Company presentation „jlz“

With 20 years of experience in gastronomy consulting and concept developing, we support you in all gastronomic and gastronomy related topics and develop ideal solutions together with you. Upon request, we are pleased to offer you further, project-specific competences and services.

Please visit **www.jlz.ch** or see the next pages for a detailed description of our competences as well as 12 selected reference and sample projects.

jürg landert. gastronomie.
konzepte. consulting ltd.

Network & profile of Jürg Landert

Network & partners

Within 20 years we have carefully built up a differentiated network of specialists, partners, suppliers and freelancers, in order to be capable of working efficiently even on large and complex projects with extraordinary tasks. Combined know-how leads to more success!

Professional background

- self-employed gastronomy consultant and conceptual designer since 1998
- 10 years of experience in managing operations (including planning and openings) as well as in national and international executive management positions
- 10 years of educational and professional development in the hospitality and tourism industry, including travelling and extended stays abroad

Education

- Swiss Hotel Management School Lucerne SHL with a Diploma in Hotel & Restaurant Management HF
- kitchen and restaurant apprenticeships

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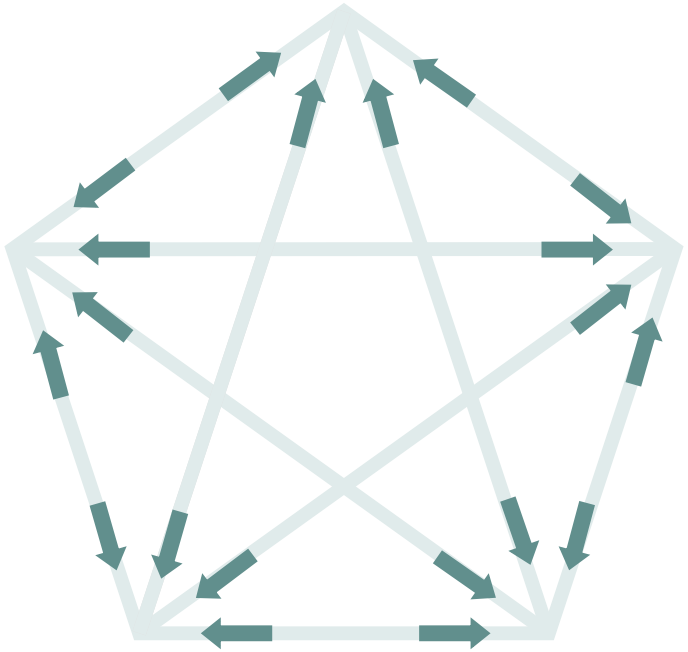
Competences & services 1/2

Analyses

A profound analysis of the status quo, which is as keen as a razor, creates clarity and helps prepare for further steps

Coaching

With judicious and accurate coaching during and if necessary also after the termination of your project, we support you and your team comprehensively and holistically in your everyday life



Concepts

A stringent concept gives your project a clear profile and ensures a common understanding of it. Furthermore, the concept communicates the intentions towards third parties.

Tenders

With a tender for your catering mandate or by marketing your gastronomic real estate we will find the ideal partner(s) for you

Consulting

Due to many years of experience and with broad and in-depth knowledge, we can offer professional advice and develop useful solutions for any gastronomic or gastronomy related topic

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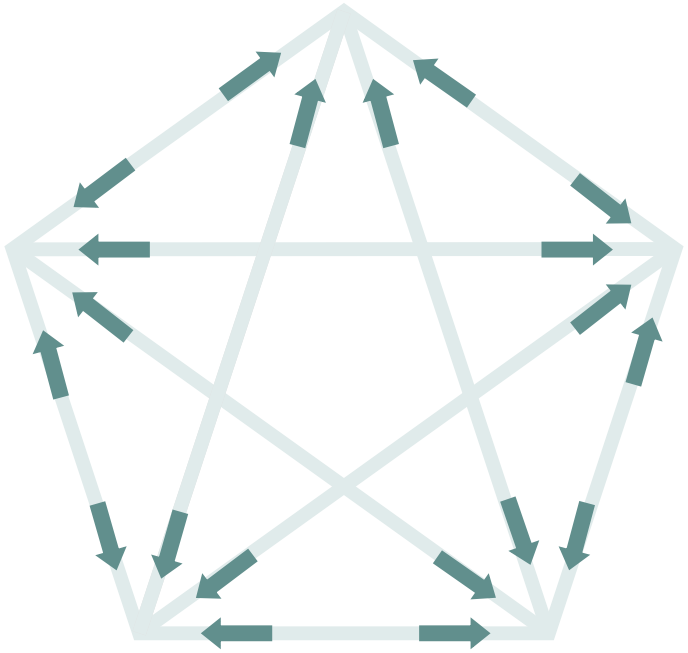
Competences & services 2/2

