



Text



**I assist restaurants in
enhancing
profitability while
maintaining culinary
excellence.**

Alex Carrera

chef · entrepreneur · consultant

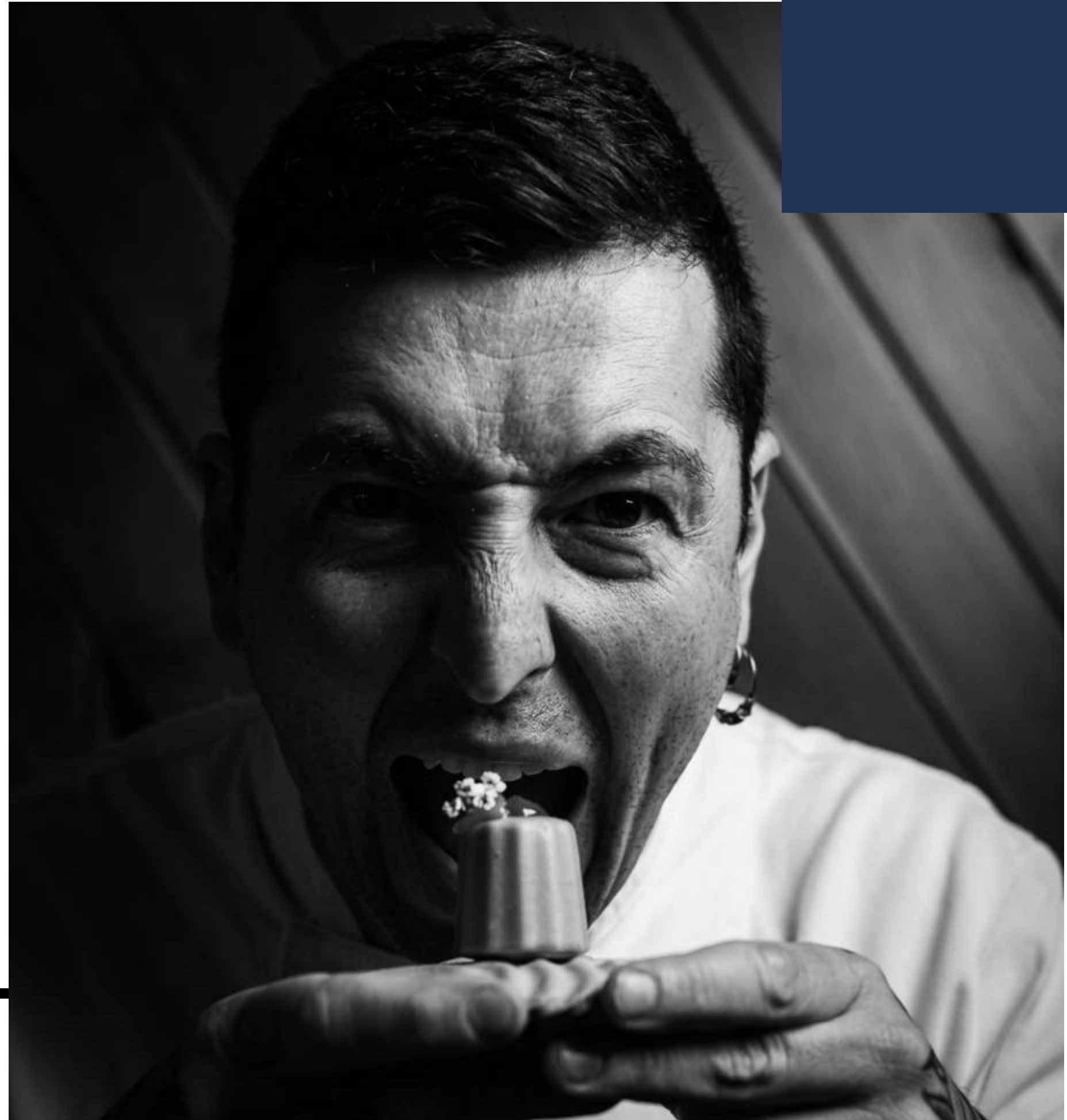
L'ALIANÇA D'ANGLÈS RESTAURANT



WHO AM I?

