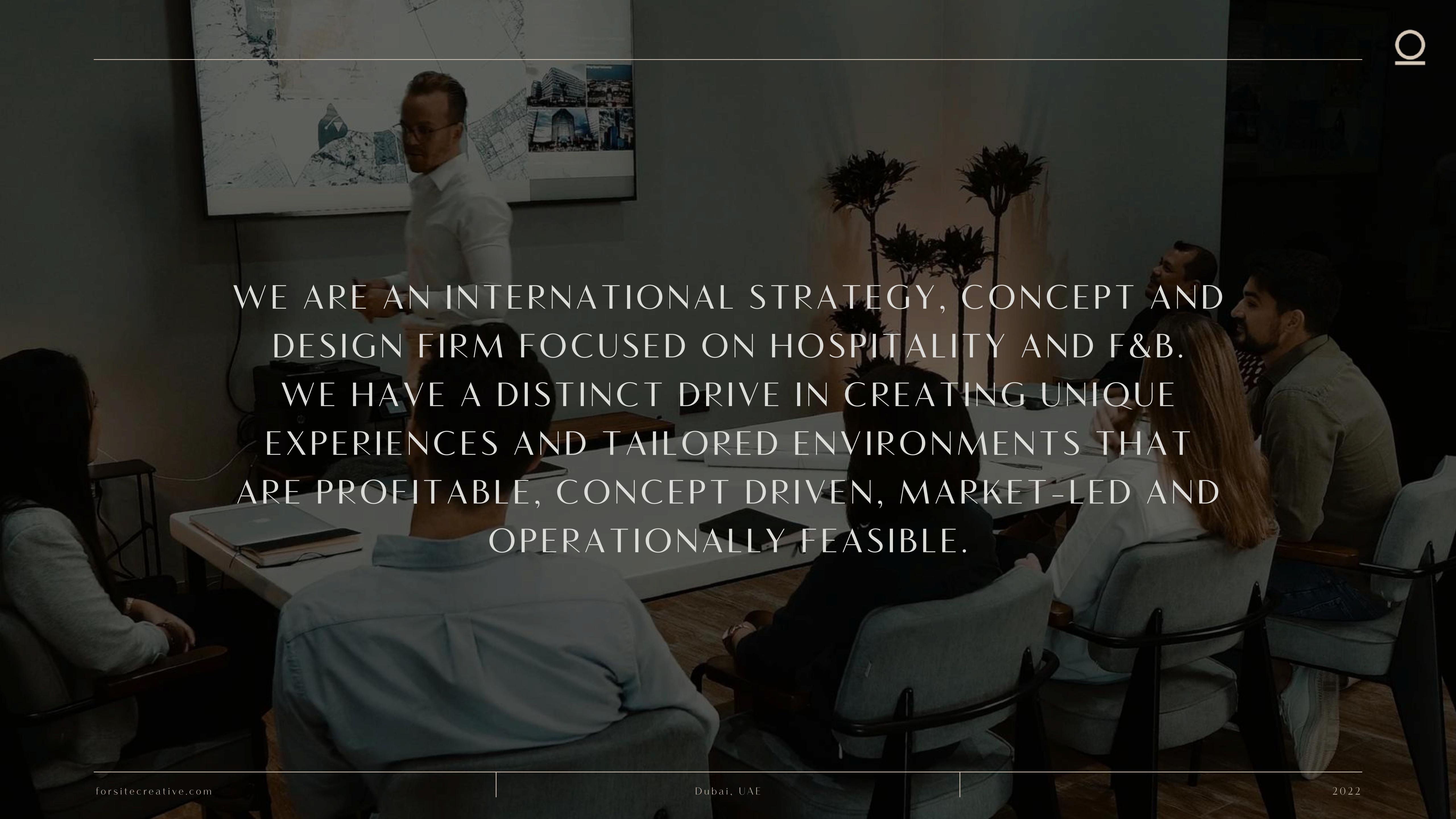




# FORSITE

COMPANY PRESENTATION  
Q3 2022



WE ARE AN INTERNATIONAL STRATEGY, CONCEPT AND DESIGN FIRM FOCUSED ON HOSPITALITY AND F&B. WE HAVE A DISTINCT DRIVE IN CREATING UNIQUE EXPERIENCES AND TAILORED ENVIRONMENTS THAT ARE PROFITABLE, CONCEPT DRIVEN, MARKET-LED AND OPERATIONALLY FEASIBLE.

## THE FORSITE TEAM

Through our multidisciplinary teams, we specialize in providing turnkey services ranging from market research, strategy, business planning, concept development, and interior design to operational and back of house design. This combination of in-house expertise ensures coherence between disciplines that are often isolated.

With a client-driven mindset, our team guarantees flexibility and dedication in order to deliver above and beyond. Forsite Creative has been operating in the EMEA region since its inception and is very familiar with the market and its future outlook. We have had the privilege to work in the region for some of the world's leading restaurant groups and (hotel) brands.

Our exposure to the market, as well as our continuous search for the region's latest trends and developments, have led to us gaining significant market understanding.

## Marriott International

*“They understand our approach to F&B, not only from an aesthetics perspective, but also from a function and operational standpoint. Their various departments and their integrations, uniquely places them in the top tier of consultants for turnkey solutions, concepts and design deliveries. I highly recommend this team for their commitment and ability to transform any project into a unique concept that stands out.”*

*Marc Ledesma,  
Director F&B Design & Development - MEA*

## IHG

*Working with this team has been a great pleasure. The expectations of the restaurant and bar experience is extremely high for our guests, and they have delivered on some terrific concepts. The quality of their work shows in the thoroughness of their research and knowledge of the local market, right through to the extensive detail of menu, design and graphics in the end product. Forsite have demonstrated that rare combination of technical expertise and artful soul – the perfect recipe for an F&B consultant.*

*Stephen Laucirica,  
Senior Director, Design & Engineering IMEA*

## Nozomi, Restaurant group

*It has been a sheer pleasure working with the team over the last two years, developing some of our new and unique designs and concepts for KSA. They are a company devised of creative and innovative thinkers that have the ability to provide first-class designs for front and back of house, but what really sets them apart is their understanding of the markets, and of our operational requirements. The team is flexible, pro-active and continuously surprise us. This has, so far, been one of the most pleasant working relationships of my 40 years in the business. It is for these reasons that they have become our design partners, and I look forward to future collaborations together, venturing far beyond Saudi Arabia.*

*Marios George,  
Founder and Owner*

## Leylaty Restaurant and Ballrooms

*Leylaty has had the pleasure of working with Gustavo and his team for over 5 years now, and has watched the company grow, along with the array of services that they provide. Not only have we had successful interior design collaborations, but we have also joined forces for concept development, branding and operational planning. We have come to regard this outstanding company as our strategic partners when it comes to venturing into new concepts and markets.*

*Hashim Al Attas, CEO*

## WHY

We build your vision by understanding, defining, designing and executing. We have an international portfolio of restaurants, hotels and other service centric projects.

## HOW

Our organizational structure and in-house expertise ingrains creating coherent, efficient and creative concepts and environments. Our international exposure, as well as our continuous search for the latest trends and developments, allow us to give our projects a competitive edge as well as long-lasting operational performance.

## WHAT

We pride ourselves in being the only player in the region with a fully operational, concept, interior design, foodservice design and branding team, profiting from the synergies and efficiencies that are built up from combining the above expertise in each project competitively.

STRATEGY

RESEARCH

CONCEPT

CREATIVE

DESIGN &  
ARCHITECTURE

BRANDING

TECHNICAL

FOODSERVICE  
& OPERATIONAL  
DESIGN

# 1 STRATEGY

## RESEARCH

- Market research
- Feasibility studies
- Strategy development
- F&B specialist advice
- F&B specialist advice
- Data collection and analytics

## CONCEPT

- Concept development
- OS&E design
- Menu development
- Brand/operator identification

## DESIGN & ARCHITECTURE

- Master Planing
- Design concept
- Turnkey interior design
- Design manuals & guidelines

## BRANDING

- Naming and storytelling
- Brand-book & guidelines
- Graphic design

# 03

## TECHNICAL

### FOODSERVICE & OPERATIONAL DESIGN

- Foodservice & show kitchen design
- Laundry and waste design
- Operational planning

# FORSITE DATA

# Data Collection & Analytics

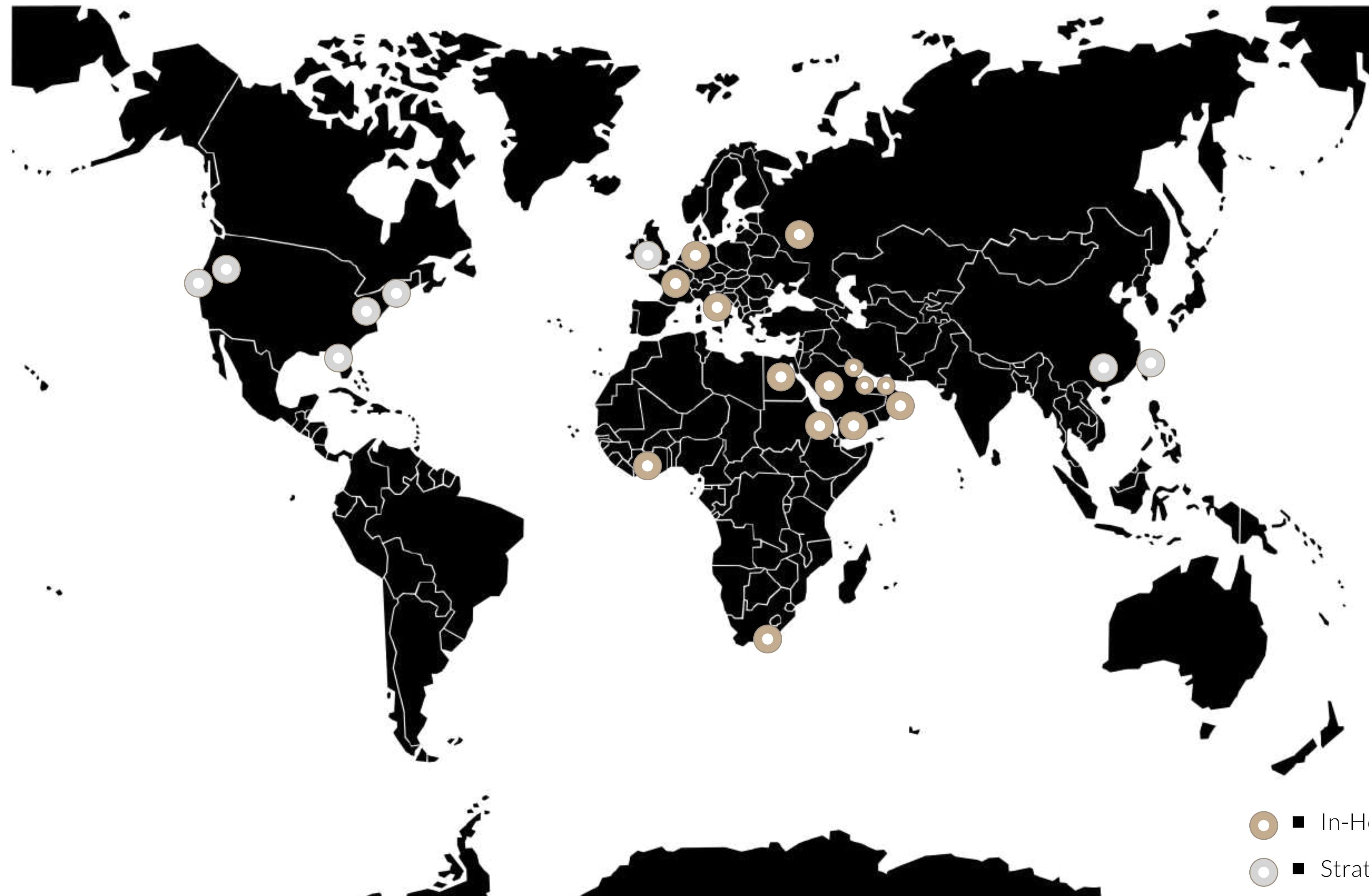


Forsite Data is a strategic JV with a big data analytics company from the US that tracks consumer sentiment and consumer journeys. This collaboration allows us to enhance our market insights and validate our strategies by collecting and analyzing customer behavior and sentiment across hospitality segments and regions. These new data-driven insights de-risk hospitality and real estate investments and help brands build the perfect experience around every customer in the right locations.

Our joint USP is twofold. First, our data has fully blended psychographics (what people believe, their personalities, values, etc) with consumer journeys (where they go, spend time and what their sentiments are) — a key feature missing on the market. Second, all of our insights are precisely geolocated to specific businesses and public places, a feature that is enabled by us thinking through our code and methodology thoughtfully — rather than buying resold mobile phone location data or Visa/Mastercard data. These two features mean that our clients have actionable, intuitive journeys and sentiments to base their most critical investment decisions on.

Forsite Data is where we see the future in understanding markets and decision making for any hospitality of F&B business.

