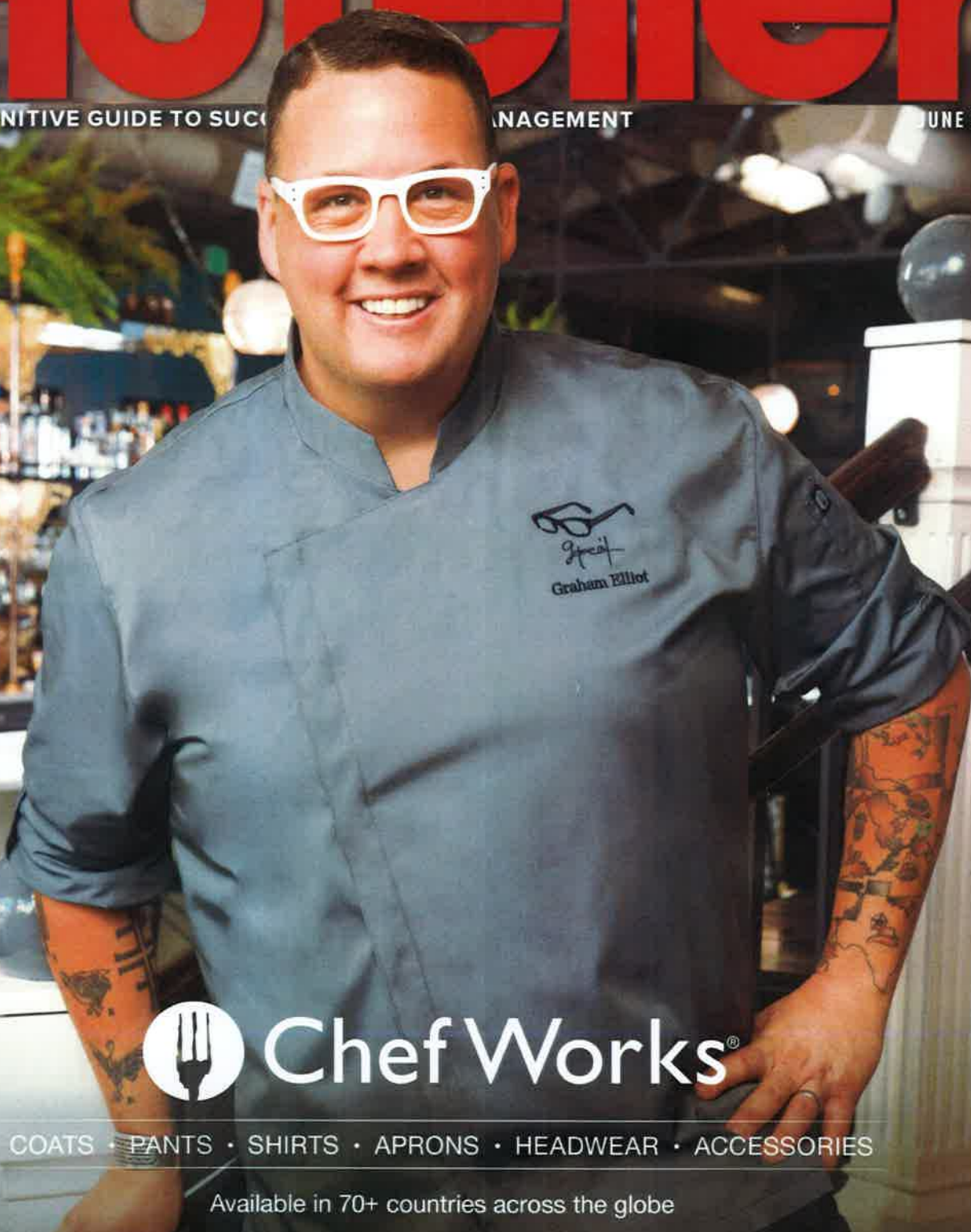


Hotelier

MIDDLE EAST

THE DEFINITIVE GUIDE TO SUCCESSFUL MANAGEMENT

JUNE 2019



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Hotelier

THE DEFINITIVE GUIDE TO SUCCESSFUL HOTEL MANAGEMENT

JULY 2019

SUPPLIERS YOU SHOULD KNOW

HOSPITALITY ESSENTIALS

FSL Hospitality deputy GM Neeraj Katyal speaks to Hotelier Middle East about the company's products, why hotels should partner with the company and what is in the pipeline