Alex Carrera

- Graduate of Business Administration and Management.
 - Intermediate Level Technician in Culinary Arts and Gastronomy.
 - Postgraduate degree in Hospitality Management.
 - Postgraduate degree in Administration and Management of Restaurant Enterprises.
 - Diploma in Sommelier Specialization.
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MY PROFESSIONAL CAREER

A concise overview of my professional development:

- Trained in prestigious kitchens including Neichel, Drolma, Mugaritz and El Celler de Can Roca.
- Since 2019, I have been operating the restaurant L'Aliança d'Anglès.
- 1 Michelin Star.
- 2 Repsol Suns.

I convert restaurants into more profitable, well-organized enterprises with a unique identity.

I integrate the perspectives of a chef, entrepreneur, and manager to transform culinary talent into tangible business outcomes.

01

PROFITABILITY

I ensure that every decision carries an economic impact.

Costs.
Costs breakdown.
Margins.
Average ticket cost.
Benefit.

02

ORGANIZATION

I develop systems to enhance the operational efficiency of the restaurant.

Kitchen.
Waiters.
Processes.
Teams.
Purchases.

03

EXPERIENCE

I create restaurant designs that entice customers to return.

Concept.
Menus.
Service.
Details.
Experience.

04

POSITIONING

I develop culinary brands characterized by distinctiveness and worth.

Image.
Communication.
Differentiation.
Reputation.
Growth.



WHAT I DO?

I GET A RESTAURANT RUNNING BETTER

- More lucrative.
- More structured.
- More appealing to the customer.
- Simpler to oversee.
- Increased competitiveness.
- More equipped for growth.

HOW DO I OPERATE?

DISCOVER

*Comprehend prior to taking action.
Comprehending the business, recognizing opportunities,
and identifying challenges.*



