

understand. surprise. enjoy.

CONCEPTONAL

FOOD & BEVERAGE
CONCEPT DEVELOPMENT
FOOD & BEVERAGE
PLACEMAKING

FOOD & BEVERAGE
PERFORMANCE & GROWTH
FOOD & BEVERAGE
MERGERS & ACQUISITIONS

INTERIOR CONTRACTOR OF THE PROPERTY OF THE PRO





Conceptional

Introduction

We are creative minds in F&B Strategy and Solutions.

We create F&B concepts and places that understand and surprise you and your guests. We love food and everything that has to do with F&B challenges. Or even better: we eat F&B challenges for breakfast and love to solve them! That's our job and we are good at it.

Understanding and surprising you and your guests

Through our experience, we have learned that a successful F&B concept is built upon two essential elements: the head and the heart. The head represents thorough research, logical processes, practical thinking, and commercial viability. These elements provide us with a deeper understanding. On the other hand, the heart encompasses creativity, flavor, emotions, empathy, the intangible, and the human touch. These aspects bring the element of surprise. When combined, they create an irresistible blend that allows us to comprehend your needs and delight both you and your guests by crafting concepts that more than justify your investment.

We are able to develop and implement a wide range of projects, starting from a singular concept or formula (F&B Concept development) to comprehensive concepts for entire F&B spaces (F&B Placemaking), within airports, amusement parks, shopping centres, or any other desired location, as we are flexible in our approach.

Our expertise extends from catering for intimate gatherings in upscale hotel restaurants to efficiently serving large crowds of up to 1,000 individuals within expansive F&B areas.

Optimising performance and entering pathway to growth

The Food Service industry is characterised by its extremely localised brand delivery and financial performance. Companies operating in this sector strive to strike a balance between maximising portfolio performance and expanding through the opening of new restaurants. And this is exactly where we come in. Together with you, we will work on optimising the earning potential of your existing portfolio, laying the foundations for future growth and choosing the right pathway to sustainable expansion. While doing so, we will keep a watchful eye on crucial factors such as your sales results and the number of restaurants you operate to ensure effective progress.

Enhance your M&A deal team with F&B specialists.

A recent study conducted by Harvard reveals that mergers and acquisitions (M&A) transactions involving Sector Specialists greatly enhance the likelihood of success for all parties involved. The ability to interpret data, evaluate the sustainability of concepts, optimise profitability, and assess feasible growth rates and strategies are crucial factors for achieving successful outcomes in any deal. As Conceptional we both support Seller and Buyer in different stadia of the process.



From appetite to satisfaction

Rest assured that we are dedicated to crafting the ideal F&B concept solution for you. Our approach is based on our well-established F&B Placemaking model® and F&B Concept model®. By combining the right ingredients (such as products, preparation, design, materials, colour, lighting, experience, music, smell, touch, taste, service, prices, signage), we create the perfect concept recipe, making your guest wanting to stay and inviting them to return. We ensure that this tailored offering is presented to the appropriate audience at the opportune moment, and is made-to-measure.

As a true team captain, we take charge of every aspect, from thorough analysis to seamless implementation. When partnering with Conceptional, you can have complete confidence that we go above and beyond to bring your ideal F&B concept and place to life.