Analyses

- site inspections
- field analyses
- actual state analyses
- trend analyses
- analyses of area requirements
- feasibility studies
- profitability calculations



Coaching

- audits
- quality management TQM
- mystery shopping
- team coaching
- project support
- project organisation
- supervisions

Concepts

- visions
- strategies
- master plans
- concept ideas
- conceptual drafts
- sub-concepts
- business plans

Tenders

- tenders for contract catering
- tenders for tenants
- tenders for techn. kitchen planners
- tenders for interior design
- real estate marketing
- evaluations & judgements
- contract negotiations

Consulting

- strategic advice
- specialist advice
- advisory consulting for builders
- second opinions
- expert reports
- recommendations
- site developments

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Disciplines & points of intersection

food & beverages

services

hospitality

architects & specialist planners

planning & building

human resources

reorientation & subsequent regulation

sales & marketing

real estate & leasing

needs & trends

set & achieve objectives

how to be the no. 1

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About us

thinking out of the box

going the extra mile

set projects in motion

flexible & open to strike a new path

independent & neutral:
no board memberships or shares

INDEPENDENT. ALWAYS.

well linked-up

with clear- & foresight

precise

educated by well-known institutes & always updated on the current state of knowledge

prompt & brisk

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Contact us without any obligation...!

We like to listen carefully and offer a matching solution !

Do you want to stand out of the crowd ?

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Selected reference & sample projects

Please find following a selection of reference & sample projects from various areas of competences: analyses, concepts, consulting, tenders / real estate marketing and coaching

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Swiss Re gastronomy, Zurich/Adliswil – Swiss Re Management AG

Profile

Customer/contracting body
Swiss Re Management AG

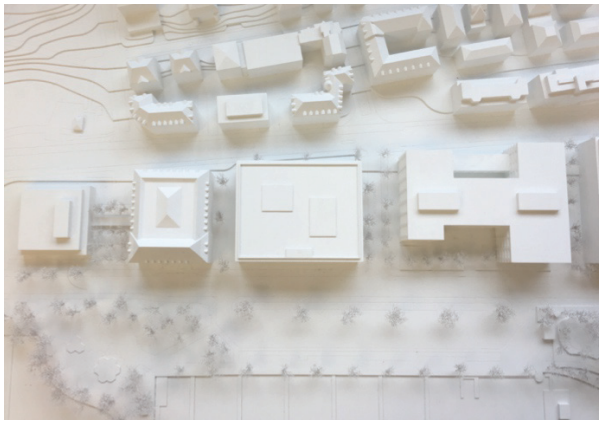
Link
www.swissre.com

jlz deliverables
- Actual state analysis
- Trend analysis
- Focus groups
- Master plan
- Concept development
- Capacity calculations
- Layout versions
- Room program
- Profitability calculation
- Advisory consulting for builder
- Strategic advice
- Evaluation & judgement of technical kitchen planners & architect team

Project

Strategic and operational concept development for the community food service on the campus Mythenquai (Klubhaus, interim solution, Mythenschloss), including the two locations in Adliswil. Strategic consulting, advisory consulting for builder, support during the conceptual, preliminary and construction project phase. Various additional detail projects

Impressions



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Gastronomy in the new district, Zurich – Zürcher Freilager AG

Profile

Customer/contracting body
Zürcher Freilager AG

Link
www.freilager-zuerich.com

jlz deliverables
- Master plan
- Feasibility study
- Analysis of area requirements
- Layout versions
- Operating procedures & logistics
- Profit & loss projections
- Rent calculations
- Interface definition
- Advisory consulting for builder

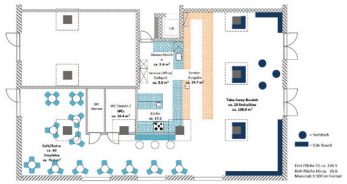
Project

Analysis and acknowledgment of the existing rough planning of the new district gastronomy in "Freilager Zurich" in Albisrieden. Answer specific questions regarding the feasibility of various versions. Development of several layout versions as well as profit and loss projections in close collaboration with the architects and the builder