# OUR INTERNATIONAL REACH



## COUNTRIES WE HAVE WORKED IN:

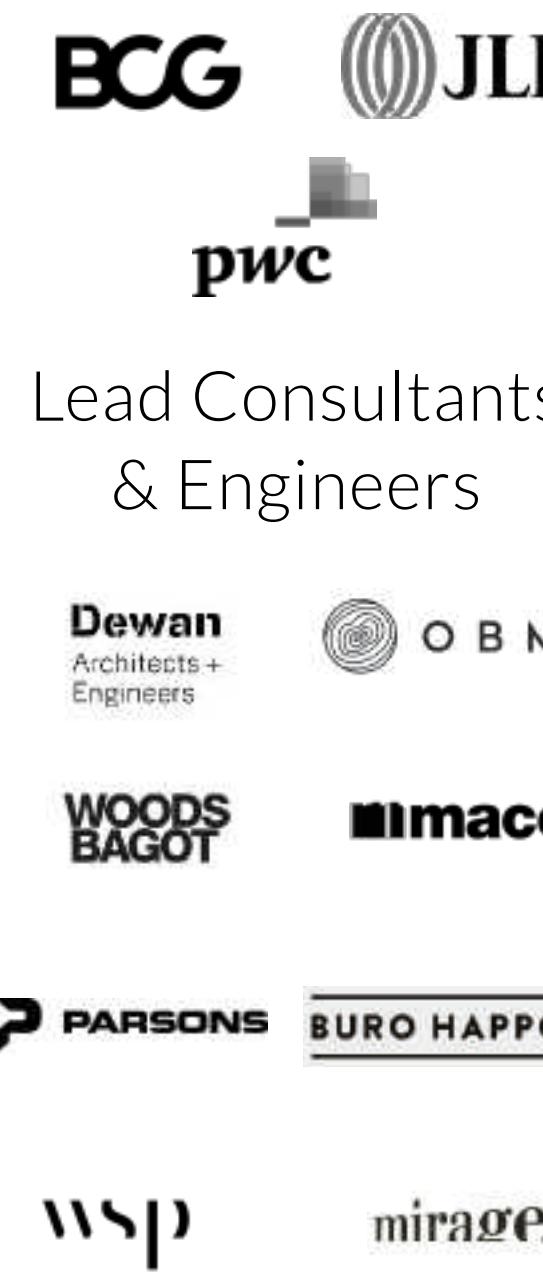
- Saudi Arabia
- United Arab Emirates
- Bahrain
- Oman
- Qatar
- Kuwait
- Italy
- Djibouti
- South Africa
- Egypt
- Ivory Coast
- France
- The Netherlands
- Russia

# ADDING VALUE TO:

## Hotel Groups & Brands

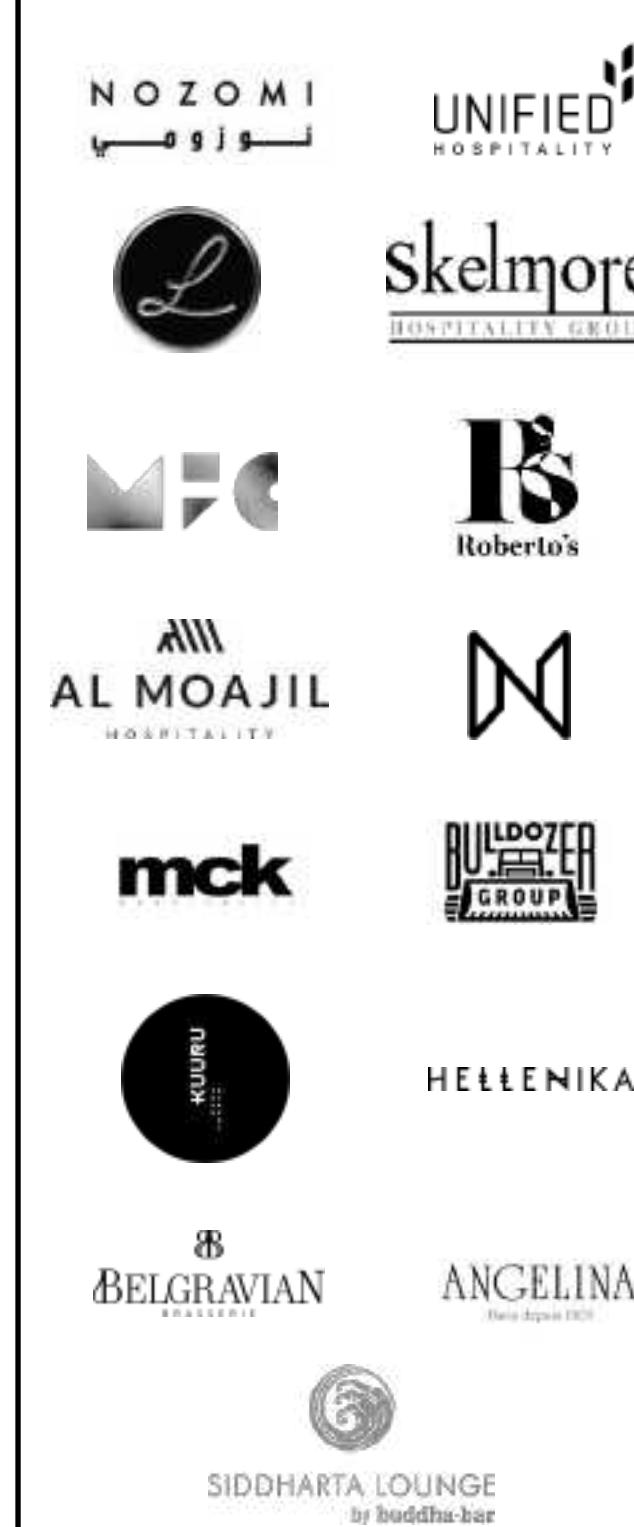


## Consultants



## Lead Consultants & Engineers

## Restaurant Brands & Groups



## Governmental



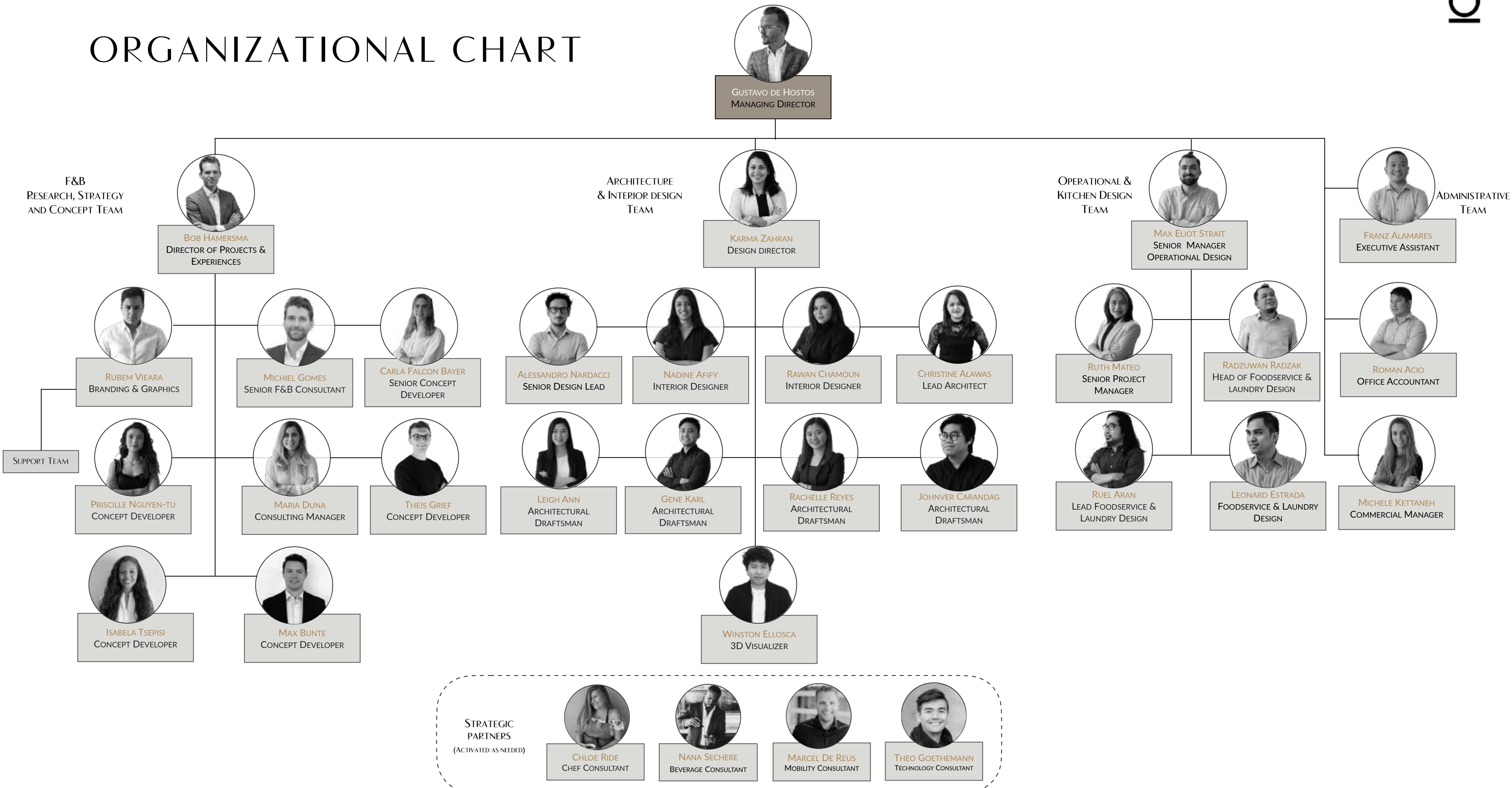
## Semi-Governmental

## Real Estate Developers & Contractors



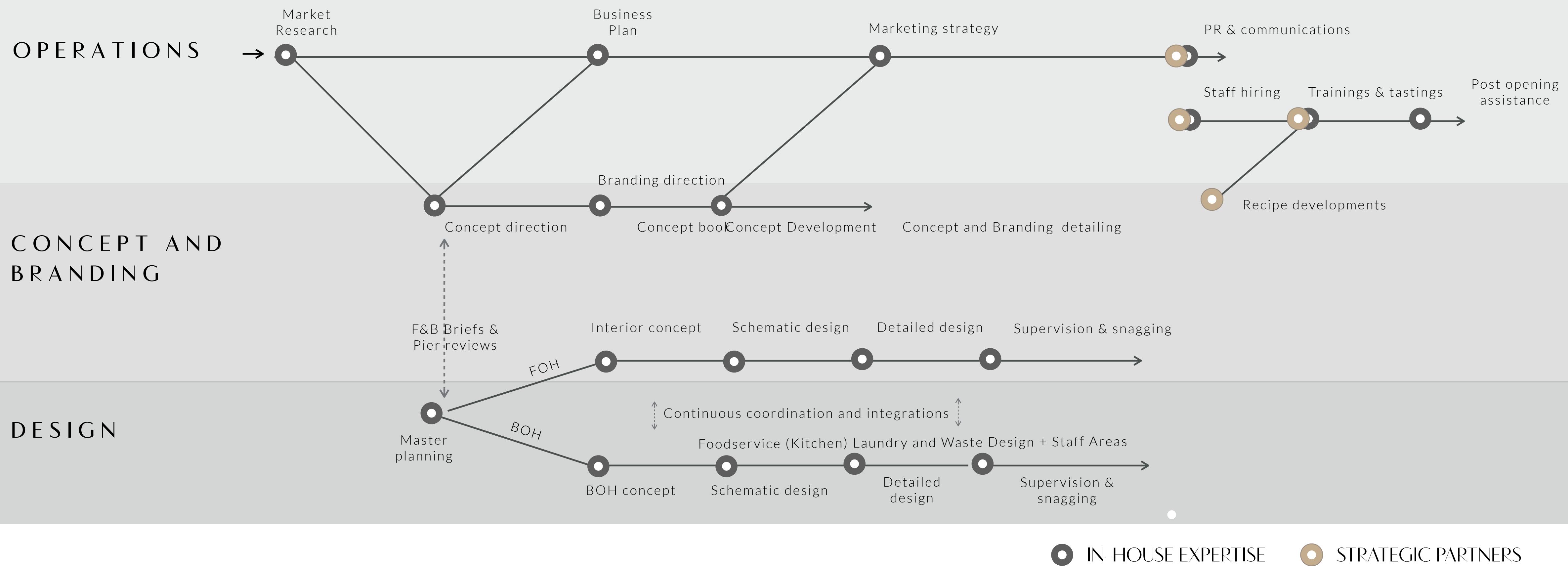


# ORGANIZATIONAL CHART



# OUR PROCESS

In the following overview, we are highlighting the most important steps that we believe are critical to the success of any hospitality business, as well as which processes we execute in-house, or in collaboration with strategic partners.

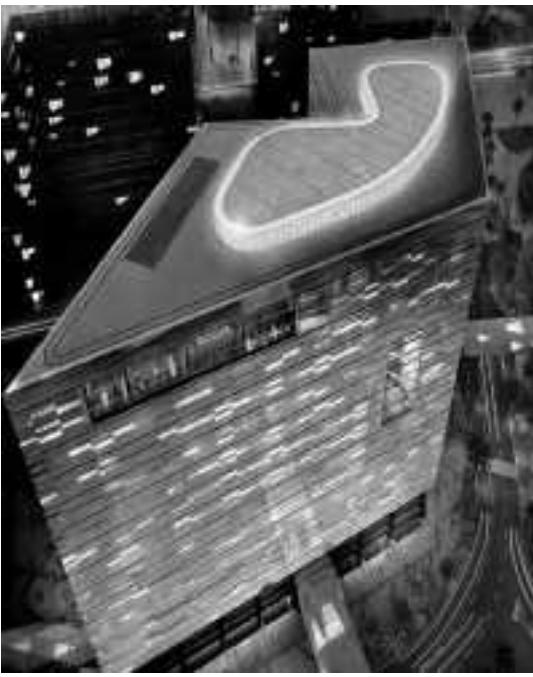


# KEY LANDMARK PROJECTS

Banyan Tree  
Al Ula (2022)



Confidential  
KAFD 5\* (2022)



Confidential  
KAFD 5\* (2022)



W HOTEL  
KAFD 5\* (2022)



Fairmont SABAH  
DUBAI (2024)



Fairmont  
DJIBOUTI (2024)



InterCon  
DAMMAM (2024)



Confidential  
KSA (2024)



Red Palace - Boutique  
Riyadh (TBA)



Al Hamra Palace  
Jeddah (TBA)



Tuwaiq Palace  
Riyadh (TBA)



Citystars  
Sharm El Sheikh (TBA)



Citystars  
Kattameya (TBA)



Citystars  
Al Sahel (TBA)



Citystars  
Abu Soma (TBA)



Raffles  
Jeddah (TBA)



Orient Express  
DGDA (TBA)



Raffles  
DGDA (TBA)



# OUR LATEST OPENINGS

A photograph of a beachside lounge area at dusk or night. In the foreground, there's a wooden structure with a thatched roof, surrounded by several low, round, light-colored stools. The lounge area is set on a sandy beach. In the background, a large Ferris wheel is visible against a dark sky, and a city skyline with illuminated buildings is across the water.

# KUURU

Jeddah, KSA

Open

Interior Design, Concept  
Development, Foodservice Design



Forsite Creative was appointed the task of taking an existing restaurant, previously only Toki, which was underutilized, underperforming, and re-strategizing as well as designing its renovation and repositioning. The research lead to show that the previous space for Toki was too large and should be split into 2 spaces/concepts however the name of Toki in the market as a high end Chinese restaurant was still prominent hence could be salvaged. We did this without hindering the BOH or any major civil work or MEP works.



# TAMOKA

Dubai, UAE

Open

Interior Design, Concept  
Development, Branding &  
Graphics Foodservice Design



Forsite Creative was appointed the task of repurposing, renovating, and repositioning of a somewhat outdated concept into a destination outlet, part of a 5\* Hotel in the dynamic beach of JBR.

This resulted in the development of *Tamoka*, a Caribbean-inspired beach restaurant. Forsite Creative was involved in the A-Z development of this restaurant, including the concept, interiors, kitchen design and branding.



# CAÑA BY TAMOKA

Dubai, UAE

Open

Interior Design, Concept Development, Branding & Graphics Foodservice Design



The concept Caña was an add-on concept to the main restaurant Tamoka, and was inspired by a Latin-American beach shack.

The idea behind Caña was to create a distinct Latin-American beach bar, with a specific focus on rum-based and Latin-inspired cocktails.



# BELGRAVIAN

Al Khobar,  
KSA

Open

Interior Design, Concept  
Development, Branding &  
Graphics



Forsite Creative was asked to support with the interior design, concept development and branding of three signature restaurants in a state-of-the-art restaurant complex in Al Khobar, Saudi Arabia.

Belgravian is an all-day dining destination embodying the sophistication of London's Belgravia, and has been inspired by the culinary excellence of the Grand Cafés of France.