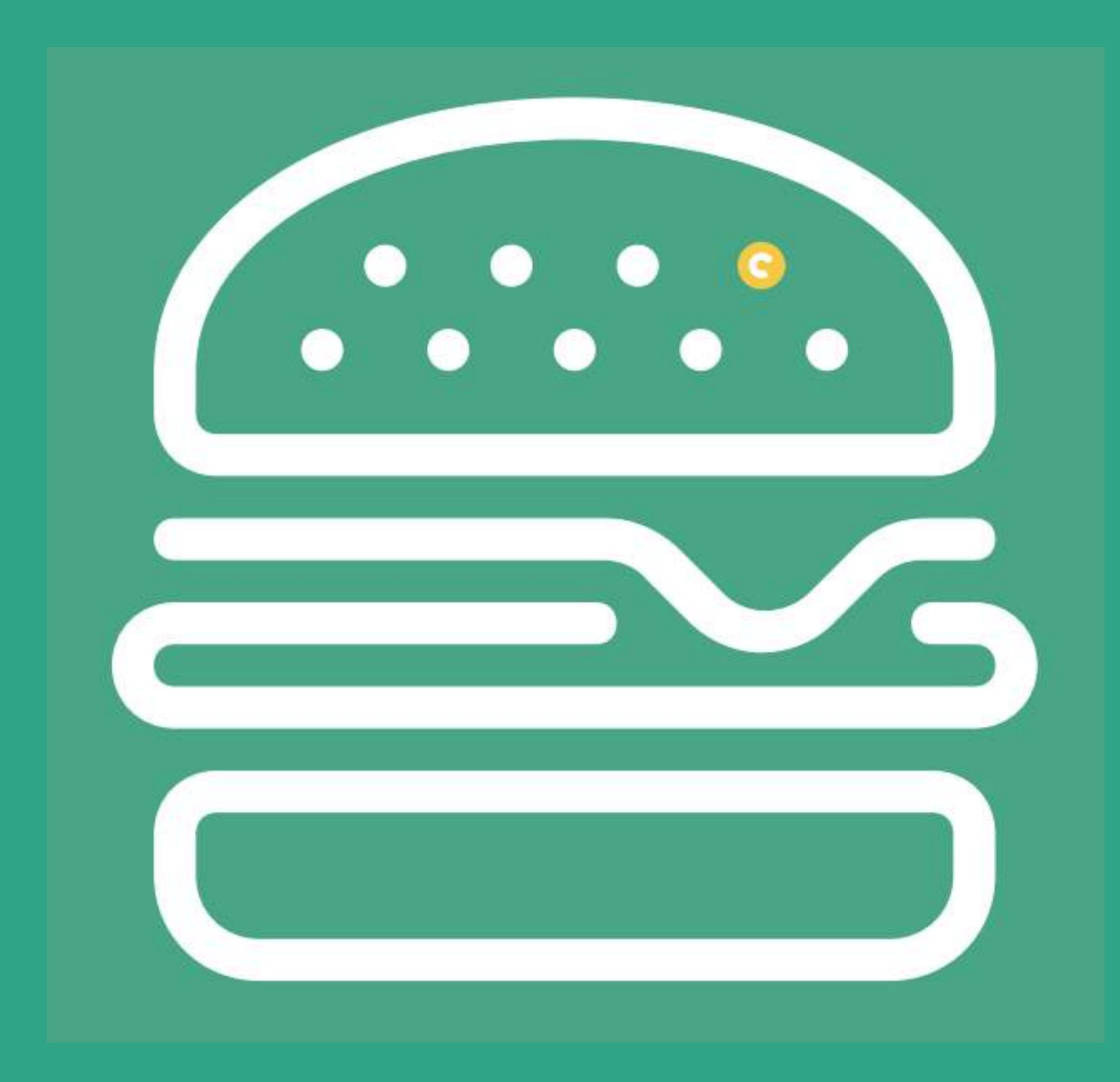
From brand promise to brand delivery

In the Food Service industry, we embark on a daily journey from brand promise to brand delivery, constantly striving to create value for your brand.

This involves providing the appropriate concept, effective communication, product development, pricing strategies, streamlined processes, and all other necessary elements to equip your on-the-ground teams with a competitive advantage.

Every day, your teams are entrusted with the task of delivering on these promises. When doing so, they must focus on exceeding guest expectations while managing their top-and-bottom-line performance. It's a complex juggling act that requires significant skills and expertise.

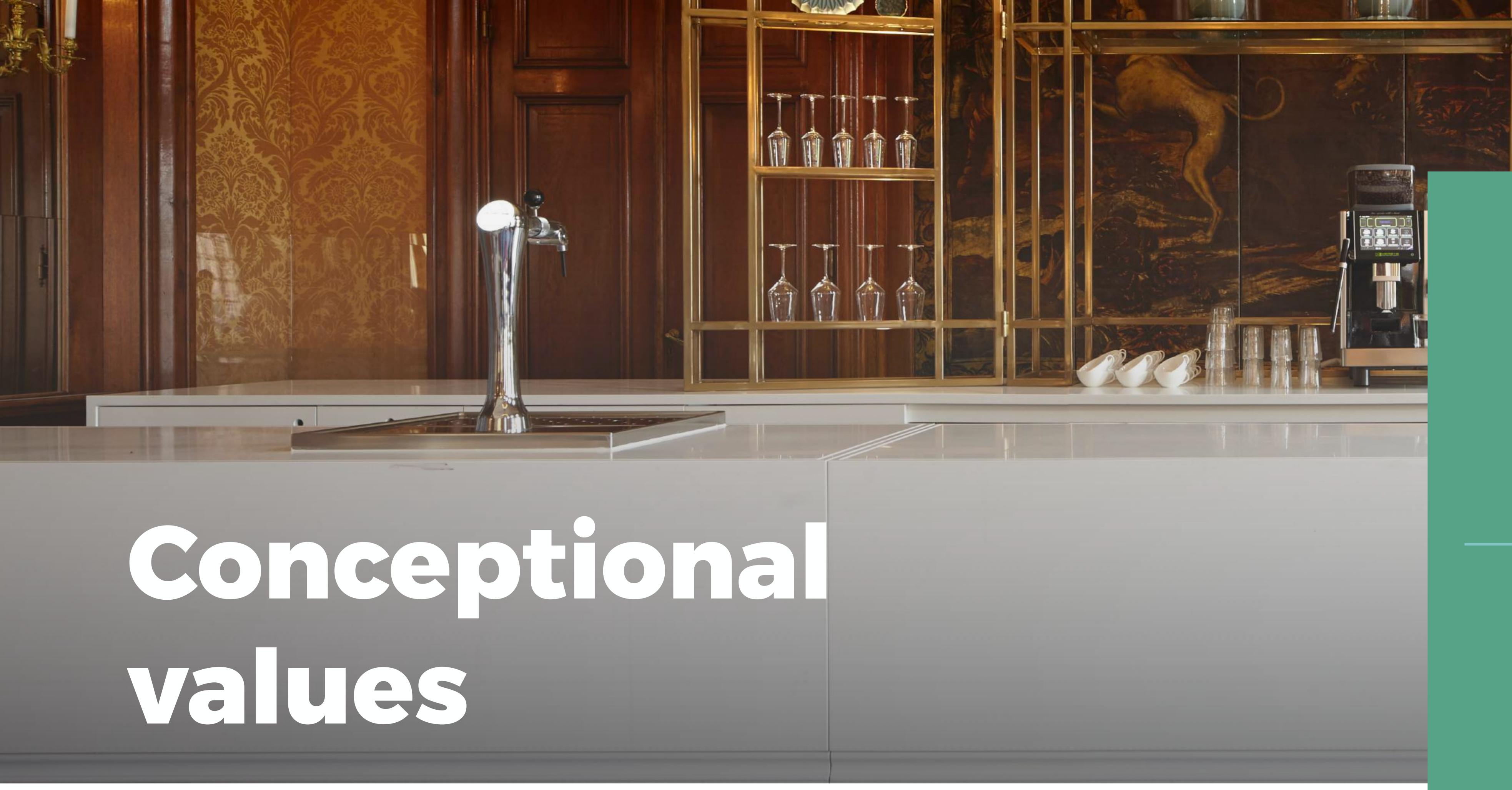
At Conceptional, we understand the complex relationship between promise and delivery. We focus together with you on optimising the performance of your existing portfolio to maximise cost efficiency and stimulate brand performance. We re-evaluate your brand and strengthen the basis for future growth by looking at your organisational capability, processes and materials. We also do a stress test and re-engineer your current business strategy if necessary. Furthermore, we analyse various growth opportunities and select the most suitable pathway for sustainable restaurant expansion.



analyse.
amaze.
juicy.

