



Food & Beverage Concepts

Kitchen Design

Event Management



## Poulose Associates

Poulose Associates is a Singapore-based consultancy firm with regional expertise in specialized food and beverage development, kitchen design and international event marketing solutions. Leveraging on extensive industry networks and technical knowledge, the firm serves a premium clientele of global hotel chains, government bodies and private institutions. It is led by 20-year industry veteran Francis K. Poulose.



# Expertise

## Industry Intelligence

Through more than 20 years of exposure, we understand changing consumer and industry demands, needs and lifestyle attitudes to create concepts that work.

## Track Record

Stable concrete track record of conceptualising, creating and executing regional and local projects. Iconic in nature, they range from multi-outlet operations to stand-alone entities.

## Global Networks

An extensive and comprehensive network of the latest, most relevant hotel and restaurant operators, internationally-acclaimed chefs, wine makers, equipment manufacturers and food and beverage suppliers across Asia, Europe and USA.

## Operator Experience

With actual operator experience, we appreciate the needs, aspirations and objectives of both operators as well as owners - a combination that is crucial to success.

## Viable creativity

Our creative concepts go beyond stunning expressions. Whilst important, our concepts provide sound business models that provide a return-on-investment by way of branding, reputation and financial gains.



## Scope

### Food & Beverage Concepts

- Feasibility Studies
- Operational Audit & Recommendation
- Food & Beverage Concept Development
- Operational Equipment (OE) Recommendation
- Marketing & Promotions
- Strategy Development
- Financial Modelling
- Pre-Opening Assistance
- Menu Concept Development



## Scope

### Kitchen Design

- Feasibility Studies
- Operational Audit & Recommendation
- Menu Concept Development
- Schematic Design
- Design Development
- Tender Documentation & Analysis
- Equipment Selection
- Testing & Commissioning



## Scope

### Event Management

- Overall Event Concept  
Creation, Coordination  
& Execution

- Sponsorship Management
- Food & Beverage Concept,  
Coordination & Execution

- Entertainment Concept,  
Coordination &  
Execution



## Portfolio

### Food & Beverage Development & Kitchen Design

#### Hotels

Westin, Beijing	China	F&B Concept Development
Four Points, Shanghai	China	F&B Concept Development
Sheraton You You, Pudong Shanghai	China	F&B Concept Development
Shangri-la Futian, Shenzhen	China	Kitchen & Laundry Design
Shangri-la Hotel, Bangalore	India	Kitchen & Laundry Design
Shangri-la Retreat, Bangalore	India	Kitchen & Laundry Design
Traders Hotel, Bangalore	India	Kitchen & Laundry Design

The projects above are a selection of works since 1998 to the present. It includes projects from the founder's previous employment.



# Portfolio

## Food & Beverage Development & Kitchen Design

### Hotels

J.W Marriott, Jakarta	Indonesia	F&B Concept Development
Hotel Nikko, Jakarta	Indonesia	F&B Operations Assessment
The Ritz-Carlton, Jakarta	Indonesia	F&B Concept Development, Kitchen & Laundry Design
J.W Marriott, Medan	Indonesia	F&B Concept Development, Kitchen & Laundry Design
Pacific Place Convention Centre & The Ritz-Carlton Hotel	Indonesia	F&B Concept Development, Kitchen & Laundry Design





## Portfolio

### Food & Beverage Development & Kitchen Design

#### Hotels

Burj Ul Behar, Tripoli	Libya	Kitchen & Laundry Design
Meritus Mandarin	Singapore	F&B Concept Alignment
Traders Hotel	Singapore	3-Meal Restaurant Kitchen Design
Fullerton Hotel	Singapore	F&B Concept Development, Kitchen Design
Sheraton, Taipei	Taiwan	F&B Concept Development
Capital Plaza, Dubai	UAE	Kitchen & Laundry Design



# Portfolio

## Food & Beverage Development & Kitchen Design

### Casinos

Kerzner-Capitaland

Singapore

RFP Bid for Sentosa F&B Strategy,  
Concept Development, Financial  
Forecast, Manning Forecast,  
Tenant Mix

Wynn Resorts

Macau

Market Research



## Portfolio

### Food & Beverage Development & Kitchen Design

#### Theme Parks & Stadiums

Singapore Zoo	Singapore	F&B Concept Development
Night Safari	Singapore	F&B Concept Development
Indoor Stadium	Singapore	F&B Strategy, Tenant Mix
SaigoMax, Ho Chi Min	Vietnam	F&B Strategy, Concept Development, Financial Forecast, Manning Forecast
Wildlife Reserves Singapore	Singapore	Overall F&B Consultancy



# Portfolio

## Food & Beverage Development & Kitchen Design

### Clubs

Tanglin Club	Singapore	F&B Concept Alignment, Kitchen Design
Singapore Island Country Club	Singapore	F&B Concept Development, Kitchen Design
One° 15 Marina Club	Singapore	F&B Concept Development, Kitchen Design
National University of Singapore, Faculty Club	Singapore	F&B Concept Development, Kitchen Design
NUSS Bukit Timah Guild House	Singapore	F&B Concept Development, Kitchen Design

# Portfolio

## Food & Beverage Development & Kitchen Design

### Restaurants & Cafes

Asian Brasserie, Mumbai	India	F&B Concept Development
Fashion TV Bar & Bistro, Jakarta	Indonesia	F&B Concept Development, Kitchen Design
Centro 360	Singapore	F&B Concept Development, Kitchen Design

### Aviation

Business Jets (BJETS) Pte Ltd	Singapore	F&B Concept Development
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# Portfolio

## Event Management

World Gourmet Summit, Singapore	1999 - 2008	Concept Creation & Execution
Gourmet Asia, Bangkok	2007	Concept Creation & Execution
Wine & Gourmet Asia, Macau	2007 & 2008	Concept Creation & Execution
Asian Masters, Singapore	2011 - Present	Concept Creation & Execution
Gourmet Japan, Singapore	2012 - Present	Concept Creation & Execution
Gusto Italiano, Singapore	2013	Concept Creation & Execution



## Francis K. Poullose

Francis K. Poullose has been in the hospitality industry since 1987.

He spent the last 10 years at Peter Knipp Holdings before leaving his last position as Managing Director, to pursue his dream of starting his own consultancy. Over 10 years at PKH, Francis was instrumental in the growth of organization, managing more than 40 associates.

He was responsible for the development and execution of the World Gourmet Summit since 1999, which now enjoys the reputation of being Asia's leading gastronomic event. He also conceptualized and executed the inaugural Wine Gourmet Asia, Macau and Gourmet Asia, Bangkok in 2007.

Though fully trained in the various disciplines of hotel management, his passion remains in food & beverage. As a renowned industry veteran, his views on the industry continue to be sought by regional and local media.



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