# HELLENIKA

Al Khobar,  
KSA

Open

Interior Design, Concept  
Development, Branding &  
Graphics



Forsite Creative was asked to support with the interior design, concept development and branding of three signature restaurants in a state-of-the-art restaurant complex in Al Khobar, Saudi Arabia.

Hellenika is a refined upscale dining destination, inspired by Greek culture, architecture & Mediterranean gastronomy.



# NOZOMI

Al Khobar,  
KSA

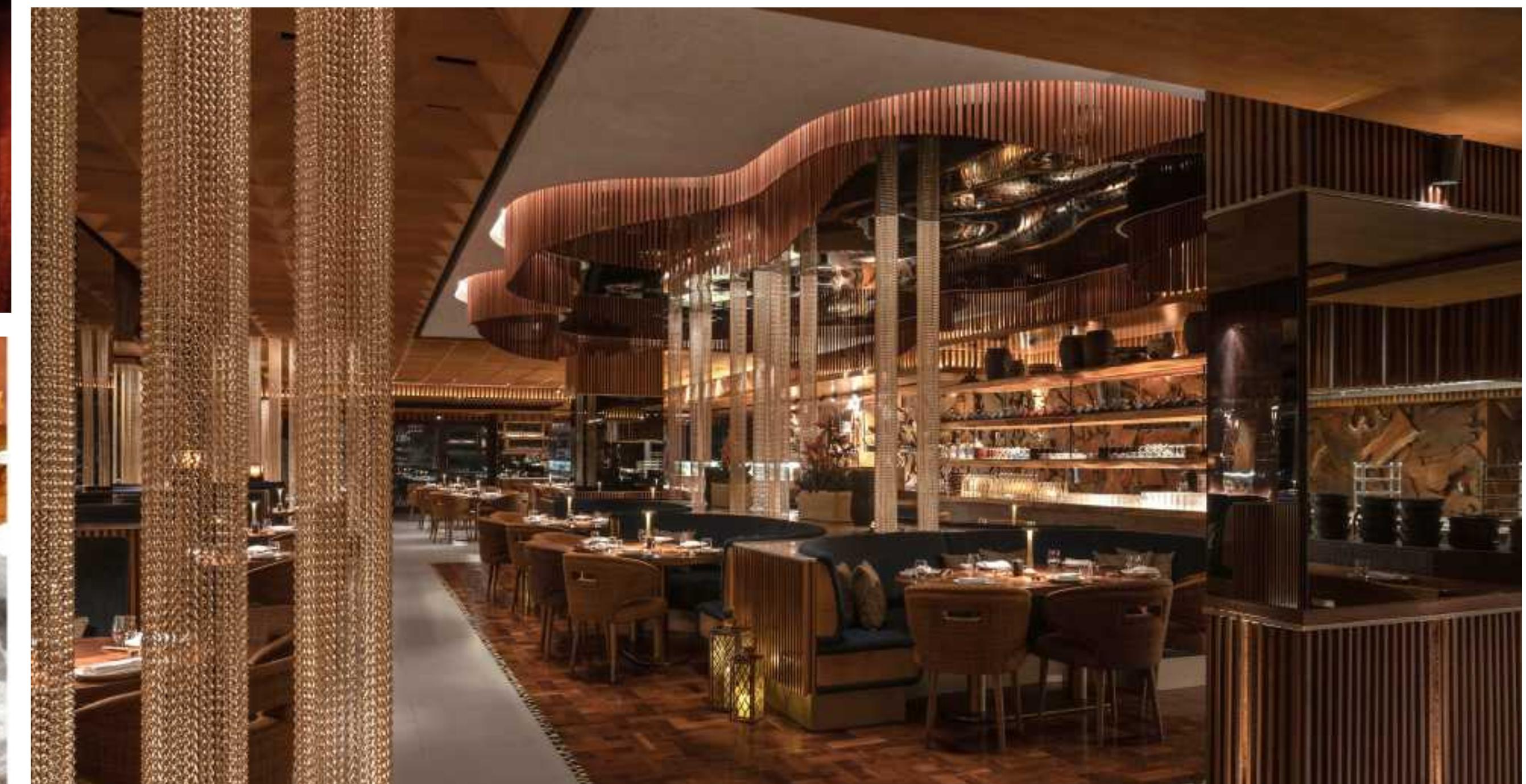
Open

Interior Design, Foodservice  
Design



Forsite Creative was asked to support with the interior design, concept development and branding of three signature restaurants in a state-of-the-art restaurant complex in Al Khobar, Saudi Arabia.

Nozomi is a Saudi restaurant brand with multiple locations in Saudi Arabia, renowned for its contemporary Japanese cuisine. FC designed its location in Al Khobar, which has been shortlisted for the Restaurant & Bar Design Awards.



# KYMA BEACH CLUB

Dubai, UAE

Open

Interior Design, Concept  
Development, Foodservice Design,  
Branding & Graphics



# TOKI

Jeddah, KSA

Open

Interior Design, Concept Enhancements



Toki is an established restaurant in the upscale dining scene of Jeddah, appreciated for its contemporary Chinese cuisine. Forsite Creative was involved in the re-design of the restaurant, as well as a number of conceptual enhancements, including the selection of new operating equipment.



# FAIRMONT FUJAIRAH

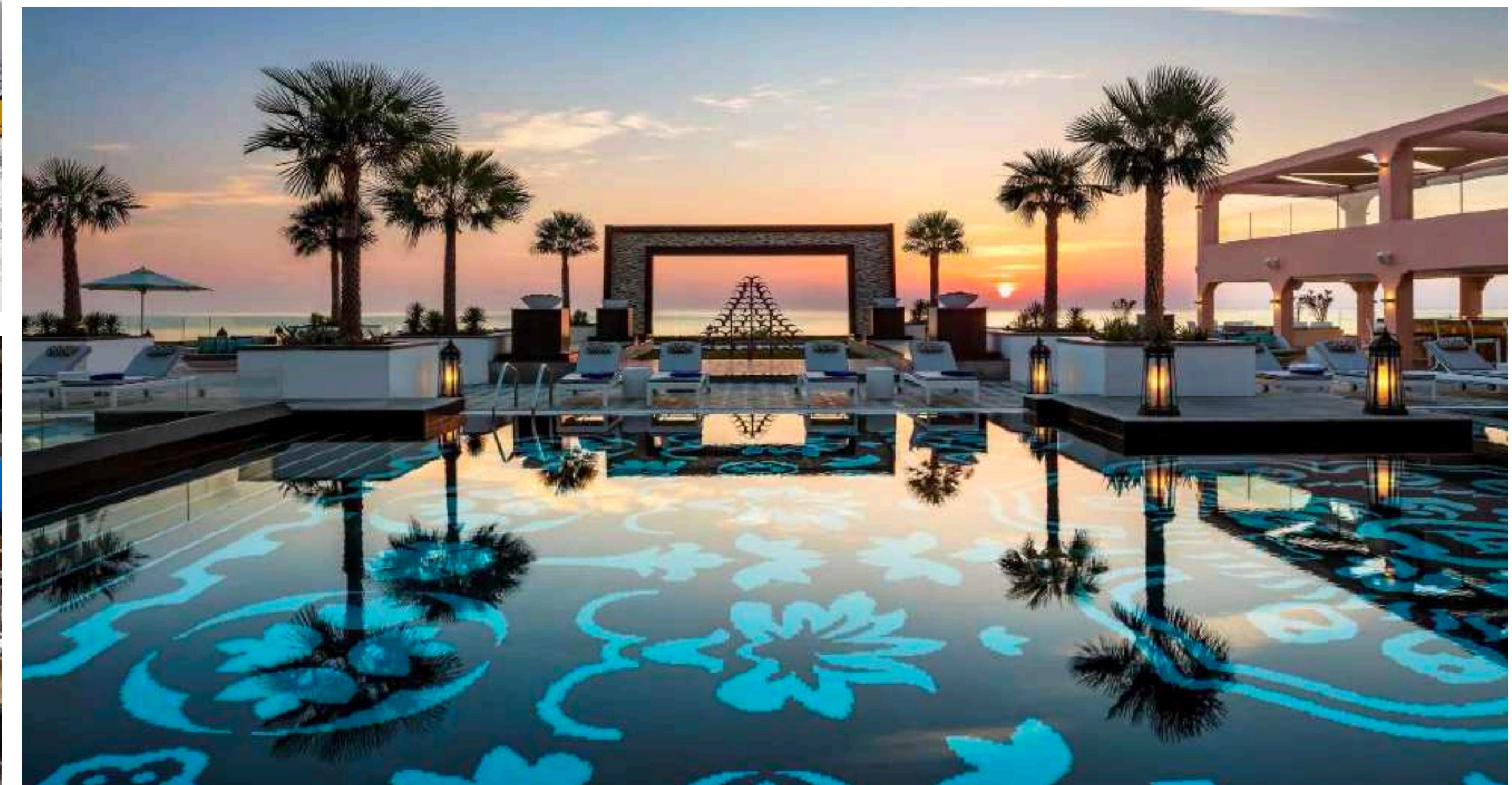
Fujairah, UAE

Open

Branding & F&B Concepts



Forsite Creative developed the concept and branding as well as operational support for the F&B outlets in this hotel.



# BURJ AL HAMAM BISTRO

Riyadh, KSA

Open

Interior Design



Forsite Creative updated and uplifted the design of a casual Lebanese brand in Riyadh as well as supported continuously with their latest two openings; Bistro Riyadh Front and Bistro Dhabab.





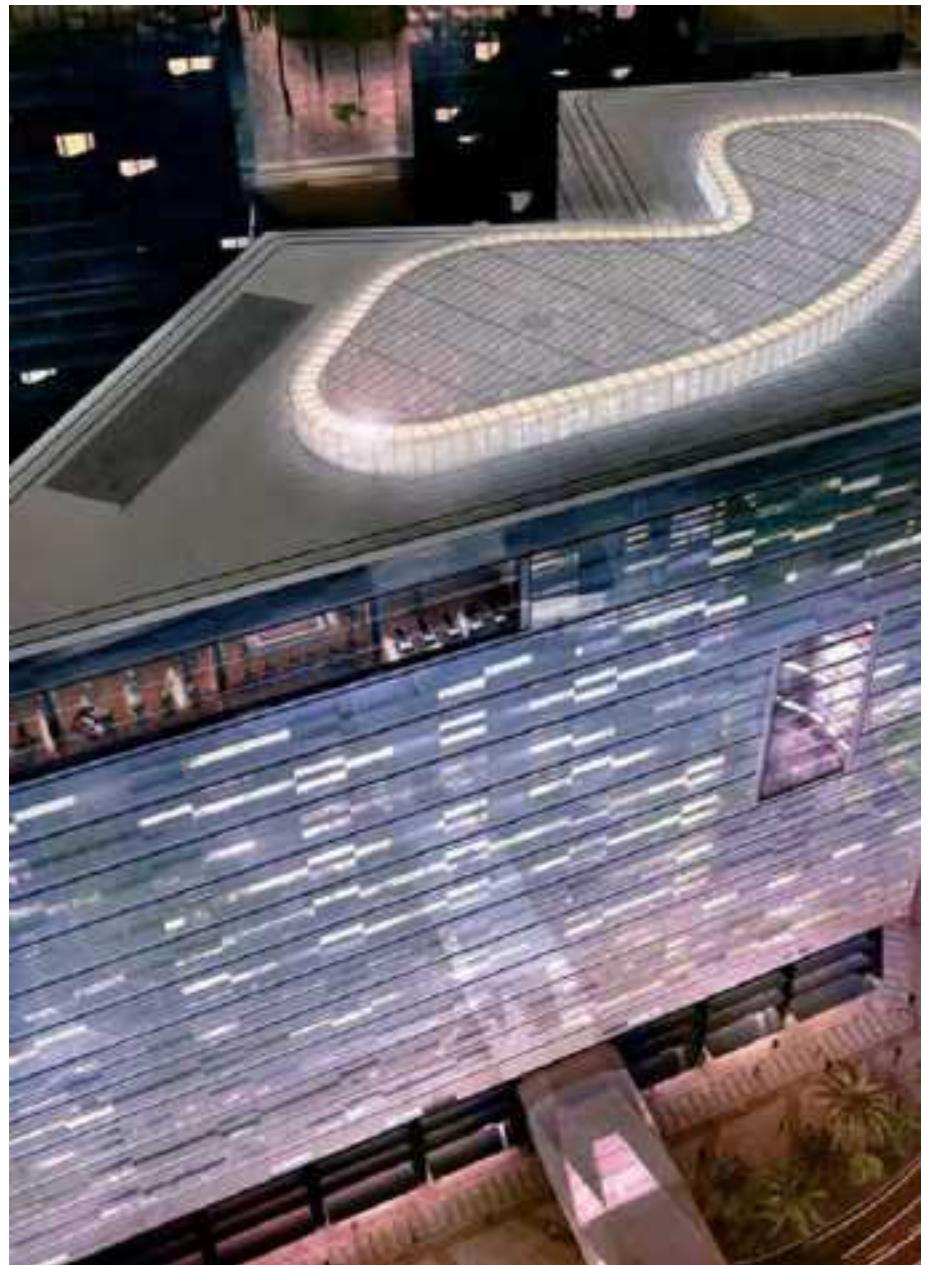
# LATEST STRATEGY WORK

# KAFD

Riyadh, KSA

# Under Development

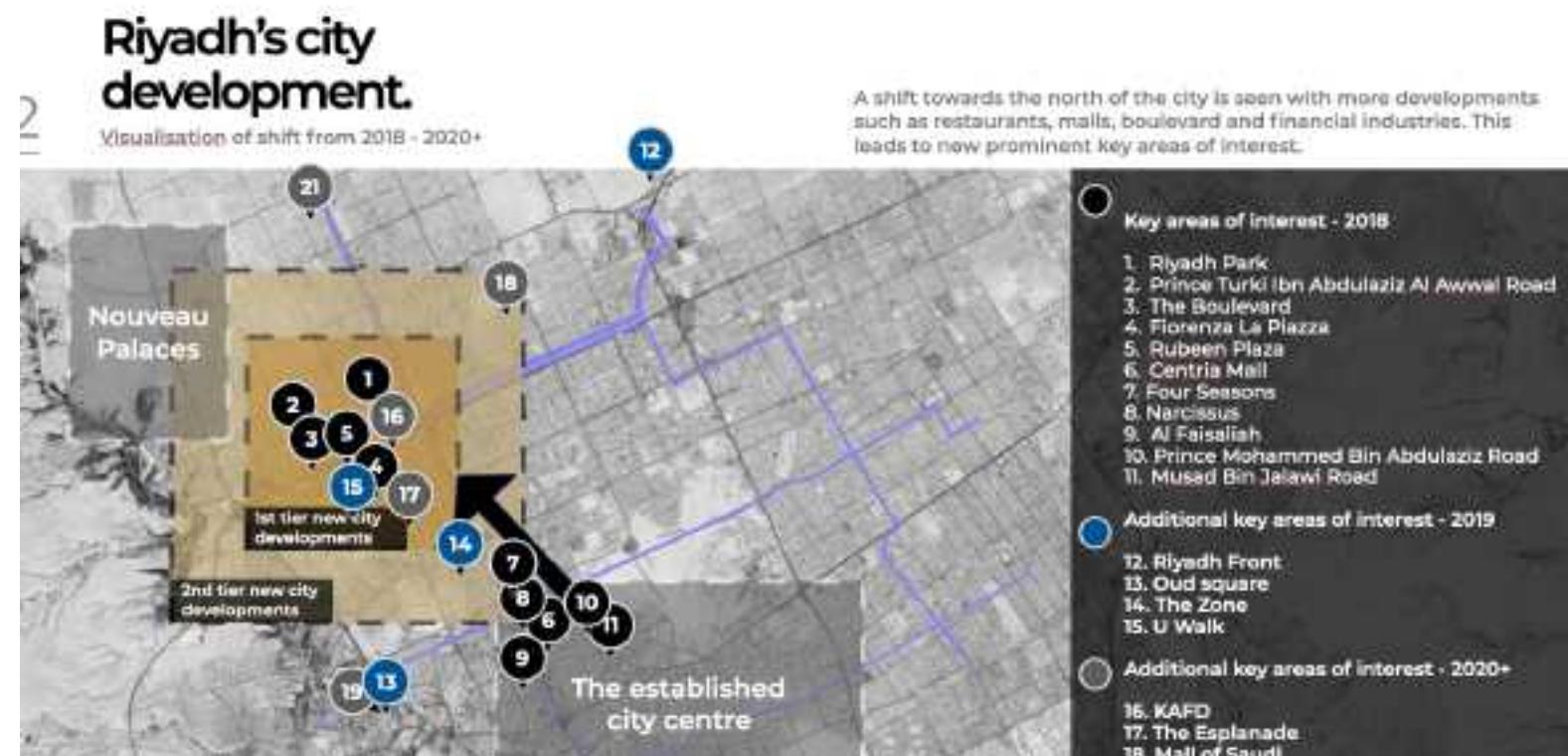
Market Research, F&B Strategy,  
Concept Development Master  
plan, Feasibility Study, Interior  
Design, Branding & Graphics