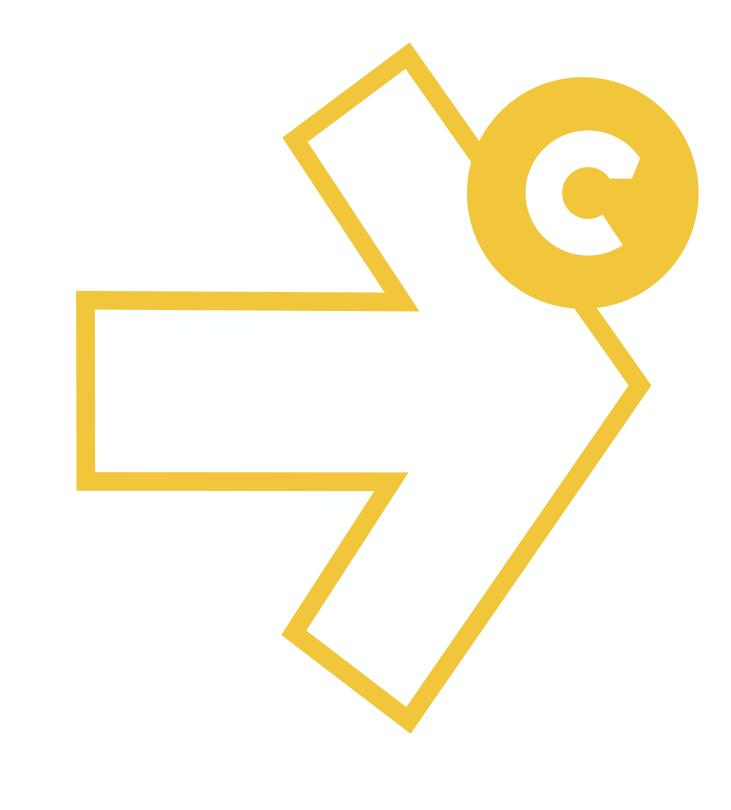
That's Conceptional

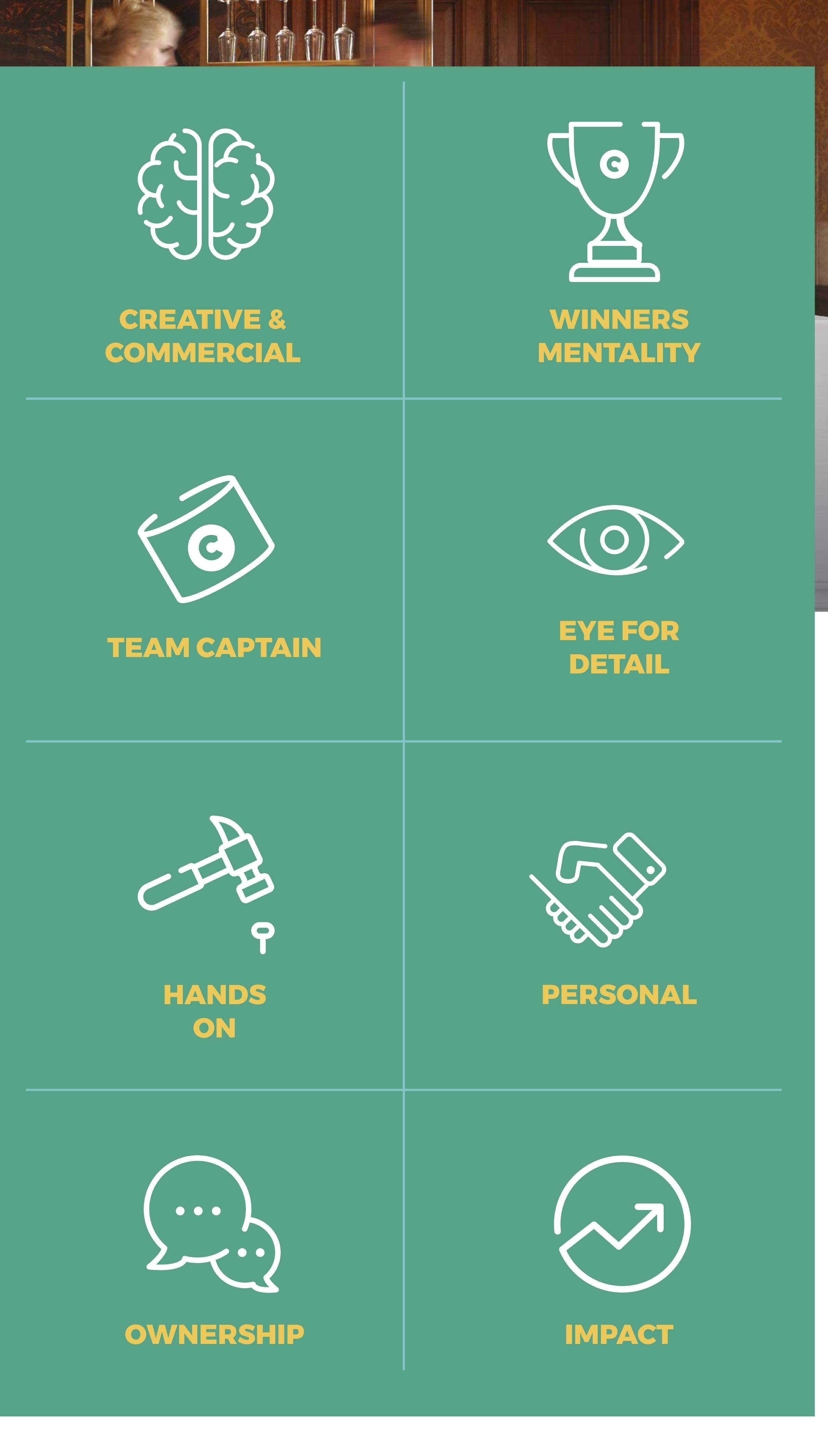
We eat F&B challenges for breakfast and love to solve them!