PLEASE TELL US MORE ABOUT YOUR COMPANY AND BRAND

FSL Hospitality is among the Middle East's leading distributors of premium products to the hospitality industry. Our professional sales, marketing and culinary team have the hospitality knowledge and the experience to understand the operations and requirements of our customers in order to develop customised hospitality solutions, which effectively and efficiently cater to their needs.

In the F&B product range, we are the exclusive distributors of Harney & Sons fine teas, Krogab bag-in-box juice and dispensing systems and Fonte Sole Italian natural mineral water. Within the non-food category we distribute Chef Works hospitality uniforms and Suecos professional footwear.

WHICH HOTELS ARE YOU CURRENTLY WORKING WITH IN THE MIDDLE EAST?

We work with some of the most prestigious and reputed hospitality brands in the Middle East such as Emaar, The Fairmont, The Ritz-Carlton, Four Seasons, Intercontinental, Hilton, Sofitel and the Marriott Group to name a few, and all of whom have entrusted us with their hospitality requirements.

WHY SHOULD HOTELIERS CHOOSE YOUR COMPANY OVER OTHER SIMILAR BRANDS?

Our focused approach allows our sales team to develop extensive product knowledge which enables them to offer the best tailor-made solution for each customer. FSL Hospitality is an attractive distribution partner for leading brands around the world who are seeking a foothold in the Middle East; this benefits our customers as we are able to offer them the most sought-after global hospitality products from around the world. With more than 30 years' experience in the food industry, we understand the importance of timely deliveries and pride ourselves on our customer service track record.

WHY SHOULD HOTELS INVEST IN YOUR PRODUCTS?

After having successfully established ourselves as the sole distributor of the chefs' preferred uniforms brand, Chef Works for the Middle East, we have carefully



FSL Hospitality works with a number of hotel brands

expanded our portfolio to include only the most innovative, practical and highest-quality products which have already been proven to be popular in other markets across the world.

HAVE YOU INTRODUCED ANY NEW PRODUCT/ITEM RANGES RECENTLY?

The latest addition to our growing portfolio is Harney & Sons artisanal teas which is highly regarded as a premium tea for the luxury hotels and high-end restaurants. We have already seen a lot of interest from stand-alone F&B venues and hotels alike for many of their tea flavours. In terms of the existing brands in our portfolio, Chef Works has recently introduced its street-inspired Urban Collection of chef jackets, aprons and caps which immediately garnered support from some of the top chefs worldwide. This line provides a perfect combination of edgy fashion and forward-thinking functionality.

WHAT IS YOUR MOST POPULAR SELLING ITEM?

Our Krogab juice system has become the best seller due to its closed aseptic dispensing technology which delivers a pure juice product that is free of preservatives and freshly chilled making it the closest alternative to a freshly squeezed juice at a breakfast bar. The Krogab system is an engineering marvel with a quick and easy

flushing process that takes less than a minute to clean and requires just regular water - another reason why it is our best seller for the efficient solution it offers and the assurance it gives our customers that they are serving their guests a product which is completely immune to contamination and the use of preservatives.

WHAT IS IN THE PIPELINE FOR YOUR COMPANY?

With an estimated 260 hotels due to be completed across the GCC in 2019, in addition to an ever-growing portfolio of cafes, bars and restaurants across the region's bustling F&B scene, we are confident that we can experience healthy and steady growth by continuing to offer premium products coupled with excellent distribution and logistics, customisation potential and customer service. We also plan to listen to and subsequently cater to the market in a personalised manner by investing in technology to monitor customer feedback. Knowledge is power and when coupled with great products, it can certainly make us stand out as one of the premium hospitality suppliers in the industry. We are a progressive and forward-thinking company which pays attention to global food trends and are considering adding a vegan product range to our portfolio in the near future to satisfy the growing regional demand that is emerging due to the growing number of flexitarians and vegans.