Forsite Creative (FC) was brought in as the F&B specialist to lead the development of the Master F&B strategy and its implementation for all the hotels planned in the current phase of KAFD. Our approach started by providing national and international market research followed by a clearly defined strategy. For most of the F&B outlets, FC developed the concepts entirely, including branding, operational planning, interior design (for one hotel) and kitchen design. For some others, FC shortlisted high potential brands and operators that would be placed as tenants for key spaces.



KAFD  
کالج الاماراتی



# WHITE BEACH ATLANTIS

Dubai, UAE

Under  
planning

Market Research, F&B Strategy,  
Masterplan



**THE BACK-UP: FINANCIAL ANALYSIS**

The analysis has highlighted that the performance of the other beach clubs is better than White Beach, which is due to the higher and better resources that the other clubs have.

**INTERNAL FINDINGS**

As part of the research, we conducted interviews with all relevant parties involved, including:

- Marketing department
- Finance department
- Operational department
- Resorts management
- Guests
- Advisors

The results of the interviews & target further insights into the current situation of White Beach. We calculated the various options and how often they were mentioned.

The common words commonly mentioned are highlighted to the right.

**THE BACK-UP: EXTERNAL ANALYSIS**

The conclusions from this research study have been based on an intensive external analysis. For more detailed information on our market findings and the material that has led us to develop the following conclusions, please refer to the appendices of this report.

Research on 10 noteworthy beach-clubs in Dubai



## THE CABANA EXPERIENCE

The new cabanas will offer a unique beach club experience and use the curved morphology of White Beach.

Three regular size cabanas (up to 8 people) or one larger cabana for up to 12 guests will feature private pools, private covered and outside seating, as well as unique features such as built-in tables.

These cabanas will be the most premium sunbed system within the beach and should be according to the viscosity effect.



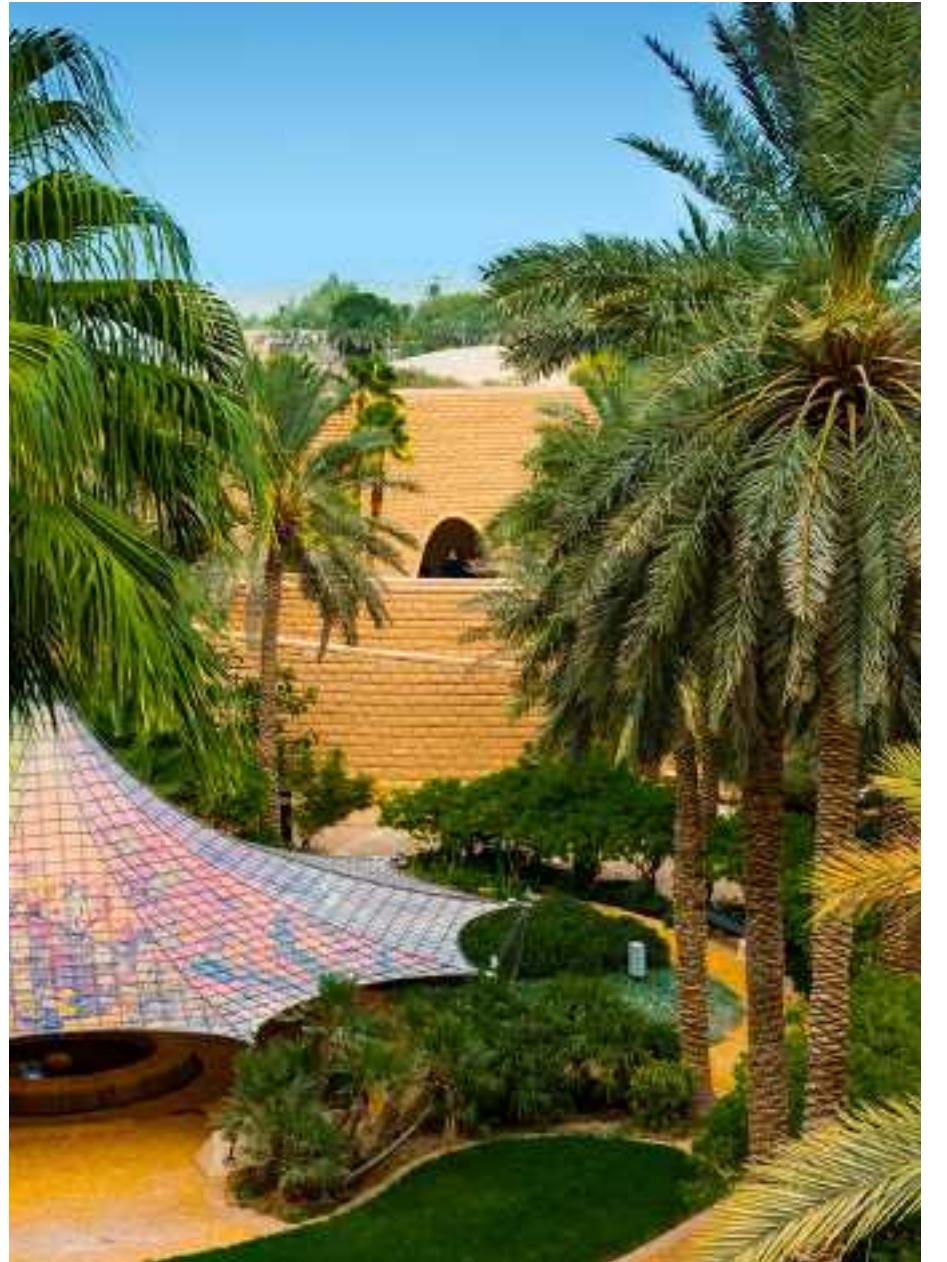
Forsite Creative was approached by Atlantis to conduct an independent consultancy and advisory study on White Beach. This study involved internal analysis, to study the latest state of affairs at White Beach, as well as an external analysis, to outline the competitive landscape, trade area, and international benchmark.

# BOUTIQUE GROUP

KSA

Under  
Development

Market Research, F&B Strategy,  
Brand/Concept Shortlisting,  
Branding



**SAMPLE GUEST EXPERIENCE AT AL HAMRA**

The following overview provides a holistic culinary journey at Al Hamra before, during and after the guest's stay. It should give an idea of the culinary experiences and level of foods that guests will enjoy whilst staying in a Boutique Collection property.

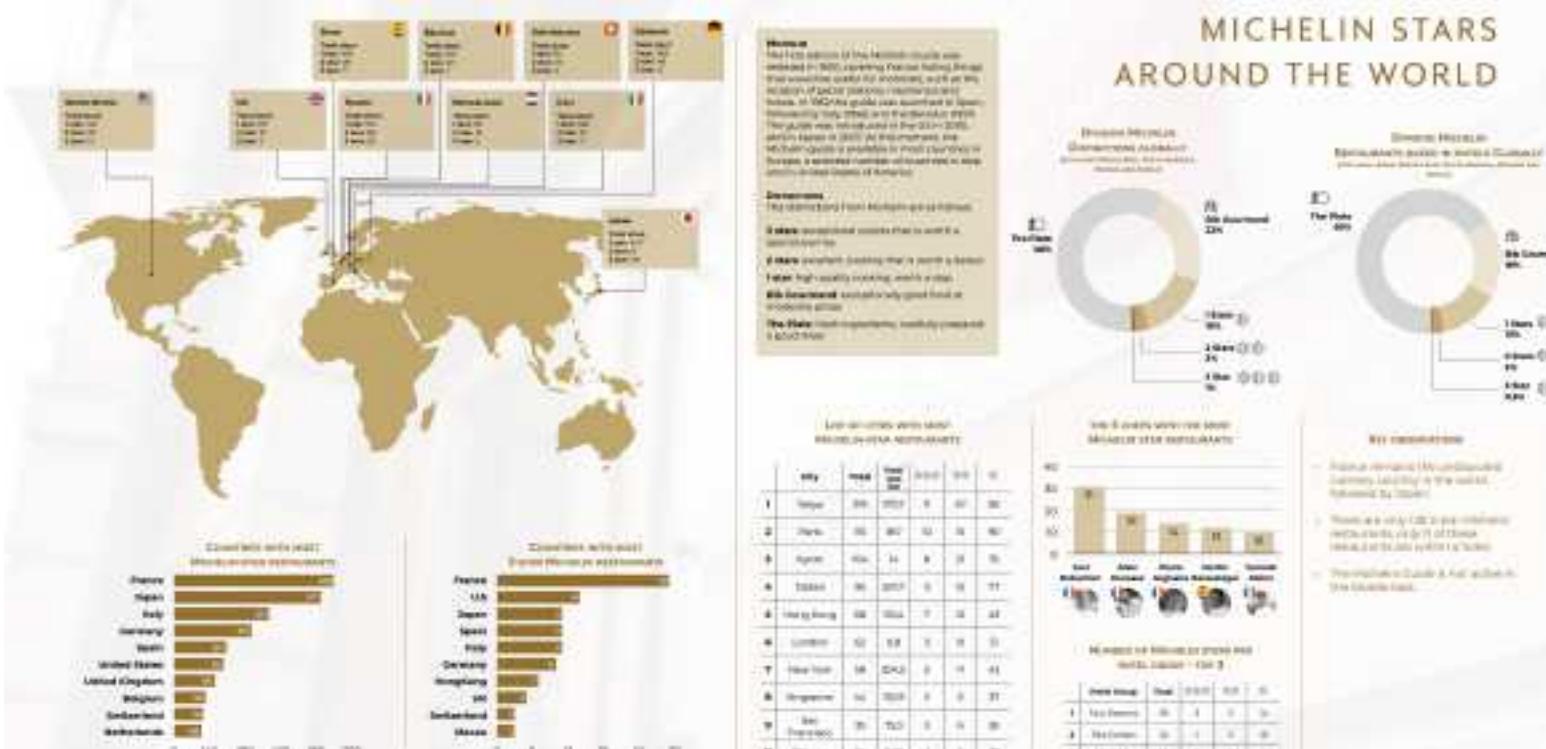
**THE BOUTIQUE COLLECTION EXPERIENCES**

**THE ROYAL TRANSFER**  
The Royal Transfer Experience consists of a series of exclusive experiences that are offered on an unparalleled basis. This includes a helicopter transfer to the property, a private jet and a helicopter experience.

**THE ARRIVAL RITUAL**  
A great deal of attention is given to the arrival of guests to Al Hamra. Guests are welcomed by a team of highly trained staff members who are experienced in providing the highest level of service. They will be assisted by personalizing and tailoring the food and beverage components of the service to each guest's individual needs and preferences.



**BOUTIQUE**  
GROUP



# BEACH RESORT & CLUB

Dubai, UAE

Under  
Development

Market Research, F&B Strategy,  
Concept Development Master  
plan, Feasibility Study



Findings from international research

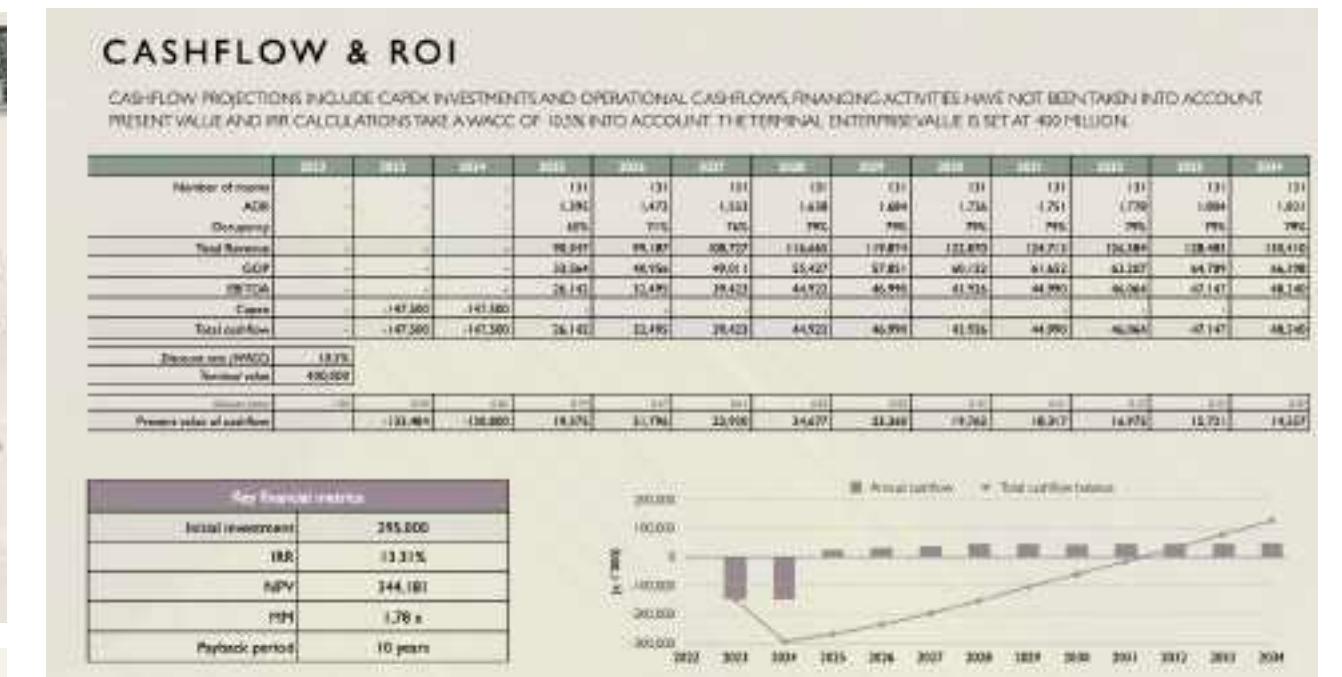
**THE HOTEL BUILDING**

The main hotel building is an iconic, iconic style, designed in a traditional, style, taking inspiration from Tahiti, the Maldives and other tropical destinations. It is built in such a way that heights are maximized, allowing views over the botanical as well as the surrounding.