We believe food deserves the best attention and care. Equally, we believe you and your guests deserve the best attention and care.

That is why we are dedicated to developing F&B concepts and places that work. Commercial and creative, that's exactly what you can expect from us. We always strive for perfection in balancing these two ingredients. With our hands-on approach, we make ideas come to life from analysis to implementation. As your partner, we offer you and your guests the highest level of attention and care.





Shopping Experience

Hospitality & Catering

Education





















unibail·rodamco













Meyer Bergman

IKEA



FALCON AM











(P) Center Parcs







HOLLAND ...

















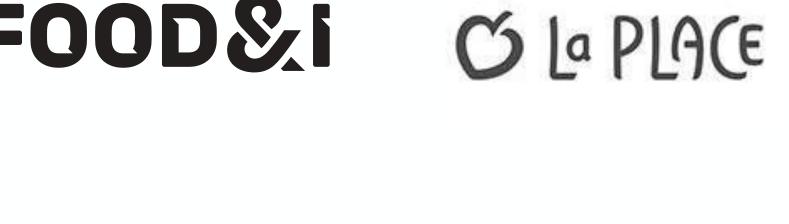




















crepeaffaire





























X Gemeente

X Amsterdam

Lantmännen

Unibake

CARLTON
BEACH
SCHEVENINGEN
THE HAGUE





crocedile

blooming





Zeelandia

Octje











canal















ROTTERDAM





The Sustainable Food Route (SFR)

1. The Sustainable Food Route

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2. Process

3. The Sustainable Food Route offer

4. Portfolio highlights





The Sustainable Food Route

Introduction

Moving forward together realistically and pragmatically

The question that often arises when combining foodservice and sustainability is: what are the benefits for us? Rarely do we consider the potential costs of inaction. Think about the risks involved, such as losing your target audience or potential employees, compromising your competitive edge, or even jeopardising your operating license due to evolving legislation and regulations. Without anticipating these challenges, how will you address the loss of profit margin resulting from increasing raw material prices or navigate the increasingly transparent world that exposes your brand to heightened vulnerability?

A holistic and pragmatic route

The question is no longer whether we should become more sustainable, but rather how. As F&B Concept Developers, our expertise lies in transforming visions and creativity into tangible results. With our background and experience, we can effectively develop and implement sustainable and socially responsible F&B visions and strategies. We create the right balance between benefiting the planet, meeting the needs of the target groups and and finding costeffective solutions. This is translated pragmatically into processes, recipes and communication.

Together with We Design Food, Conceptional provides you with the right tools to make your Food & Beverage more sustainable.

We indeed elaborated a step-by-step plan, the 'Sustainable Food Roadmap', so you can realistically and pragmatically navigate towards the sustainability goals of the future. Get moving and together we will start the journey!

What we do in short

- Make it measurable and do a first baseline measurement.
- Provide insight into the attitude, expectations and expected behaviour of all stakeholders, including matters such as pricing strategy.
- Provide insights on how the (relevant) market is developing in relation to the theme of sustainability (players, government, competitors).
- Indicate which regulatory pressures apply or will apply and define policies with SMART objectives in the fields of recipe / menu and production/kitchen process.
- Translate this into impact on the company, systems (data capture, dashboards, reporting), processes and recipes.
- Define the right communication strategy both internally and externally.
- Ensure transparency, the right tone of voice and touch-points (including design, materials, short-copy).



The Sustainable Food Route

Concept development

What steps do we offer



We offer you support at every step, from analysis up to implementation

Step 1 involves creating support through raising awareness. During an inspiration session, your organisation will be guided through the social movement and changes related to sustainability, among other topics.

Step 2 Following this, an assessment of the current situation is conducted. Conceptional delves into your existing vision, brand values, and target audience to ensure that appropriate solutions are developed in the next steps.

Step 3 After a scan of the overall current situation, a baseline measurement is carried out on all SKUs within the concept to provide insight into the sustainability score, including Eco-score, CO2 emissions, Land and Water consumption, and Nutri Score. These scores are assessed for the entire concept, as well as per SKU and recipe.

Step 4 Based on the outcomes of steps 1, 2, and 3, Conceptional formulates a sustainability vision and strategy that aligns with the target audience, brand, and (financial) feasibility.

Step 5 Once the goals, frameworks, and pathway are defined, the implementation phase begins. The Sustainable Food Route becomes an integral part of the F&B concept, firmly established within its framework.

To overcome the initial hurdles, a pragmatic route that suits your organisation and target group is needed.



Food Route

Focus areas and KPIs

Through the process of the Sustainable Food Route, we offer guidance and support in identifying actions that will directly contribute to four key sustainability themes: Climate, People & Animal Welfare, Biodiversity, and Circularity.

Together, we delve into the various strategies you can employ within each of the following five areas of focus: Food & Packaging, Kitchen Equipment & Processes, Design & Interior, Organisation & Policy, and Communication & Branding. We establish key performance indicators (KPIs) and assess the impact of your actions on these sustainability themes.