Impressions

FLÄCHEN-LAYOUT EG BETRIEB I

FLÄCHEN-LAYOUT EG BETRIEB II



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"Old Spinning Mill" in GreenCity, Zurich – Losinger Marazzi AG

Profile

Customer/contracting body
Losinger Marazzi AG

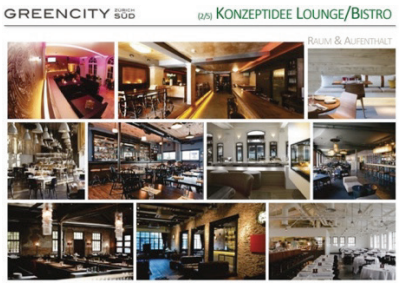
Link
www.losinger-marazzi.ch
www.greencity.ch

jlz deliverables
- Feasibility study
- Concept development
- Analysis of area requirements
- Layout versions
- Operating procedures & logistics
- Profit & loss projections
- Rent calculations
- Advisory consulting for builder

Project

Development of a concept for the attractive district gastronomy in the "Old Spinning Mill" for the district "GreenCity" in Zurich. Close collaboration with the architects and the builder. Develop profit and loss projections, identify potential operators and hold initial talks

Impressions



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Globus at Bellevue, Zurich – Magazine zum Globus AG

Profile

Customer/contracting body:
Magazine zum Globus AG

Link
www.globus.ch

jlz deliverables
- Second opinion
- Specialist advice
- Concept idea
- Conceptual draft
- Concept for catering & event catering
- Operating procedures & logistics
- Room program
- Maintain the "big picture"

Project

Conceptual design and planning of the gastronomic section for "Globus am Bellevue", incl. event catering. Outline a room program and define standard operating procedures and logistical processes in collaboration with the entire Globus project team

Impressions

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Haute member club, Zurich – Haute SA/Gamma Catering AG

Profile

Customer/contracting body
Haute SA/Gamma Catering AG

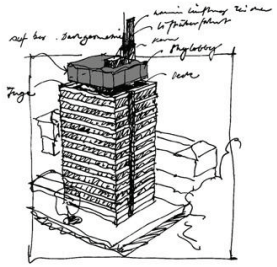
Link
www.haute.ch
www.gammacatering.com

jlz deliverables
- Strategic advice
- Project organisation
- Concept development
- Profitability calculation
- Profit & loss projections
- Contract negotiations
- Maintain the "big picture"
- Tenant consultancy
- Board mandate & Board Delegate (2000 – 2005)

Project

Development of a gastronomic concept for the member club Haute in Zurich and intense project support, planning and execution of the pre-opening process. Hold a mandate as Board Delegate from the opening onwards, for five years

Impressions



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State-of-the-art staff catering - Avaloq Evolution AG

Profile

Customer/contracting body
Avaloq Evolution AG

Link
www.avaloq.com

jlz deliverables
- Vision
- Concept ideas
- Guest potential analysis
- Capacity calculations
- Analysis of area requirements
- Room program
- Layout versions
- Expert jury for an interior architectural competition

Project

Phrase a vision for the future community food service on the new Avaloq Campus. Develop concept ideas and calculate the necessary capacities. Design layout versions and set up a detailed room program front- and back-of-house as a basis and target for the interior architectural competition. Judge the competition entries

Impressions

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Staff catering Credit Suisse, Switzerland – Credit Suisse AG

Profile

Customer/contracting body
Credit Suisse AG

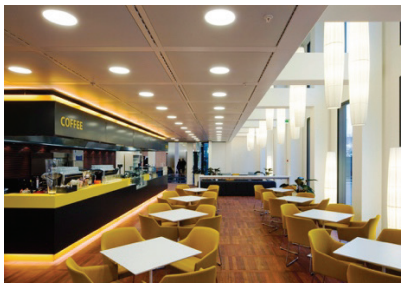
Link
www.credit-suisse.ch

jlz deliverables
- Specialist advice
- Project support
- Trend analysis
- Operator models & contract models
- Tender for contract catering
- Evaluation & judgement
- Contract negotiations
- Audit master plan & audit tools
- Quality management TQM
- Mystery shopping

Project

Specialist advice for and support of the tender for all 26 staff catering restaurants nationwide of Credit Suisse AG. Conduct mystery shopping in alignment with the quality management. Set up an audit master plan and develop audit tools