**THE MAIN UNIQUE SELLING PILLARS**

- 1. NATURAL RESOURCES
- 2. THE DESIGN APPROACH
- 3. LIFE CYCLE DESIGN, SUSTAINABILITY & PROGRAMMING
- 4. TECHNICAL & OPERATIONAL

These USPs, but more importantly, the combination of these USPs, are unique in the UAE and will give the property a competitive edge, offering something that is so far unavailable in the market.



Forsite Creative has been involved as an F&B and hospitality specialist in the development of a Market Research Study, Strategy, Masterplan support, and Feasibility Study for this Beach resort and Beach Club in an island in the UAE.

Next stages include design development, F&B concept development, Branding and Kitchen and Laundry Design.



**THE BEACH CLUB**

Designed in a chic boho style, the beach club is positioned as the signature restaurant of the island, attracting both hotel guests as well as external guests.

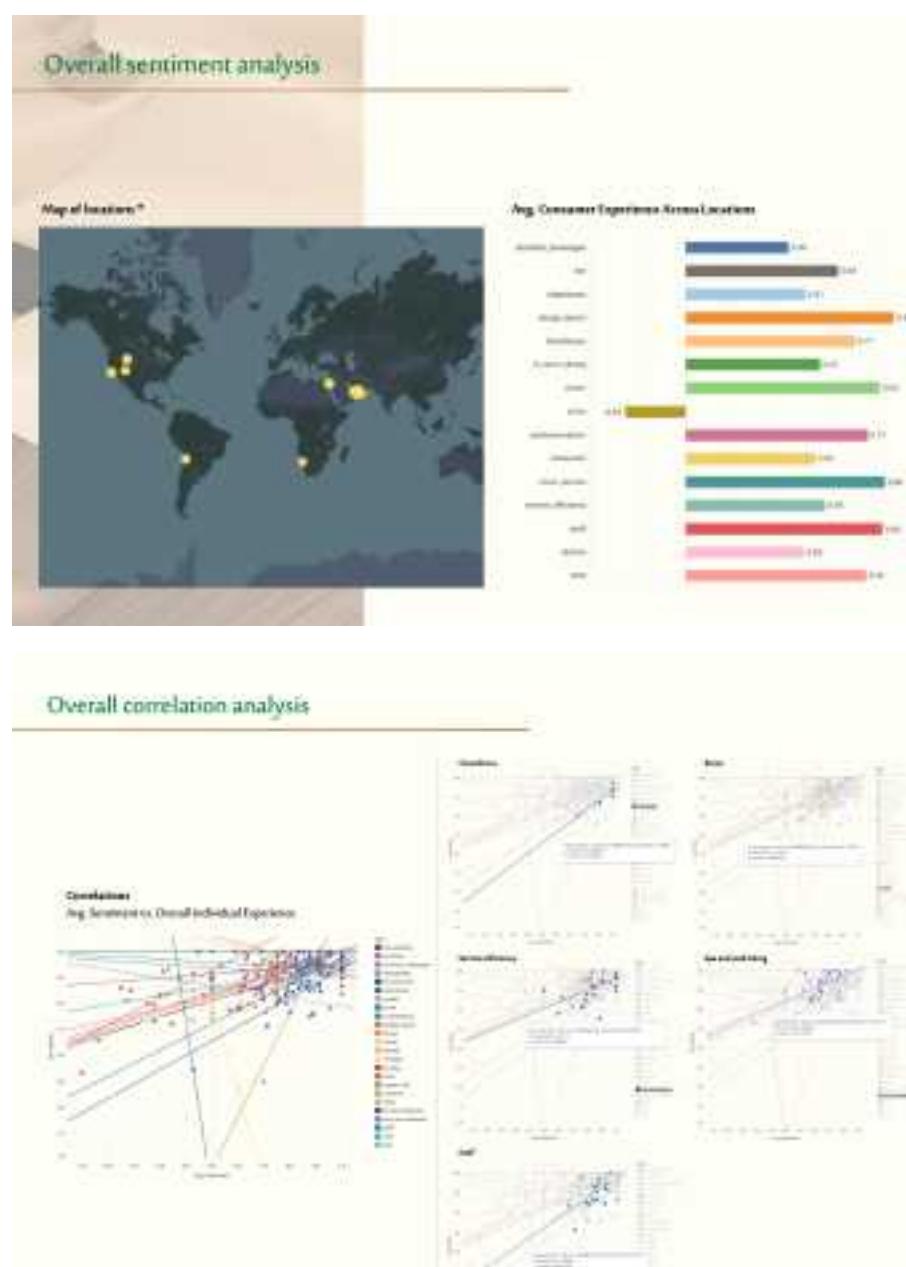
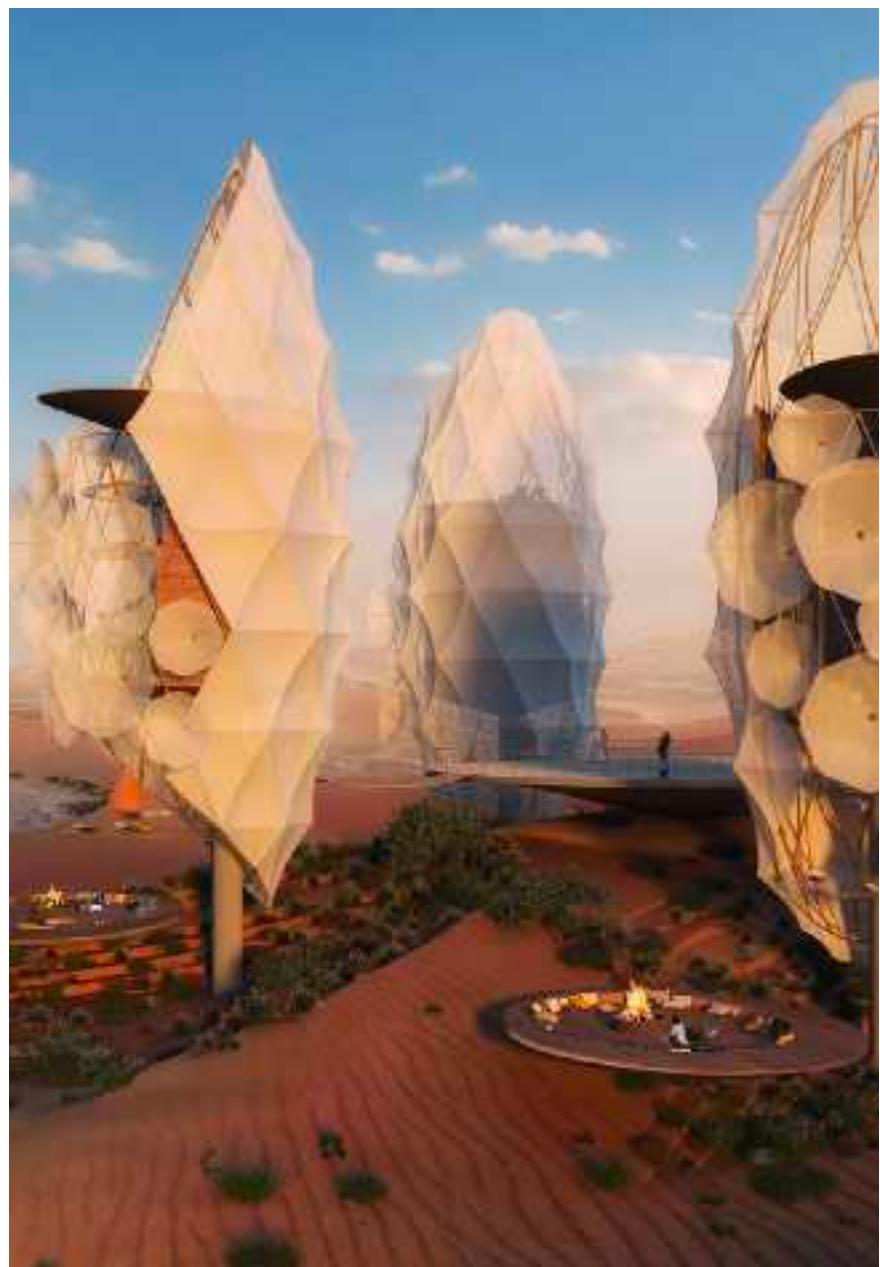
The Beach Club will have a casual upbeat setting and offers a vibrant dining experience, with wonderful views over the canal and the lagoon pool.

# DESERT RESORT

Rub' Al Khali,  
KSA

# Under Development

Market Research, F&B Strategy,  
Concept Development Master  
plan, Feasibility Study

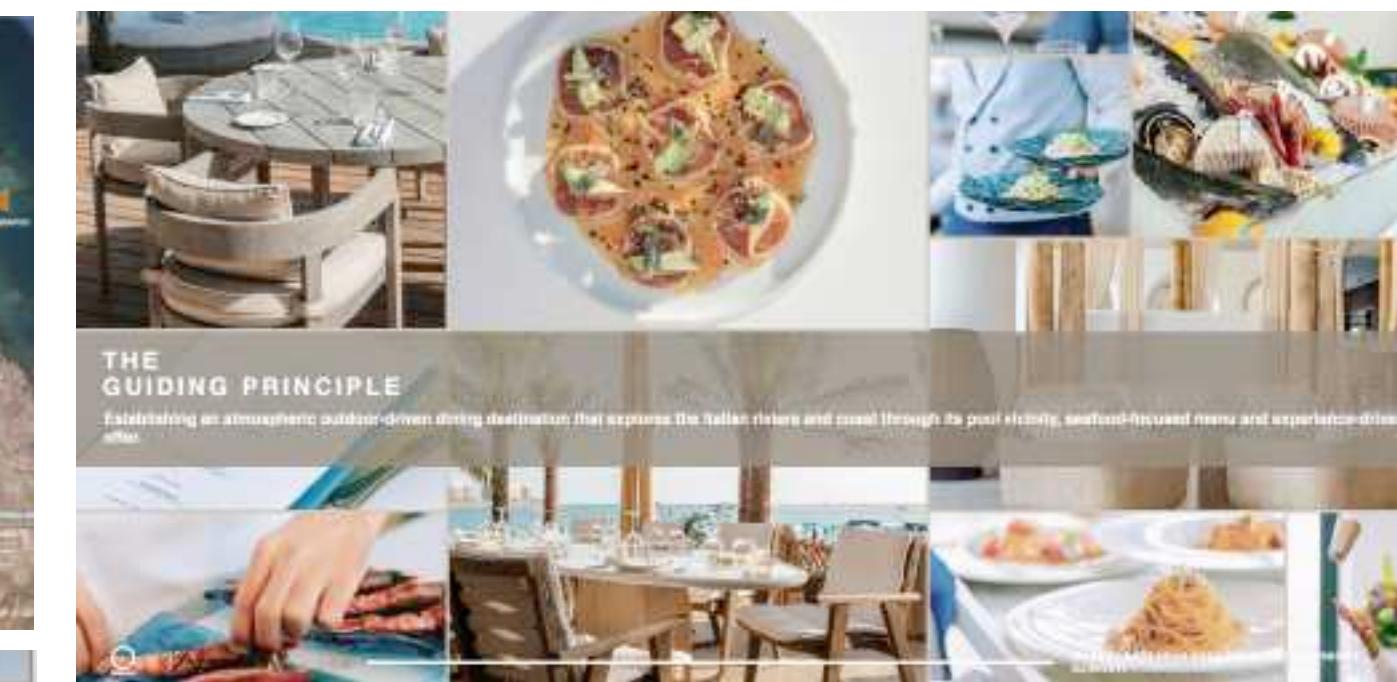


# FAIRMONT DJIBOUTI

Djibouti  
City,  
Djibouti

Under  
Construction

Market Research, Concept  
Development, Branding &  
Graphics Foodservice Design



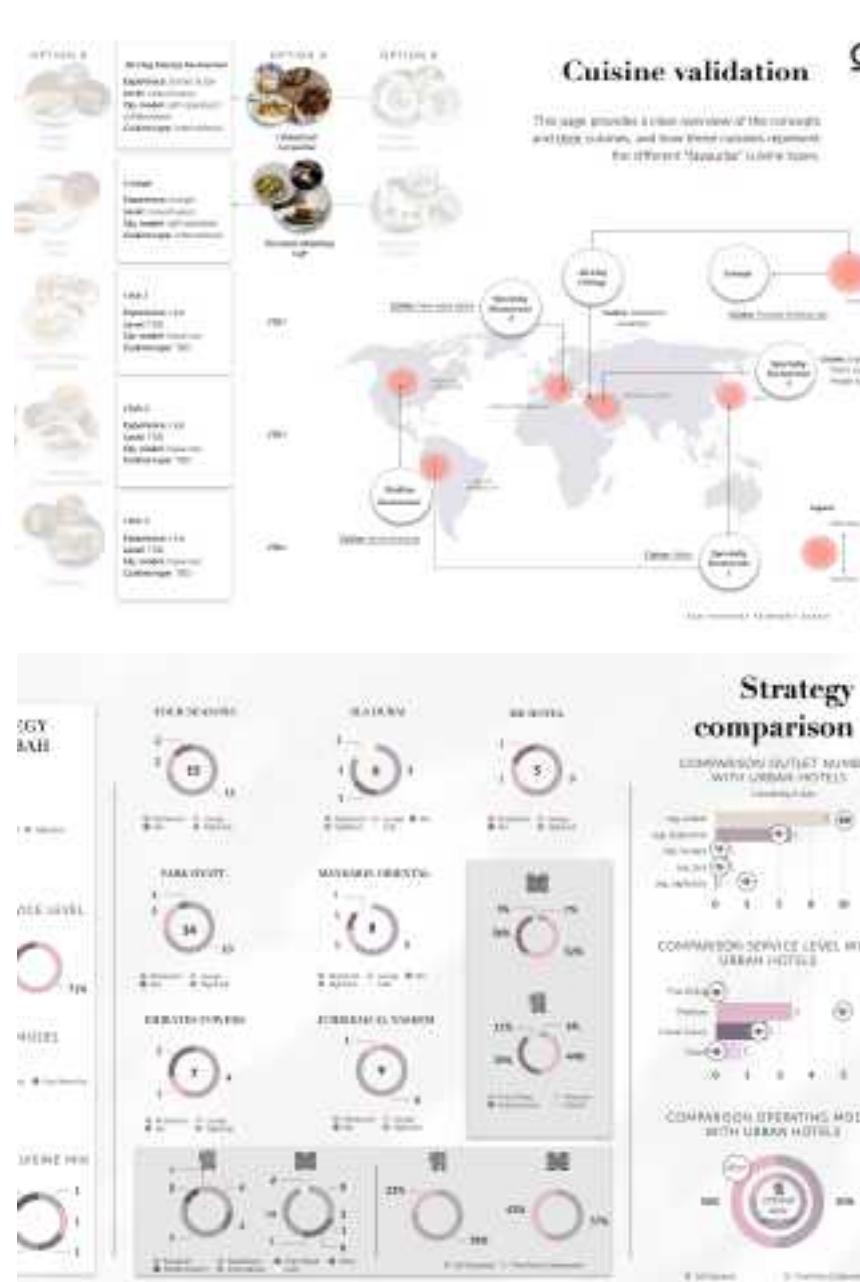
Forsite Creative has been involved in the execution of a market research study, the development of the F&B strategy, as well as the conceptualization and branding of all F&B outlets in a new Fairmont hotel in Djibouti.