Climate

KPIs: CO2 emissions and energy usage

Animal

Welfare

KPIs: certifications

KPIs: Water and land usage

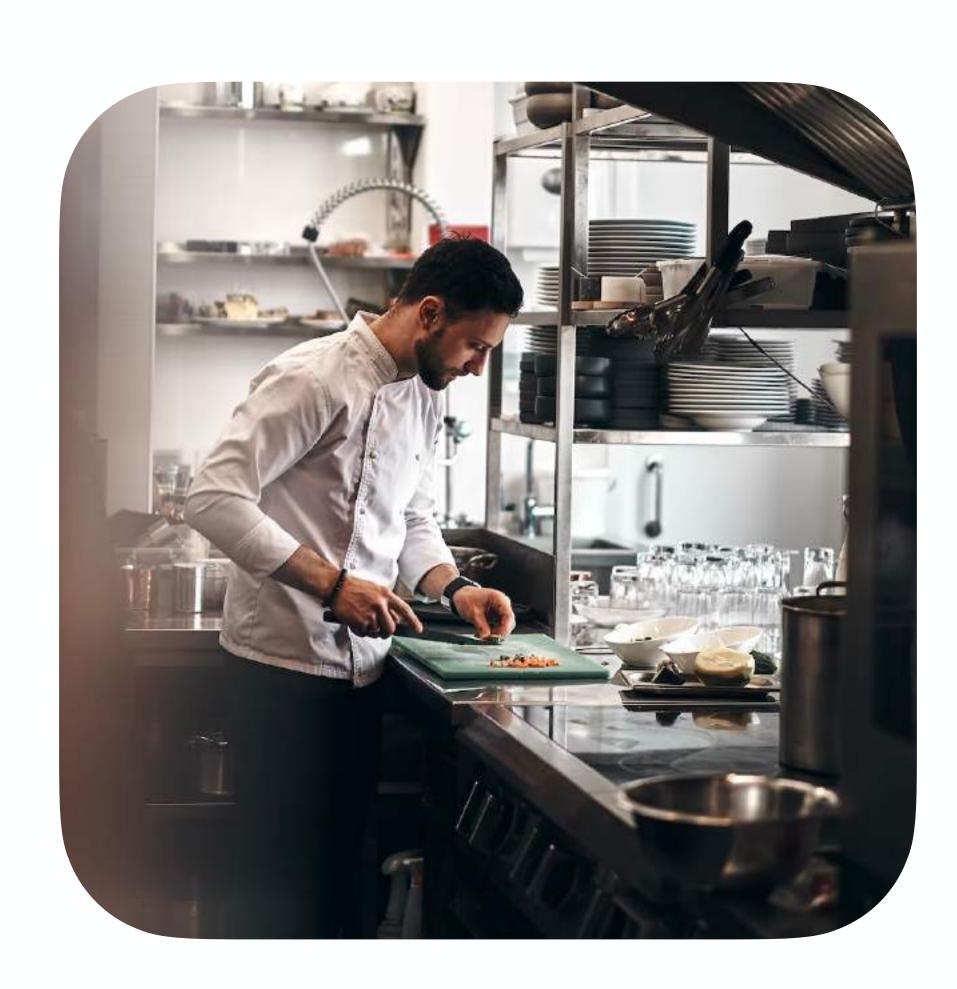
KPIs: Waste Management &

Operational

Efficiency



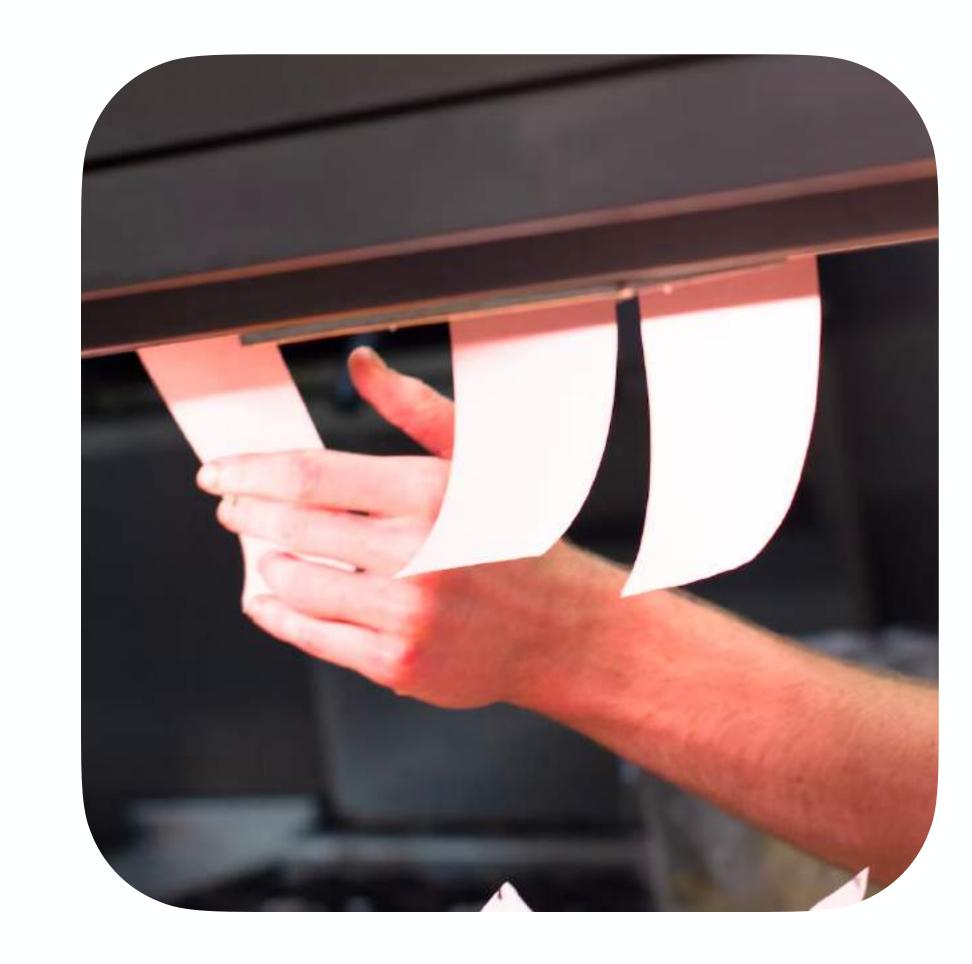
Food & Packaging



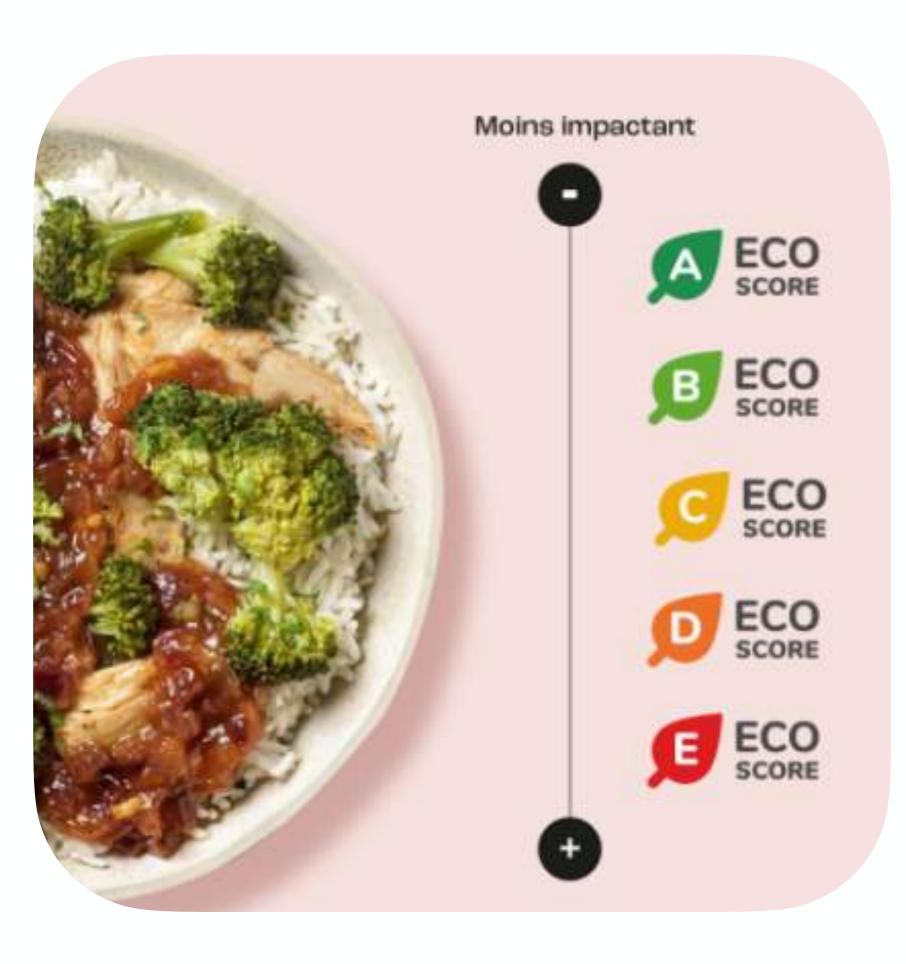
Kitchen Equipment & processes



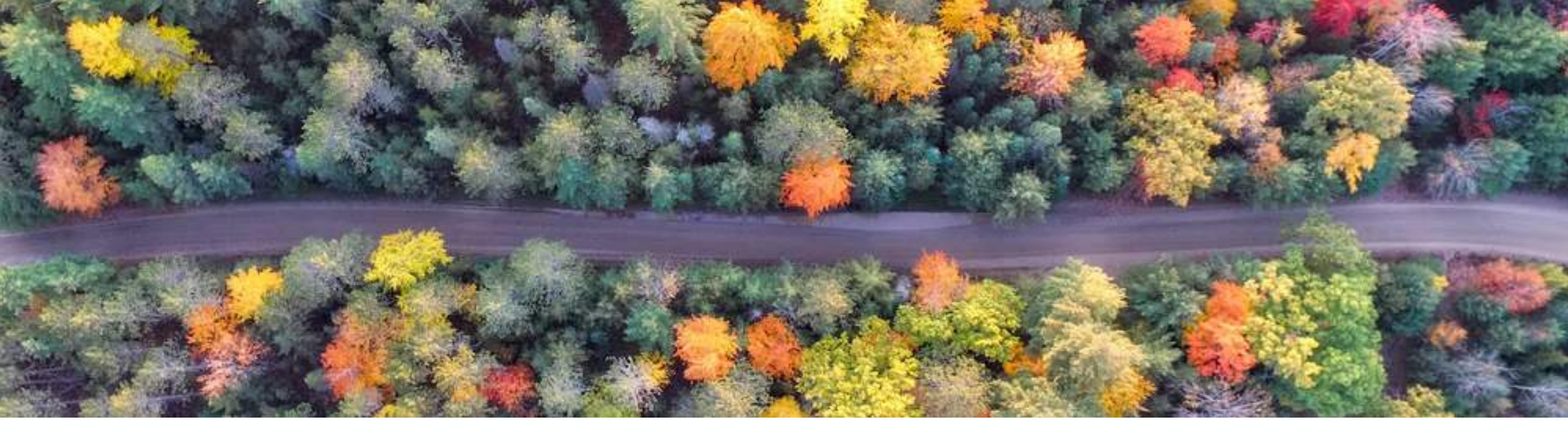
Design & Interior



Organisation & policy



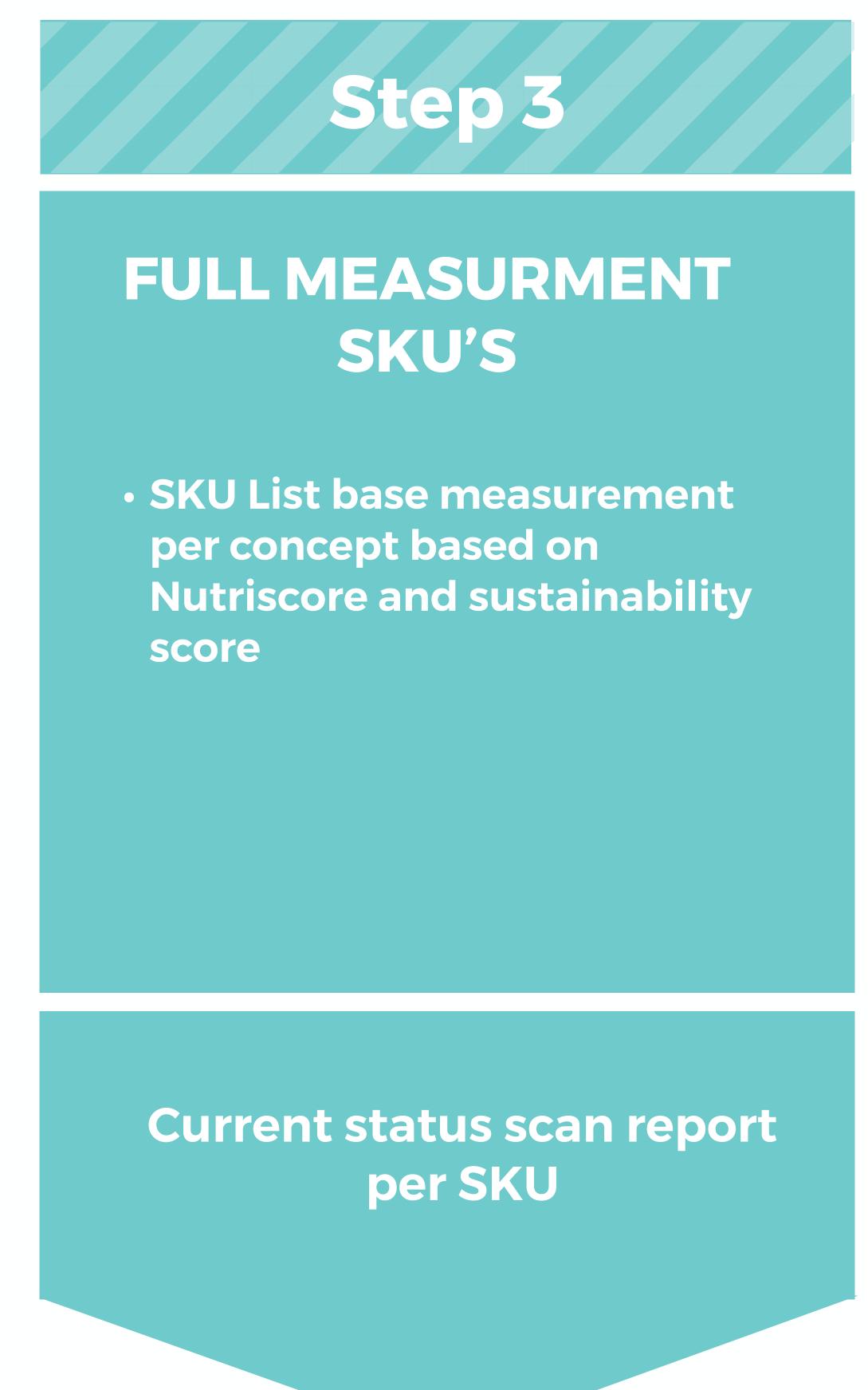
Communication & Branding





Step 2 QUICKSCAN SFR Scorecard a.o: Food & Packaging Kitchen & kitchen process Design & interior Logistics & transport Organisation & policy Communication & branding

Current status scan report







We offer you

At Conceptional, we offer a "tailor made" program to implement and optimise your entire operation.



Plaswijckpark

Plaswijckpark is a playground for children and their families in Rotterdam. Plaswijckpark asked Conceptional to look at what Sustainability means for Plaswijckpark, how the park is currently performing, and especially which steps can be taken in the field of food and beverages.