Impressions



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Tenders for catering mandate – TECHNOPARK Immobilien AG

Profile

Customer/contracting body
TECHNOPARK Immobilien AG

Link
www.technopark.ch

jlz deliverables
- Project support
- Second opinion
- Specialist advice
- Tenders for contract catering
- Operator models & contract models
- Evaluation & judgement
- Contract negotiations
- Contract generation

Project

Analysis of and second opinion on the actual state of reconstruction planning. Specialist advice and conduct of tenders for contract catering during the renovation phase and an agreed contract term thereafter (two separate tenders). Lead the contract negotiations and generate the catering contract (all-in)

Impressions

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Grand Hotel National, Lucerne – Grand Hotel National AG

Profile

Customer/contracting body
Grand Hotel National AG

Link
www.grandhotel-national.com

jlz deliverables
- Strategic advice
- Coaching
- Second opinion
- Site development
- Concept development
- Layout versions
- Profit & loss projections
- Tenders for tenants
- Evaluation & judgement
- Contract negotiations
- Contract generation
- Mystery shopping

Project

Long-term advisory mandate and coaching regarding the hotel catering for the Grand Hotel National AG in its role as property owner, real estate manager and landlord. Set up and support tenders to find adequate tenants for various gastronomic rental spaces, constantly in consideration of the gastronomic alignment and the big picture

Impressions

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Mountain gastronomy, Brand – Bergbahnen Brandnertal Gastro. GmbH

Profile

Customer/contracting body
Bergbahnen Brandnertal Gastronomie GmbH

Link
www.brandnertal-gastronomie.at
www.brandnertal.at

jlz deliverables
- Master plan
- Site development
- Analysis of requirements
- Concept ideas
- Concept development
- Layout versions
- Profit & loss projections

Project

Conceptual design for the new „Restaurant Burtschasattel", the renovation of the existing „Restaurant Hubertus" and the optimisation of the „Restaurant Einhorn" in line with the master plan „Erlebnis am Berg" (mountain experience) for the ski resort Brandnertal in Vorarlberg. Detailed profit and loss projections taking various influencing factors into account

Impressions

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Conceptual draft of campus catering, Bern/Biel – Berne University o.A.Sc.

Profile

Customer/contracting body
Berne University of Applied Sciences BFH

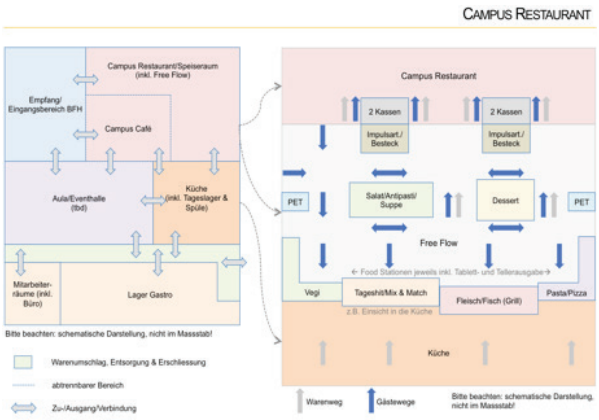
Link
www.bfh.ch

jlz deliverables
- Trend analysis
- Analysis of requirements
- Conceptual draft
- Catering concept
- Operator models & contract models
- Analysis or area requirements
- Operating procedures & logistics
- Interface definition
- Profitability calculation
- Advisory consulting for builder

Project

Development of a conceptual draft for the community food service on the new campus of the Berne University of Applied Sciences (BFH) in Bienne. Specialist advice on the user requirements as a basis for the architectural competition and the briefing of specialist planners as well as for a future tender for contract catering

Impressions



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Guideline for boulevard gastronomy, Zurich – Tiefbauamt Stadt Zürich

Profile

Customer/contracting body
Tiefbauamt Stadt Zürich

Link
www.stadt-zuerich.ch

jlz deliverables
- Specialist advice
- Coaching
- Mediation
- Focus groups
- Coordination with authorities
- Coordination with various stakeholders
- Project support
- Maintain the "big picture"

Project

Project organisation, support and communication, incl. research and benchmarking for the revision and redesign of the 4th edition of the guideline for boulevard gastronomy in Zurich. Close collaboration and coordination with various authorities. Project support for the "supplementary sheet for weather protection of smokers"

Impressions

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