# FAIRMONT SABAH

Dubai,  
UAE

Under  
Construction

Market Research, Concept  
Development, Branding &  
Graphics Foodservice Design



## External demand analysis

The demand analysis shows that Fairmont Sabah is located in close proximity to several affluent to very affluent demand neighborhoods in which the supply of restaurants, bars and clubs is relatively underdeveloped. Business Bay and Marina 100 seem to be the most attractive neighborhoods to target. Both neighborhoods are residential areas with similar F&B needs.

Marina 100 and Business Bay are the most promising capture neighborhoods for the property. Interestingly enough these two neighborhoods have similar characteristics and these neighborhoods frequently have smaller, more casual premium experiences. They are receptive to "homegrown" (Marina 100) and "upscale" (Business Bay) whilst seeking less "flashy" (Marina 100).

### RESEARCH APPROACH

To thoroughly explore the demand market in Dubai and conclude which neighborhoods demand that the most, Forsite Creative has reviewed the following parameters:

- The residential population
- The average disposable income per household
- The concentration of five star hotel rooms
- In total area, to understand where the affluent tourists are staying
- Calculating the readiness to travel for the demand of each neighborhood with Fairmont Sabah

By means of a rating system, F&B is able to give each neighborhood a score on the above mentioned factors.

For the extensive research on the demand analysis please refer to the Annex document Chapter 4 "The Demand Analysis".



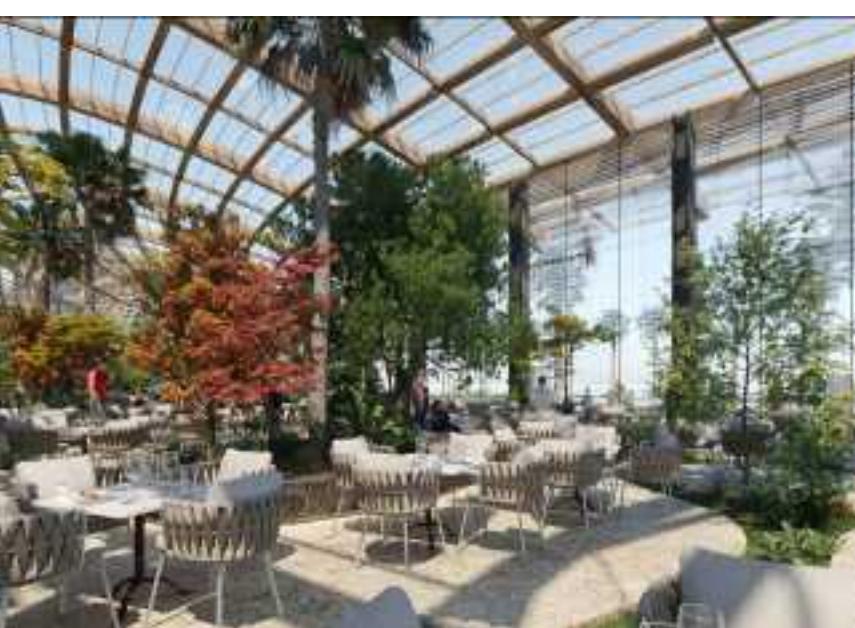
Forsite Creative has been involved in the execution of a market research study, the development of the F&B strategy, as well as the conceptualization and branding of all F&B outlets in a new Fairmont hotel in Dubai.

# ITALIAN

KSA

Under  
Development

Market Research, F&B Strategy,  
Concept Development Master  
plan, Feasibility Study



## Jeddah's Italian Scene

There are great layers of Italian cuisine, given the many Italian restaurants in the Kingdom, and in Jeddah, this is no different. The popular definitions are those that are casual, comfortable and accessible.

Upon international brands such as Cicchetti (and soon Capri) are entering a higher spending market, and cannot necessarily be labelled as accessible.

Despite the abundance of Italian restaurants in Jeddah, FC believes that the Italian market in Jeddah is currently not oversaturated. As it stands, FC believes that the current market shows a strong dominance of (cheaper) casual restaurants, but can easily increase this position with the high-end Casual Italian restaurants that can more conveniently be found in Europe and the US.

It is exactly here, where FC believes there is an opportunity to differentiate, by seeking a position in the market that is of similar price level, while exceeding the competitor by offering more quality terms of design, food, beverage and the overall experience.



Forsite Creative has been involved in the development of a new Italian restaurant brand.

FC has been requested to execute a detailed market research study, and advice on the strategy and conceptualization of this new brand, that will have a first location in Jeddah.

DGDA

Orient Express Hotel &amp; Raffles Hotel

KSA

Under  
DevelopmentMarket Research, F&B Strategy,  
Concept Development Master  
plan, Feasibility Study

Reference Kitchen Design Slide



Forsite Creative has been involved as an F&B and hospitality specialist in the development of a Market Research Study, Strategy, Masterplan support, and the Conceptualization of two properties in Diriyah Gate, Saudi Arabia.

# BURJ RAMLA

Jeddah, KSA

*Under  
Development*

Market Research, F&B Strategy,  
Operational Model, Feasibility  
Study, Brand/Concept Shortlisting



The development consists of 5\* serviced hotel apartments in addition to a standalone F&B cluster. Forsite Creative developed a clear F&B strategy and shortlisted a tenant mix based on a detailed market study. To support the tenant mix, FC developed an operational plan (adjusting the master plan) and prepared detailed feasibility studies for different scenarios.





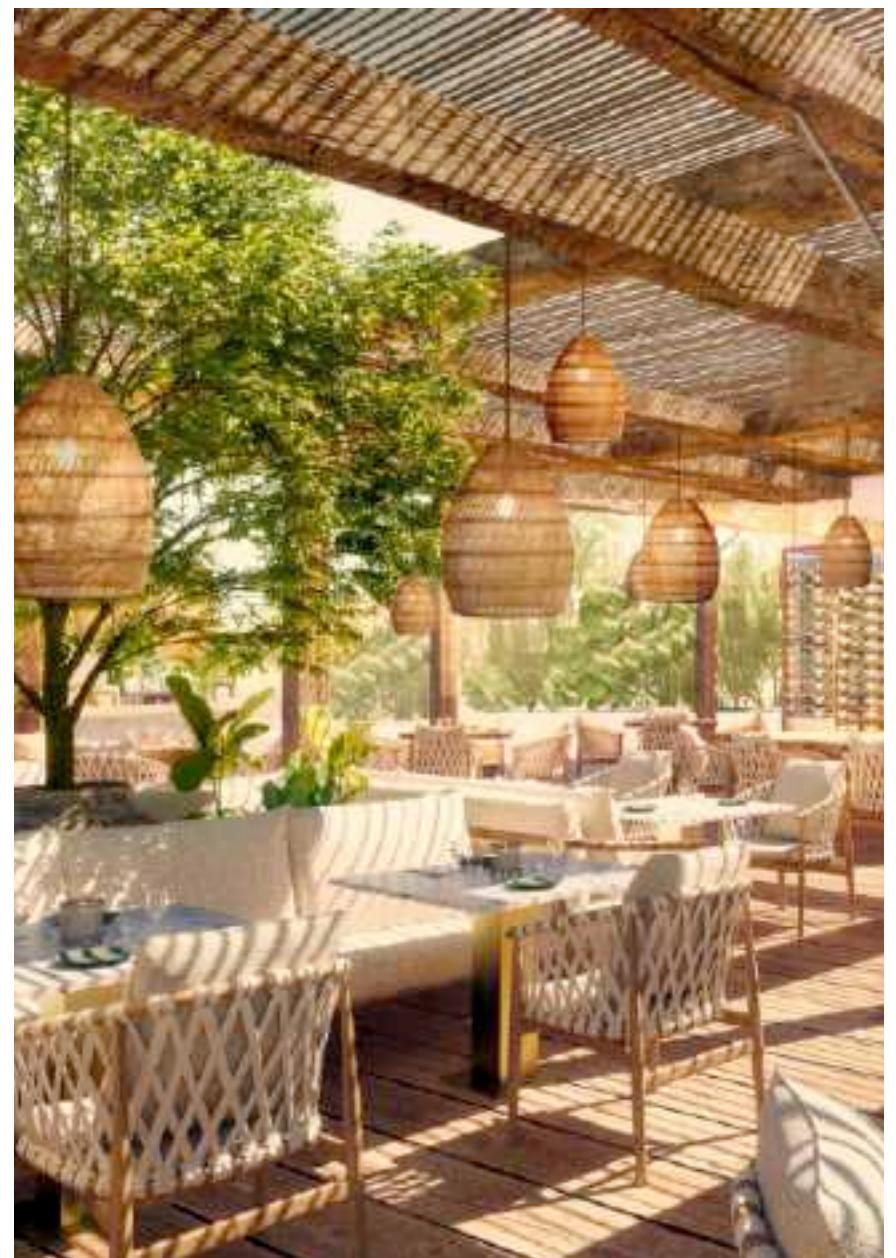
UNDER  
DEVELOPMENT

# BEACH CLUB

Sardinia,  
ITALY

Under  
Construction

Interior Design, Concept  
Development, Branding &  
Graphics Foodservice Design



Forsite was appointed for the development of a 2,000 sqm beach club in the upcoming island of Sardinia, Italy. The scope included business planning (and financial), operational strategy, master planning (including landscape design subcontracted), interior design, kitchen design, branding and concept development. This venue boasts a retail component, a private pool, a VIP roof-deck, a vegetable garden and BBQ area, a family space, floating pontoons, a pop-up spa and much more...

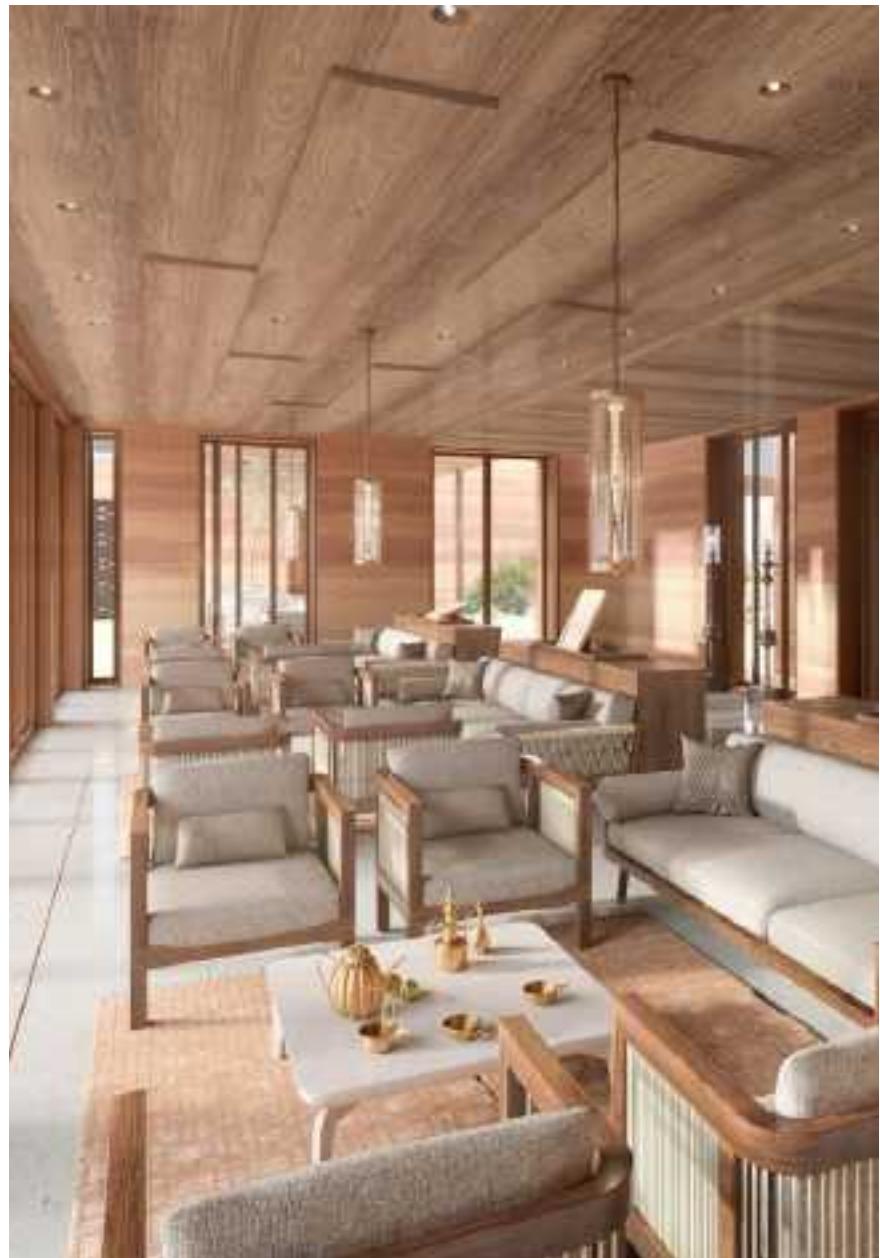


# HARRAT

Al Ula, KSA

Under  
Construction

Interior Design Concept  
Development, Branding &  
Graphics



Forsite Creative has been involved in the renovation of a signature restaurant of a Banyan Tree in Al Ula, KSA.