Together with We Design Food, Conceptional set to work on the Sustainable Food Route at Plaswijckpark. This is a pragmatic and holistic route in which we examined Plaswijckpark's current situation to explain a 5-year roadmap of how the park can become more sustainable step by step, with the aim of Plaswijckpark becoming an inspiration in the field of food and sustainability for other smaller leisure parks.

- ✓Awareness sessions
- ✓Quick Scan Analysis
- √Vision, Strategy, and Roadmap

Services

Sustainable Food Route

Do you want to see more?

Check conceptional/cases for our latest projects.





De Efteling

The Efteling has grown from a theme park to an international destination for the whole family in recent years. Around 5 million guests enter the gates of the World of Efteling every year. Efteling is a storytelling attraction and theme park full of wondrous elements. The Efteling asked

Conceptional how they could make the F&B offer within the Efteling more sustainable. Within the expectation of the guest who visits Efteling for a magical day.

Conceptional set to work on the Sustainable Food Route at the Efteling. This is a pragmatic and holistic route in which we performed a Quickscan on different focus areas. This translated into a vision, strategy, and roadmap.

This strategy consists of a comprehensive goals overview, both high-over and detailed. As well as a roadmap of how to achieve these goals.

- √ Awareness sessions with staff and board
- ✓Quick Scan Analysis
- √Vision, Strategy, and Roadmap

Services

Sustainable Food Route

Do you want to see more?

Check conceptional/cases for our latest projects.





Schiphol Airport Airport

Schiphol Airport is one of the leading airports in Europe with 61 million passengers in 2022.

Conceptional received the question from Schiphol commercial to make a strategy on how the F&B at Schiphol airport should become more sustainable. This resulted in the Sustainable Food Route. This is a pragmatic and holistic route in which we examined Schiphol's current organisation, by multiple interviews to then explain a 5-year roadmap of how the airport can become more sustainable step by step, together with the business partners at the airport. This resulted as well in a portfolio strategy and the set up of different working structures with suppliers.

