



Overview: Peter Antenen

Almost 20 years' management and marketing consulting, including ten years' with Deloitte Consulting working on over one hundred projects worldwide - Hollywood to Hong Kong and Finland to Cape Town.

Active in many leisure sectors and most foodservice sectors – traditional and non-traditional - and across the majority of business functions, including Strategy, Business Planning, New Product Development, M & A, Operations, the Organisation and Marketing.

Operations experience gained via six years' management with Allied Domecq and Inter-Continental in early/mid 1980's.

Hospitality Management honours degree from University of Surrey, England, with thesis in Consumer Behaviour.

Antenen Consulting Limited founded in 1999. Co-founder of Salon – the European leisure consulting consortium in 2002.

Regular contributor to broadcast and print trade media. Past key note speaker for Richmond Events' 'Catering Forum'. Member of the Marketing Society.

A sample of indicative **foodservice** and **related projects** is provided below.

Sketch, London – due diligence of Momo/Gagniare's venue for the lender

Smiths of Smithfield –due diligence for leading London gastrodrome

Mirabelle –sale for Japanese owners to Marco Pierre White

Cibis SpA – strategy, NPD & implementation support for leading Italian supermarket and restaurant business

Palais du Jardin – review of leading London restaurant for the lender

Fabric – due diligence for leading London night club and bars venue

Est Est Est – commercial due diligence on leading UK Italian brand

Tiddy Dols – expert evidence in rent review on flagship London site

Lightship – new product development for London fine-dining restaurant

St Katharine's Dock – numerous retail & foodservice projects for landlord Taylor Woodrow

Inter-Continental Hotels – performance benchmarking of f & b

Cheers – new product development in UK for Paramount licensee



MCC – review of catering operations at Lord’s Cricket Ground, London

Meadowhall, Merryhill & Columbo Centres - master-planning and implementation of foodservice and/or leisure mix for leading regional malls

Sonae Group – foodservice strategy for Portugal’s largest conglomerate

John Lewis – strategy for customer & staff feeding for leading UK retailer

Dolmio – out-of-home strategy for leading pasta sauce brand

Seeds of Change – out-of-home strategy for leading organics brand

Coca Cola – global research project into Meal Solutions (HMR)

The Hebridean Princess – foodservice strategy for iconic luxury cruise liner

Manchester United – feasibility for new themed restaurant

TGI Friday/Planet Hollywood – review of Czech licensee for VC

Tussauds Group – foodservice & retail strategy for UK theme parks

Mars 2112 – new product development for themed restaurant in New York

UK Local Authorities – numerous schools & welfare feeding projects

Mellors Foods – strategy for diffusion brand (Caffe M) for bakery group

Mountstevens - covert pre M & A review of UK bakery & cafe chain

La Tasca - due diligence on leading UK tapas chain

Punch Pub Company – brand engagement programme

Fedics S.A. – market development strategy for South African contractor

Popeye’s Chicken & Biscuits & Church’s (AfC) – UK market-entry strategy for US QSR brands

Jeronimo Martins – various projects including market development strategy, franchise negotiation and programme management

Kentucky Fried Chicken (KFC) - review of leading franchisee for VC

Burger King - review of leading franchisee for VC acquirer

Pizza Express & Deep Pan Pizza – review of brands’ performance for prospective VC acquirer

Land Securities – foodservice & leisure strategy at major regional mall for leading commercial property developer

Industry awards – preparation of dossiers on leading restaurateurs for annual ‘Catey’ awards (over 5 years)



Nat West - co-authoring of internal guide to lending into the sector

Isle of Man Airport– demand modelling and foodservice strategy for major regional airport

Resort/Luxury hotels – numerous food & beverage projects worldwide

Lyons Coffee- due diligence & NPD on brand extension coffee shop idea

Nestlé – project director on strategic M & A programme for foodservices division.

Haningtons –strategic review and foodservice solution for legacy department store in Brighton, UK

British Waterways – strategy for foodservice, retail and visitor centres and NPD for waterside pub, lodge & retail concept

Ivory - NPD & strategic marketing of next generation London steakhouse

BB's - review of UK coffee & muffins operations for the bank

First Leisure – due diligence on nightclubs and late-night bars

Village East – business planning assistance to gastrodrome venture in Bermondsey, east London

Mecca & Top Rank – foodservice strategy for leading Bingo chains

Caffe Nero - due diligence in first round of funding.

Stronghold Inns – mentoring of directors & NPD for gastropub business

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