

A guide for international Hoteliers



PLANT-BASED

Leading your organisation
into the culinary future



ALEXIS GAUTHIER CONSULTANCY

GAUTHIER

GROUP INTERNATIONAL



Above: 100% plant based sushi at Alexis Gauthier's London restaurant 123V

THE WORLD IS CHANGING

One of the most significant and fastest growing leisure market sectors in the 21st century is the huge rise in plant-based eating. And, because of the potential to be a decision maker on choosing holidays or hospitality venues, it is a phenomenon no serious restaurateur, hotelier or tour operator can afford to ignore.



'Plant-based meat and dairy to become €7.5 billion market in Europe by 2025'



'Plant-Based Foods Are Our Future And Entrepreneurs Are Helping Us Make The Shift'



'The global plant-based protein market size is projected to grow from USD 10.3 billion in 2020 to USD 14.5 billion by 2025'



"The view that a vegan diet reflects a more sustainable form of lifestyle is gaining increased traction and is no longer considered a market niche"





Above: Alexis Gauthier briefs a team of Chefs at the beginning of an on-site training module.

THE GAUTHIER CONSULTANCY

A Gauthier consultancy can steer your operation carefully in the right direction, ensuring it fully embraces the emerging plant-based sector.

Led by Multi-award winning Michelin Starred French Chef Alexis Gauthier, Gauthier Consultancy acts as the perfect ‘bolt-on’ for your already existing toolbox.

30 years in hotels and restaurants has taught us many things, one of which is that a brigade or team of any kind is a delicate organism which needs intelligent encouragement and guidance rather than a heavy hand.

A Gauthier consultancy aims to elevate any existing team by adding a new tool to compliment their existing skillset.

A typical 3-part consultancy process

Module 1: Evaluation

Initial site visit, meetings between Alexis and Gauthier staff, Chefs, Managers. Evaluation of the operation, the customers, needs, aspirations.

A full detailed report created, with menus, training proposals, schedules.

Module 2. Training

Training begins Gauthier Chefs only Usually 1-2 weeks.

Final testing, refining of dishes, menu design, photography, signing off of work.

Module 3. Launch

Launch Event Alexis & Assistants 3-5 days

Press, Meet & Greet, Interviews, ambassadorial obligations.

ALEXIS GAUTHIER

“Today, if your vegan offering is not first class, you can lose 50% of bookings. This is a fact”

Alexis Gauthier is a multi award winning Michelin-Starred French Chef and successful London Restaurateur.

In 2016 he became vegan.

He immediately began a journey to turn his business completely plant-based, and in 2021 reopened his restaurant Gauthier Soho as 100% vegan.

He has since opened a second vegan restaurant brand - 123V - and now continues to welcome modern diners from all over the world, including celebrities such as **Sir Paul McCartney**,

Billie Eilish, Tom Cruise, Kourtney Kardashian, Will-I-Am, Benedict Cumberbatch and Al Gore.

AG Consultancy

Alexis and his team are now the world's leading-choice for serious, forward-looking hoteliers wishing to bring their plant-based offering to the post-pandemic, sustainability-focused customer of the 21st century.

Alexis and his team will analyze, advise, train and deliver a fully-formed multi-faceted vegan menu set for hotel groups and operators of any size, ensuring a perfect offering guests can look forward to enjoying.





“Alexis and his team not only went above the call of duty but opened our eyes to an exciting new world of vegan cuisine”

Paradise Cove Boutique resort





CASE STUDY

ATTITUDE HOTEL GROUP, MAURITIUS 2023

Attitude Hotel Group, a dynamic group of 3/5 star hotels in Mauritius Island got in touch mid 2022 to discuss a new sustainable drive in their offering.

Identifying an increasing request from guests, they needed a plant-based menu series to compliment their already first class F&B suite.

Agreeing an initial concept, Chef Alexis and project manager James Lewis visited the resort in September 2022.

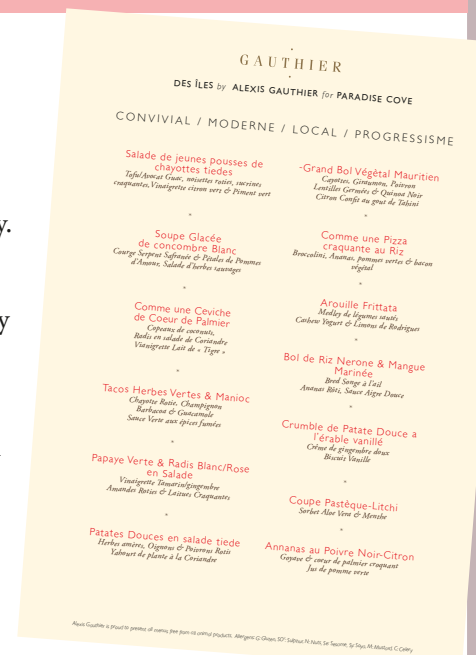
After experiencing the level of quality expected, meeting the entire team and visiting all kitchens and facilities, Alexis and the team quickly produced a report identifying where best help was needed and how best this could be implemented.

Back in London, after a series of zoom calls Alexis and his kitchen team produced a fully

costed bespoke recipe plan, and five separate menus, ready to be implemented immediately.

After a two week training trip in January 2023, 15 chefs experienced premium plant based cooking education from French gastronomy, to patisserie and sushi making.

In March 2023 the new Alexis Gauthier signature menus launched to a series of gala dinners and international travel press.





Let's talk ▶

Join the growing collection of modern hotels and businesses equipping themselves for to the emerging plant-based sector.

We look forward to speaking to you.

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attitude

SMALL
LUXURY
HOTELS
OF THE WORLD

Considerate Collection

T | A | HOTEL
COLLECTION



BENTLEY

Paradise Cove

BOUTIQUE HOTEL MAURITIUS



NESPRESSO



WEDGWOOD

ENGLAND 1759

COURVOISIER
Le Cognac de Napoléon

Champagne
DEUTZ
FONDÉ EN 1888

S.PELLEGRINO