 - 12:55

## Are restaurants becoming technology companies?

What technology should you be leveraging and applying within your business to maximise return? Looking at what companies are implementing that has made a difference.

**Chris Miller** Founder, White Rabbit Fund

In conversation with:

**Max Kochen** Founder, Beets&Roots

**Ian Ohan** Founder & CEO, KRUSH Brands

**Simon Potts** CEO, The Alchemist

**Johannes Schuster** Vice President Business Development & Franchise, L'Osteria

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12:55 - 13:20

## A cyborg technology company in the foodservice industry

With no experience in food service, how has Dodo Pizza taken over the pizza market in Russia in a few years, becoming the largest chain operating in the country, leveraging technology by creating a new age restaurant platform with a mission to connect entrepreneurs and investors. They have had to reposition the business on entry into the Chinese market. What lessons have they learnt from disrupting a saturated market and how will they take on this new location?

*Presentation by:*

**Fyodor Ovchinnikov** Founder & CEO, Dodo Pizza

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13:20 - 14:20

## Lunch

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14:20 - 15:30

## Launchbox 2020

6 of the brightest and best new restaurant concepts will be pitching for investment on mainstage. Don't miss this opportunity to be the first to see these businesses!

*Presented by:*

**Sarah-Jane Grant** Director, LXA

*Judges:*

**Robin Rowland OBE** Operating Partner, TriSpan

**Henry McGovern** Founder and Former Chief Emotional Officer, AmRest

**Sven Sallaerts** Co-Founder, Yunique Concepts

**Sami Daud** Managing Director, Daud Group

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15:30 - 15:35

## Closing Remarks

**Jennifer Pettinger-Haines** Managing Director Middle East, Bench Events; Co-Founder, GRIF