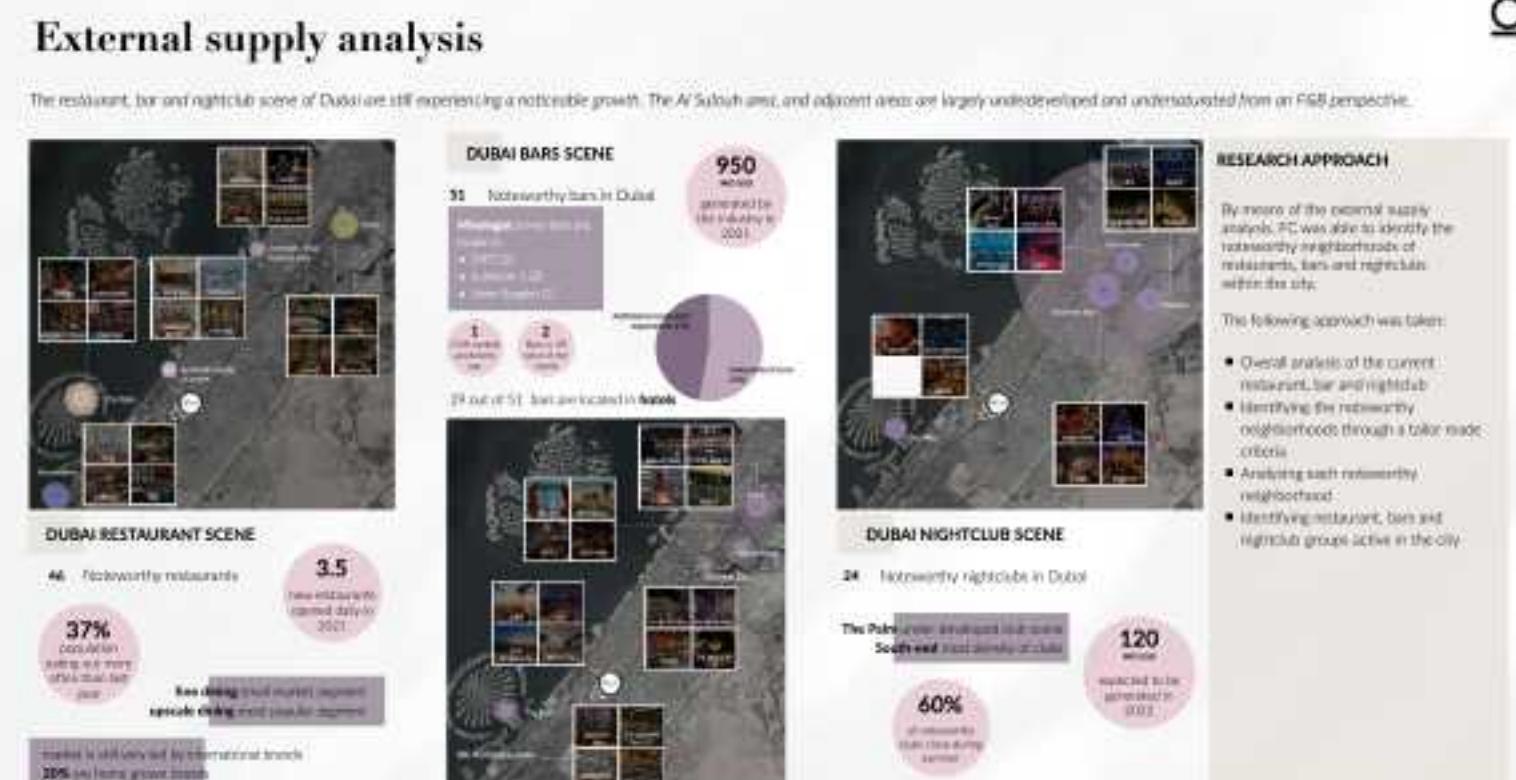
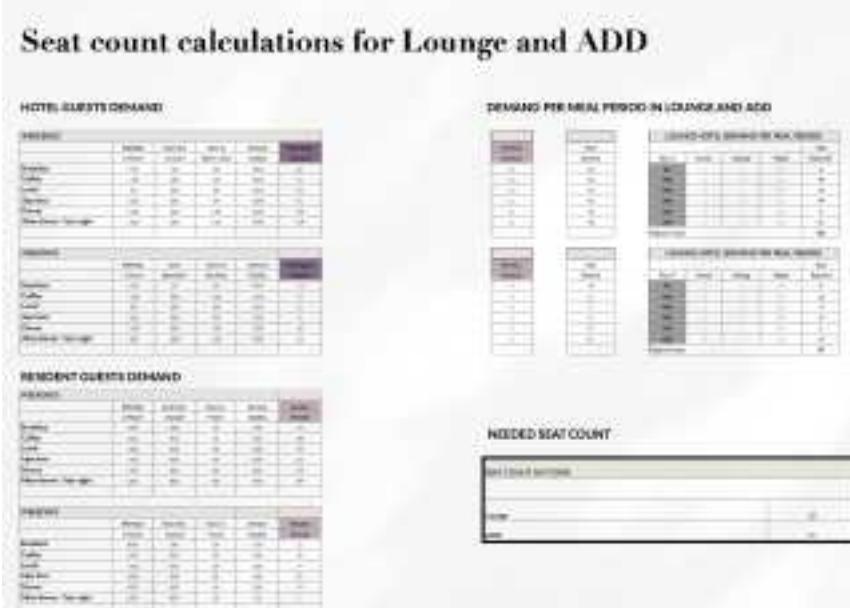
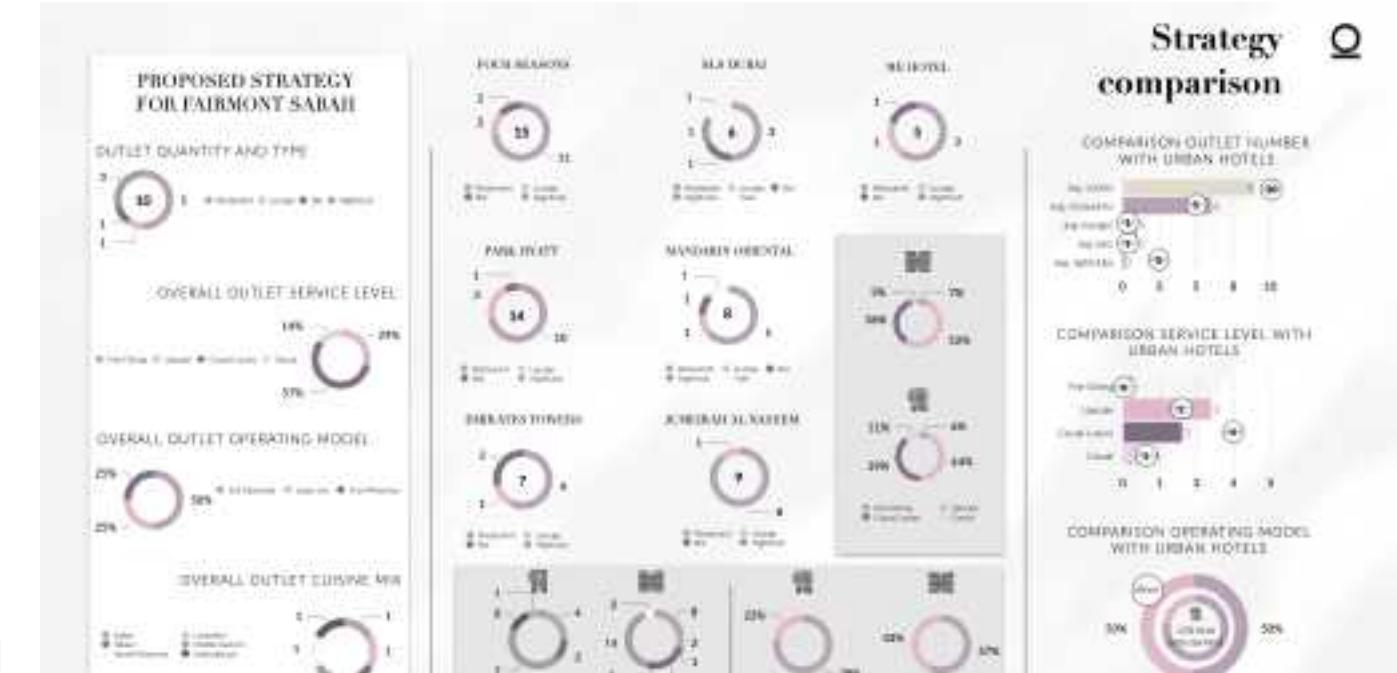
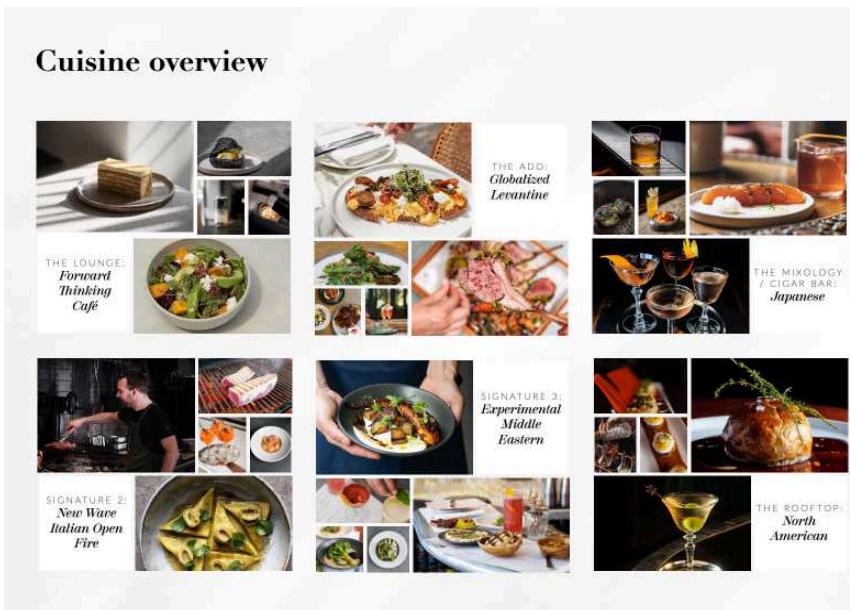
FC has been requested to update the concept, and create a new brand identity for the restaurant Harrat, inspired by the volcanic plateaus.

# FAIRMONT SABAH

Dubai, UAE

Under Construction

Market Research, Interior Design, Foodservice Design, Concept Development, Branding & Graphics Foodservice Design



# ROBERTO'S

Muscat & Doha

Under Construction

Interior Design, Foodservice Design



Roberto's is an upscale Italian restaurant concept developed by Skelmore group in Dubai.

They contracted Forsite Creative to help expand Roberto's reach into both Qatar and Muscat as lead designers for both the interior and kitchen designs. Though the brand is well established in the UAE, the design development needed to be adjusted to meet the requirements of the new markets they are entering.

# MEEZ HOUSE

Riyadh, KSA

Under  
Construction

Interior Design



Forsite Creative was engaged to help tweak the already successful Meez Street concept of Jeddah into the more competitive market of Riyadh.

Contracted to design and develop a new interior identity for the new location, Forsite stayed true to the brand's DNA while elevating the standard to ensure it can meet the requirements of the capital city.



# NOZOMI

Riyadh, KSA

Under  
Construction

Interior Design, Foodservice  
Design



Nozomi is originated out of the UK as a high end Japanese restaurant brand that has since opened multiple locations in the GCC, renowned for its contemporary Japanese cuisine.

Forsite Creative has been engaged as the brand's principal interior and kitchen designer, and worked on the designs of numerous of its concepts across Saudi Arabia.



# BRASSERIE

Jeddah, KSA

Under  
Construction

Interior Design, Concept  
Development, Foodservice Design



Forsite Creative has been engaged in the interior design, kitchen design, as well as the conceptualization and branding of a new luxury New York Brasserie.

Not only was the concept and interiors addressed but the architectural concept and exterior design was also fully developed in house.

# KUURU

Riyadh, KSA

Under  
Construction

Interior Design, Concept  
Development, Foodservice Design



After the immense success of Kuuru Jeddah, Leylaty group opted to take the concept to the capital city of Riyadh.

Forsite Creative were appointed to develop the interior design, kitchen design, and conceptual enhancements for the new flagship location.



# THE BOSTONIAN

Kuwait City,  
KUWAIT

Under  
Construction

Interior Design, Concept  
Development, Foodservice Design,  
Branding & Graphics



The Intercontinental Hotel in Riyadh tasked Forsite Creative with the challenging task of creating a transitional concept from all day dining for breakfast to signature steak restaurant for lunch and dinner.



# LATIN RESTAURANT

Riyadh, KSA

*Under  
Construction*

Interior Design, Concept  
Development, Food Service  
Design



KADF along with Marriott contracted Forsite Creative to strategize and create the latin concept for their new hotel outlet and carry out both the interior design and kitchen designs for the space.



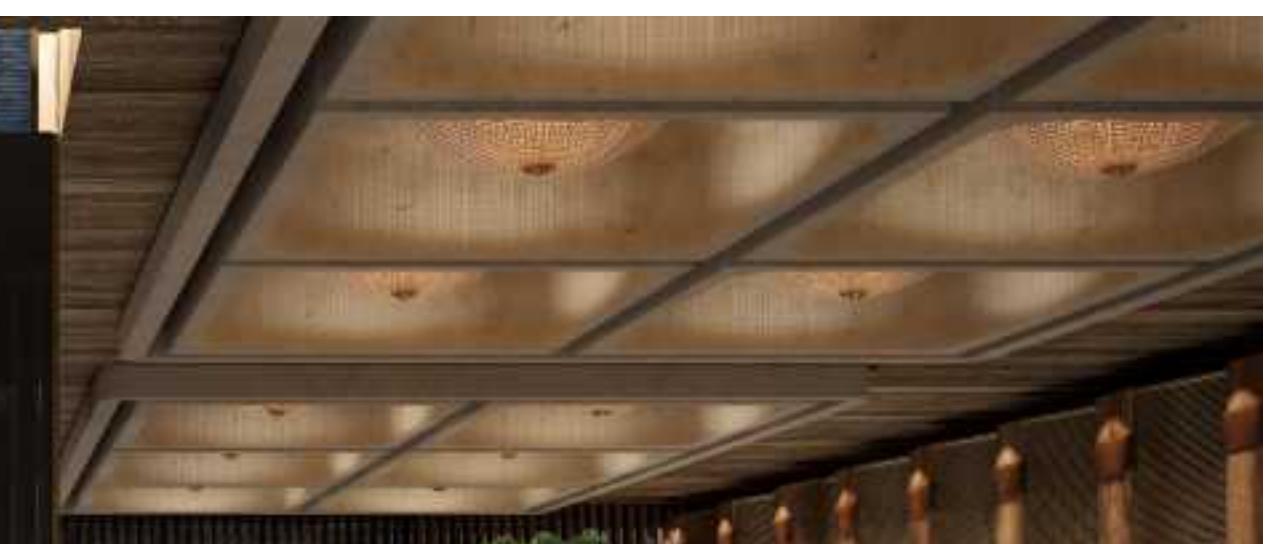
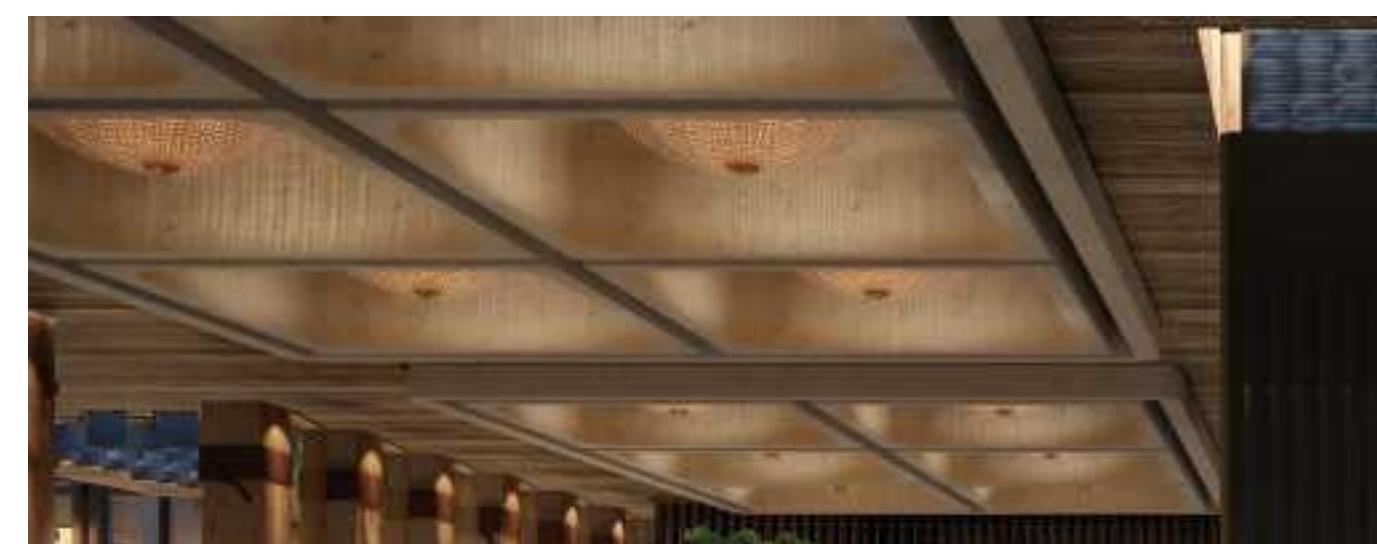
## JAPANESE

Riyadh, KSA

Under  
ConstructionInterior Design, Concept  
Development, Foodservice Design

The client wanting to create a sub-brand to their already extremely successful high end Japanese concept contracted Forsite Creative to help meet the challenge.