- ✓ Awareness Sessions
- √Quick Scan Analysis
- ✓Interviews with chain partners
- √Vision, Strategy and Roadmap
- ✓ Portfolio Strategy
- ✓Implementation
- √Tenant guidelines

Services

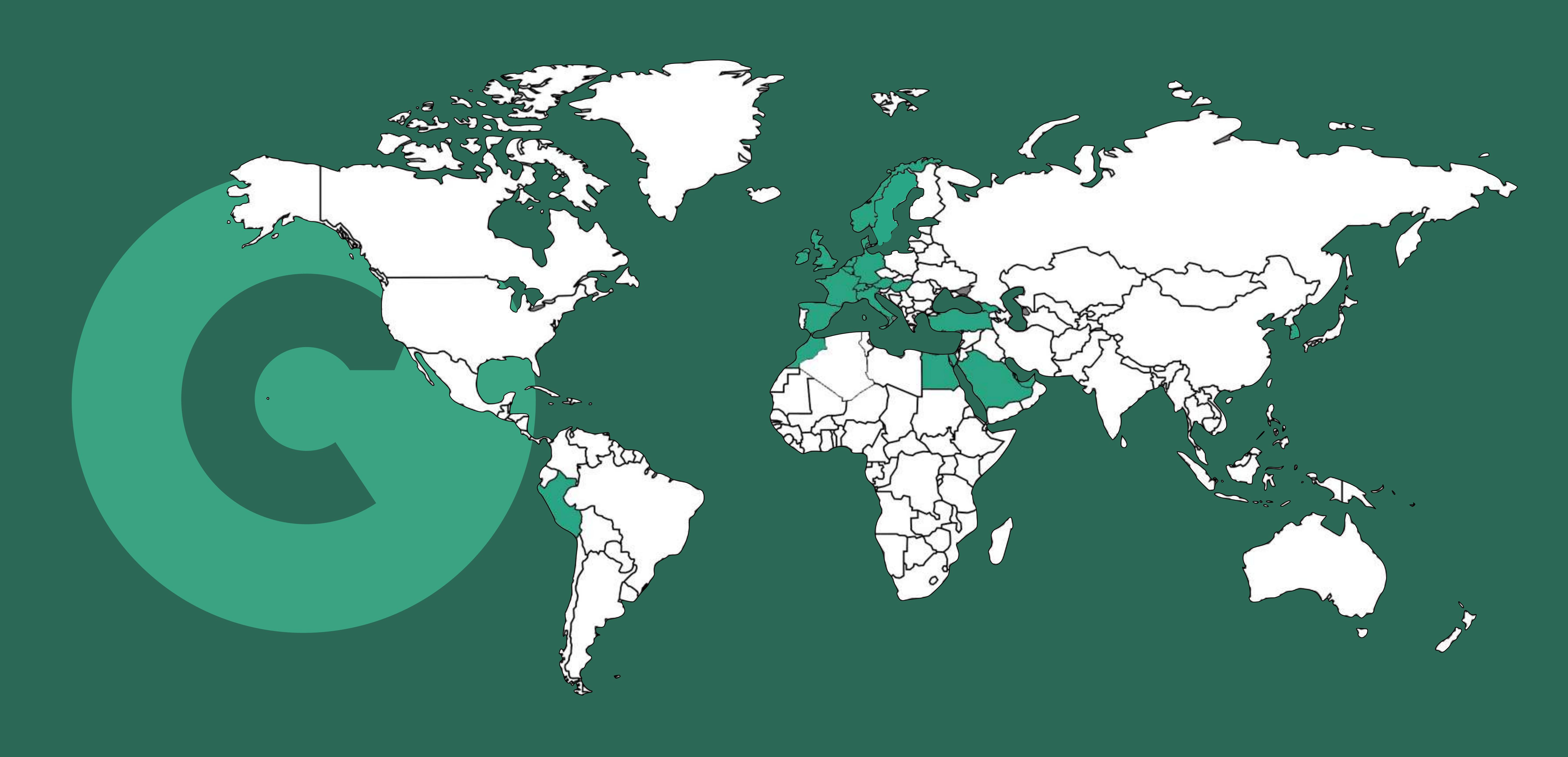
Sustainable Food Route

Do you want to see more?

Check conceptional/cases for our latest projects.



Where do we develop?



More than 300 projects, 200 clients in 19 countries since 2010



Contact: reoewein@conceptional.nl

Reoewein Niesten, Founder and CEO

Gained years of experience in international F&B companies and gradually created his own vision on branding and concept development. He was responsible for concept development and marketing at HMSHost Europe, Middle East and Africa for many years, working with many international and national concepts. Reoewein combines an entrepreneurial way of thinking with openness for change and creativity, which enables him to respond flexibly to ongoing market changes and the needs and wishes of clients. Strong (international) ties with Real Estate Community through executed and ongoing placemaking projects.



Contact: fred@conceptional.nl

Fred van Aken, Managing Partner

Fred has an extensive multi-disciplined background in accounting, finance & investment, project management. Additionally, he has extensive experience as senior executive with one of the major international F&B Brands as franchisor as well as CEO and independent masterfranchise. In these roles he executed many financial due diligence processes as well as being responsible for several M&A projects related to F&B concepts. Since joining Conceptional in 2018, Fred has been directly involved in international concept (re)development, strategic advise and operational & financial enhancement projects.



Contact: jeanne@conceptional.nl

Jeanne Dinkgreve, Senior Concept Developer

Served many national and international clients at Conceptional and coordinated the project portfolio. Expertise ranges from concept development to international placemaking projects. Both in her role as vision & strategy specialist with special focus on sustainability. Jeanne has developed many successful new concepts. She combines her strong analytical and conceptual skills with underlying business knowledge. In other words, she embodies Conceptional's core values where we create with both the head and the heart.



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CONCEPIONAL®

F&B CONCEPT DEVELOPMENT | F&B PLACEMAKING | F&B
PERFORMANCE & GROWTH | F&B MERGERS & ACQUISTIONS





Interested? Give us a call!

Do you also believe food deserves the best attention and care in your foodservice or leisure company? Do you think that your guests deserve the best attention and care? Are you looking for a reliable, experienced business partner to develop F&B concepts and places that work? We at Conceptional are keen to discuss options in more detail with you. Let us understand and surprise you and your guests!

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