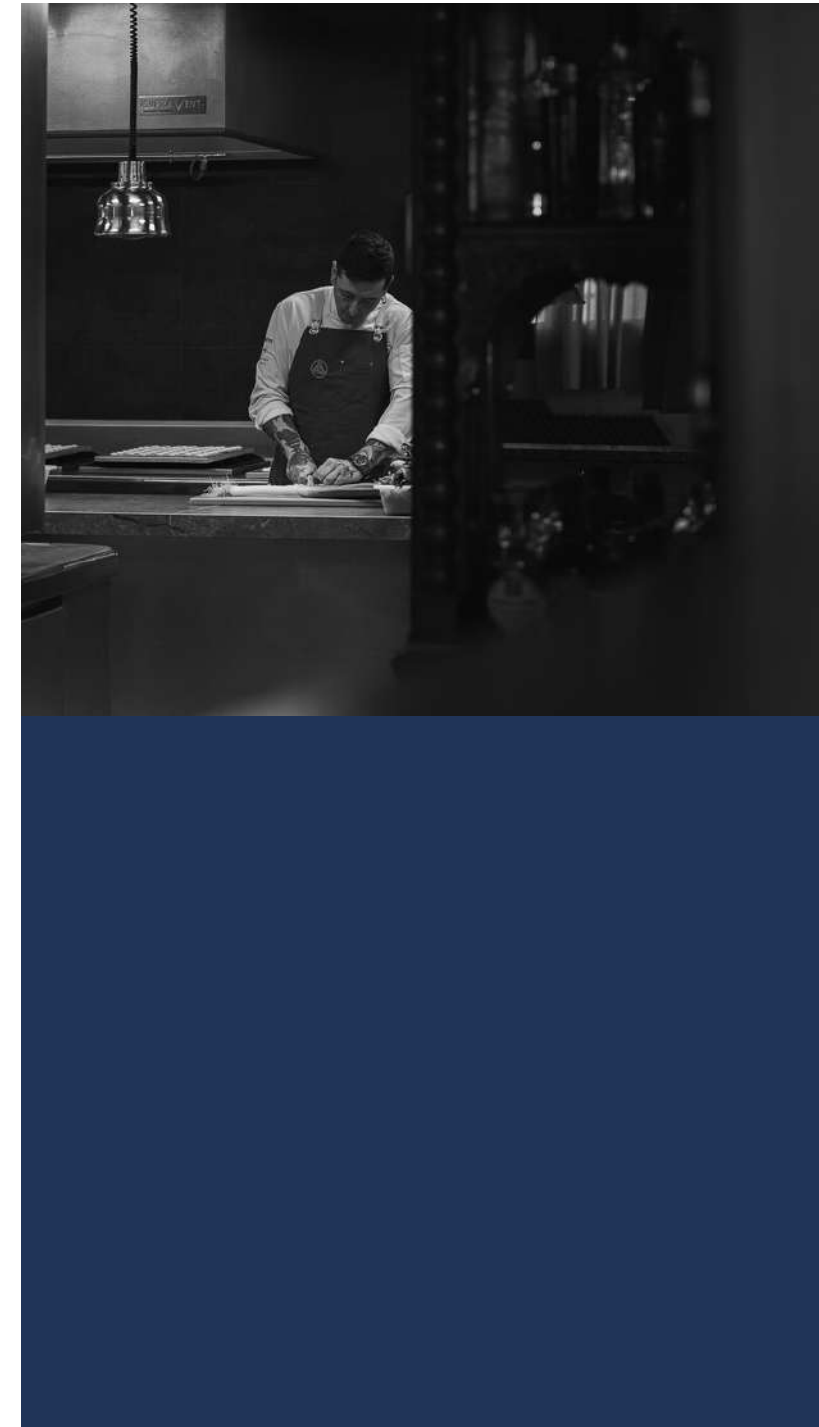
DESIGN

*Develop a customized strategy.
Develop a distinctive framework for the restaurant
encompassing strategy, processes, profitability, identity,
and customer experience.*



TRANSFORM

*Transforming concepts into outcomes.
Implement, train the team and support the restaurant until
the changes are integrated into their daily routine.*



THE EVIDENCE OF MY APPROACH

SMASH HOUSE BURGER

THE CHALLENGE

Enhance profitability, elevate quality, fortify identity and explore potential brand expansion, all within the context of a highly competitive market.

THE PROJECT

- Development and enhancement of the menu.
- Recipe development and modification.
- Standardization of procedures.
- Definition of technical specifications and cost analyses.
- Enhancement of culinary operations.
- Team formation.

THE OUTCOME

- Consolidation of the brand as a leading entity in its sector in Barcelona.
- Enhancement of the quality of the produced product.
- An operating model has been developed to facilitate growth, incorporating two locations more and a production center.
- Cost minimization.
- Rise in average ticket price.
- Engagement in awards or rankings.



THE ORIGIN OF MY APPROACH

L'ALIANÇA D'ANGLÈS

THE CHALLENGE

To assume the management of a historic restaurant with the objective of establishing a robust, profitable gastronomic venture characterized by its unique identity.

THE PROJECT

- Definition of the culinary concept and establishment of the project's identity.
- Ongoing assessment of the proposal.
- Cost management, expenditure analysis and enhancement of procurement and profitability.
- Economic analysis and decision-making.
- Design of kitchen and dining room operations with the implementation of work standards and team coordination.
- Customer journey design, encompassing the period from initial awareness of the restaurant to the moment of departure.

THE OUTCOME

- Project management since 2019.
- Consolidation of a distinctive culinary identity.
- Development of a daily applied management model.
- Ongoing enhancement of the restaurant while preserving the core essence of the project.
- Restaurant recognized with one Michelin Star and two Repsol Suns.



HOW MAY I ASSIST YOU?

STRATEGY

Concept · Positioning · Development

PROFITABILITY

Cost analyses · Cost · Profit margins

PRODUCT

Menus · Culinary Creations · Identity

OPERATIONAL

Processes · Organization · Efficiency

TEAMS

Training · Leadership · Culture



WHY COLLABORATE WITH ME?

My commitment is not to establish a restaurant during my tenure. Rather, it is to assist in developing a business that can function and expand independently.



I AM NOT SIMPLY A CHEF
I possess a comprehensive
understanding of culinary arts.



I AM NOT SIMPLY A MANAGER
I comprehend the business.



I AM MORE THAN A CONSULTANT
I integrate culinary creativity with
business management.

WHOM DO I COLLABORATE WITH?

I exclusively collaborate with restaurants that aspire to improve their operations.

I WORK EXCLUSIVELY WITH:

- Independent restaurants.
- Gourmet dining restaurants.
- Family-owned restaurants.
- New opportunities.
- Developing initiatives.
- Business rebranding.
- Hotels featuring culinary offerings.
- Restoration organizations.



*Each restaurant possesses a unique narrative.
My role is to comprehend it, refine it and
transform it into a competitive advantage.*

**Please reach out to
me.**

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