Forsite worked on Interior design, kitchen design, branding identity development and concept enhancements completing the brief.



# DOSA

Riyadh, KSA

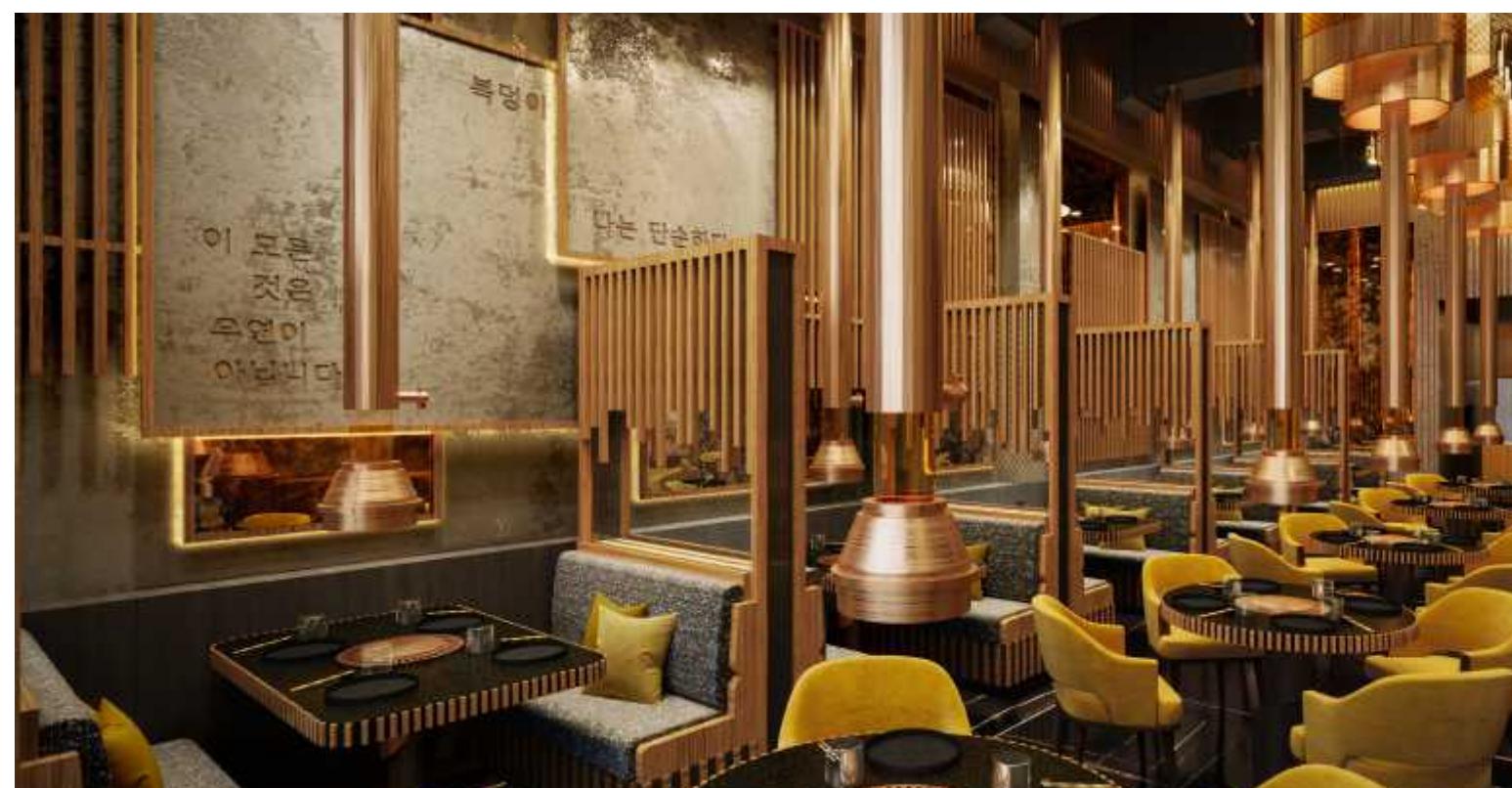
Under  
Construction

Interior Design, Foodservice  
Design



UHC had the ambition to create a premium casual Korean BBQ concept in Riyadh in partnership with Akira Back.

Forsite Creative was appointed to create the interior design and design identity along with full kitchen design services.



# WAKAME

Riyadh, KSA

Under  
Construction

Interior Design, Concept  
Development, Branding



Forsite Creative has been engaged for the redesign and re-branding of Wakame, a Saudi-based restaurant chain serving a Japanese cuisine. Forsite Creative was tasked to elevate the existent design palette, and was furthermore challenged to think of the re-branding of the brand, making it stand out in the premium casual Japanese restaurant scene. This involved the development of a new brand identity, new operational equipment and uniforms, as well as a new scent experience.

# STRATEGY

## RESEARCH

**COMPLETED**  
**Prince des Galles**, Paris - France  
**Boutique Group**, Corporate Culinary Strategy, KSA  
**Parasol**, Dubai - UAE  
**Luxury Collection**, Yerevan - Armenia  
**Moxy F&B program**, MEA Region  
**Protea F&B program**, MEA Region  
**W Hotel**, Riyadh - KSA  
**KAFD 5\* Hotels (3)**, Riyadh - KSA  
**Pullman**, Abidjan - Ivory Coast  
**Nox Management**, Kuwait  
**Ascot Hotel**, Riyadh - KSA  
**Italian Glasshouse**, Jeddah - KSA  
**Miral F&B strategy museum**, AD - UAE  
**Banyan Tree**, Riyadh - KSA  
**Orient Express**, Riyadh - KSA  
**White Beach**, Dubai - UAE  
**Al Hamra**, Jeddah - KSA  
**Red Palace**, Riyadh - KSA  
**Tuwaiq Palace**, Riyadh - KSA  
**PIF Luxury Desert Resort**, Empty Quarter, KSA  
**Fairmont Residences**, Riyadh - KSA  
**Raffles**, Riyadh - KSA  
**ST. regis Beach Club**, Dubai - UAE  
**Health QR**, Jeddah - KSA  
**Cloud Kitchens**, KSA  
**Intercontinental Al Ahsa**, KSA  
**Fairmont**, Djibouti

**UNDER DEVELOPMENT/ CONSTRUCTION**  
**The Line in Neom (sub-specialist hospitality & F&B)** - KSA  
**Boutique**, KSA  
**Fairmont**, Riyadh - KSA  
**Fairmont Al Sufouh**, Dubai - UAE  
**InterContinental**, Dammam - KSA  
**InterContinental**, Al Khobar - KSA  
**Indigo**, Jeddah - KSA  
**Crowne Plaza**, Jeddah - KSA  
**Orient Express**, Riyadh - KSA  
**Rafal Sky Gardens**, Riyadh - KSA  
**InterContinental**, Rabat, Morocco  
**Swissotel**, Jeddah, KSA

## CONCEPT

**COMPLETED**  
**Tamoka**, Dubai - UAE  
**Cana by Tamoka**, Dubai - UAE  
**Kuuru**, Jeddah - KSA  
**Belgravian**, Khobar - KSA  
**Hellenika**, Khobar - KSA  
**Alban**, Al Ula - KSA  
**Toki**, Riyadh & Jeddah - KSA  
**F&B Ascot Hotel**, Riyadh - KSA  
**F1 F&B Concept**, Jeddah - KSA  
**Tony's Chocolonely Chocolate Bar**, Amsterdam - Netherlands  
**Mami Umami**, Dubai - UAE  
**Dasha** - KSA  
**Dosa** - KSA  
**F&B InterContinental**, RAK - UAE

## UNDER DEVELOPMENT/ CONSTRUCTION

**Fairmont Hotel**, Djibouti  
**Italian Glasshouse**, Jeddah - KSA  
**F&B Raffles DGDA**, Riyadh - KSA  
**F&B Assila Hotel**, Jeddah - KSA  
**Parasol**, Dubai - UAE  
**Japanese Bakery Cafe**, Abu Dhabi - UAE  
**F&B Raffles**, Jeddah - KSA  
**F&B InterContinental**, Dammam - KSA  
**F&B InterContinental**, Al Khobar - KSA  
**American Brasserie**, Jeddah - KSA  
**Mara Villa**, Kuwait - KSA  
**Skemore Group**, Dubai, UAE  
**Robata**, Riyadh, KSA  
**Moxy**, MEA Region  
**Protea**, MEA Region  
**F&B Banyan Tree**, Riyadh - KSA  
**F&B Al Hamra**, Jeddah - KSA  
**F&B Red Palace**, Jeddah - KSA  
**F&B Burj Ramla**, Riyadh - KSA  
**InterContinental**, Kuwait City - Kuwait  
**Wakame**, KSA

# OUR PROJECTS

## CREATIVE

## DESIGN & ARCHITECTURE

**COMPLETED**  
**Nozomi**, Khobar - KSA  
**Kuuru**, Jeddah - KSA  
**Belgravian**, Khobar - KSA  
**Hellenika**, Khobar - KSA  
**Toki**, Riyadh & Jeddah - KSA  
**Cana by Tamoka**, Dubai - UAE  
**F1 F&B Concept**, Jeddah - KSA  
**Tony's Chocolonely Chocolate Bar**, Amsterdam - Netherlands  
**Mami Umami**, Dubai - UAE  
**Dasha** - KSA  
**Dosa** - KSA  
**F&B InterContinental**, RAK - UAE

## UNDER DEVELOPMENT/ CONSTRUCTION

**Nozomi**, Riyadh - KSA  
**Kuuru**, Riyadh - KSA  
**F&B W Hotel**, Riyadh - KSA  
**Robata**, Riyadh - KSA  
**F&B Assila Hotel**, Jeddah - KSA  
**Leylaty F&B**, Jeddah - KSA  
**Lyla Spa**, Khobar - KSA  
**Wakame**, Riyadh & Jeddah - KSA  
**Dosa**, Riyadh - KSA  
**Dasha**, Riyadh - KSA  
**F&B InterContinental**, Dammam - KSA  
**Angelina**, Riyadh - KSA  
**American Brasserie**, Jeddah - KSA  
**Roberto's**, Doha - Qatar  
**Roberto's**, Muscat - Oman  
**InterContinental F&B**, Kuwait  
**F&B Fairmont Hotel**, Dubai - UAE  
**Siddharta Lounge**, Jeddah - KSA  
**Al Mirkaz**, Jeddah - KSA  
**Leylaty Ballroom**, Jeddah - KSA  
**Italian Glasshouse**, Jeddah - KSA  
**Mezz House**, Riyadh - KSA  
**Sardinia Beach Club**, Sardinia - Italy  
**Miya**, Dubai - UAE

## BRANDING

**COMPLETED**  
**Belgravian**, Al Khobar - KSA  
**Hellenika**, Al Khobar - KSA  
**Kuuru**, Al Khobar - KSA  
**Dasha** - KSA  
**Dosa** - KSA  
**Movenpick**, Riyadh - KSA  
**InterContinental**, RAK - UAE  
**Movenpick**, Dubai - UAE  
**Tiger Tiger** - Kuwait

# TECHNICAL

## KITCHEN DESIGN

**COMPLETED**  
**Kuuru**, Jeddah - KSA  
**Toki**, Jeddah - KSA  
**Roberto's** - Doha - Qatar  
**Nozomi**, Al Khobar - KSA  
**Belgravian**, Al Khobar - KSA  
**Hellenika**, Al Khobar - KSA  
**Burj Al Hamam**, Riyadh - KSA  
**Byblos Xpress**, Jeddah - KSA  
**Tamoka**, Dubai - UAE  
**Caña**, Dubai - UAE  
**St Regis Beachclub**, Dubai - UAE  
**Tiger Tiger**, Kuwait

## FOODSERVICE, LAUNDRY, AND WASTE DESIGN

**COMPLETED**  
**Banyan Tree**, Al Ula - KSA  
**Ascott**, Riyadh - KSA  
**Al Yamaha Palace**, Riyadh - KSA  
**Erqah Palace**, Riyadh - KSA  
**Salam Palace**, Jeddah - KSA  
**Neom Palace**, Neom - KSA  
**Al Khazoma Palace**, Eastern P - KSA  
**Al Jazeerah Palace**, Jeddah - KSA  
**Al Ouja Palace**, Riyadh - KSA

## UNDER DEVELOPMENT/ CONSTRUCTION

**Fairmont**, Djibouti  
**Fairmont**, Dubai - UAE  
**Boutique hotel**, Jeddah - KSA  
**Intercontinental**, Kuwait  
**W**, Riyadh - KSA  
**Regent**, Riyadh - KSA  
**Kimpton**, Riyadh - KSA  
**Dunes Luxury resort** - KSA  
**Royal Dewan**, Riyadh - KSA  
**AMC cinemas**, Riyadh & Jeddah - KSA  
**Luxury collection (FOH renovation)**, Jeddah - KSA  
**Lyla spa**, Al LKhobar - KSA

# FORSITE

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