

BIO

MATTÉ MASSIMILIANO



CEO | FOUNDER

umami comes from the Japanese and means "the essence of delicacy" and refers to the fifth quality of our taste receptors and thus describes the ultimate taste.

Our MISSION is to create holistic sensorial FOOD & BEVERAGE CONCEPTS and pass these on to your guests in form of unique, emotionally-loaded culinary moments in combination with a trustworthy strategic consulting approach and solid professional background in the development of hospitality and gastronomic assets.

We are a full-service consulting company operating in multiple-asset classes, focusing on the entire project life cycle. Our CORE VALUE is to assist you in creating a sublime interplay between Pre-Development | Planning | Concept Development | Change & Project Management | Organization & Set-up of Operational Business Structure | Training & Coaching | Interim | Elaboration of Product Portfolio & Service Quality Performance. Our work is practically-oriented, hands-on and turnkey.

We offer NO STANDARD solutions. Therefore, our first step is to understand your ideas, requirements and needs and build on them, with the aim to achieve superlative and visionary hospitality concepts. Over the past years we've developed numerous F&B concepts for hotel structures and groups, and independent gastronomy businesses, and have supported operators, owners and investor groups to reach their short- and long-term goals.

Our heartfelt, passionate and meticulous operational approach and our reliable servicing structure has been specifically designed to seamlessly integrate into the overall vision of the projects, with the aim to attain a successful business case.

|| Est. 2008 | Salzburg & Vienna | Active in over 20 countries.

SELECTED PROJECTS SINCE 2008

LINDER GALLERY CENTRAL BRATISLAVA & LINDER HOTELS' REBRANDING, JdV by HYATT

Elaboration of Food & Beverage concept with strategic alignment to a corporate master concept for 14 rebranded hotels with scalability character. Full market analysis including target audience assessment of existing data, local demographics and evaluation of tourism data blocks of past years and forecasts. Elaboration of feasibility study and detailed calculation of potential operational output – basis for official P&L statement. Outline planning of operational spaces and FF&E for budgeting purposes. Definition of implementation process, timeline and single steps. Planning of entire F&B offer, segmentation, menu structure, corporate ID inputs and service pace.

EUROPA SPLENDID, MERANO | PRIVATE INVESTORS

Market & trend research, target audience analysis, complete Food & Beverage concept development, conceptualization & support with the partial remodeling of the operational spaces, product optimization service & full sales analyses, elaboration feasibility study, business plan & budgeting, beverage & food offer elaboration setup & equipment, full staff recruiting & training program, full implementation, distance controlling.

ARX VIVENDI, ARCO – LAKE GARDA | PRIVATE INVESTORS

Target audience assessment, analysis – related to business objectives, complete F&B concept development, conceptualization, optimization of all operational areas – including parts of the guest areas such as the “honesty bar” with full presentation face-lift, product analysis and optimization in regards to the unique territory aspects – regional, sales analysis based on target audiences preferences, equipment fine-tuning, seasonal product portfolio elaboration - drinks and bar food, training and full implementation, distance controlling.

GETRÄNKE HAIDACHER & CO. | ACTIVE POSITION AS STRATEGIC SALES MANAGER

Full corporate analysis and further development of product portfolio, market & trend analysis and researches, controlling of sales team, development of strategic customer acquisition concepts, internal controlling and stats, further development of retail shop presence, elaboration of strategic development of promotional and marketing presence, internal trainings and coaching, customer relation.

HOTEL PETRUS, BRUNECK | PRIVATE INVESTORS

Target audience assessment, analysis – related to target audiences preferences [in generic terms EU wide], complete Beverage concept development, conceptualization, optimization of all operational bar areas – front and back of the house, elaboration of seasonal product portfolio with systematic approach – focus: scalability, quality and quantity, equipment fine-tuning, training and full implementation – including sales, motivation, guidance “train the trainer” for management, on-site and distance controlling.

FUZE -LIVINGROOM EXPERIENCE, OLANG | ALPINHOTEL KEIL

Full Food & Beverage concept development, elaboration & full immersion „turnkey“ food & beverage offer – introduction, training and controlling, market & trend research, conceptualization & support in the planning of all operational spaces as well as rooms and spa area, product research & selection, elaboration of business plan & feasibility study, FF&E - full equipment selection, support in the creation of corporate identity & branding, creation of business philosophy & business model, intro staff training program, full implementation.

COSMO RESTAURANT, BRUNICO | HOTEL POST & KRONPLATZ TOURISTIK

Market & trend research, target audience analysis, complete beverage concept development, partial development of food concept and offer, conceptualization & support in the planning of all operational spaces, product research & selection, elaboration of business plan & feasibility study, beverage & food program elaboration & setup, full equipment selection, support in the creation of corporate identity & branding, creation of business philosophy & business model, intro staff training program, full implementation.

PHILIAZ RESTAURANT, CALDARO | PRIVATE INVESTOR

Market & trend research, target audience analysis, complete Food & Beverage concept development, conceptualization & support in the planning of all operational spaces, product research & selection, elaboration of business plan & budgeting, beverage & food offer elaboration & setup, furniture & equipment, partial creation of corporate identity & branding, support in development of web presence and social media content - creation of business philosophy & business model, full staff recruiting & training program, full implementation, controlling.

CAPUZINA APERO & NIGHT BAR – CONCEPT & MIXOLOGY | PRIVATE INVESTORS

Entire remodeling of location from product portfolio to FF&E. Elaboration of business philosophy and PR strategy. Recruiting & staff training. Daily presence and direct management in form of a long-term consulting project. Budgeting, cost-control.

BRAND BEVERAGE DEVELOPMENT | DIFFERENT COMPANIES

Elaboration of concept drinks and mixology art-pieces for events and trade shows for different companies in the hotel, catering, restaurant and bar business.

SHANTI MAURICE, MAURITIUS | NIRA HOTELS & RESORTS

Analysis of all bar areas throughout the property. FF&E improvement and overall organizational set-up for new planned outlets. Elaboration and implementation of entire bar concept, beverage product portfolio and recipes. Collaborator training and yearly overall surveillance support for all bar areas. Elaboration of multifunctional beverage portfolio for SPA area accordingly to the SPA programs. Collaboration over a period of 2 years.

NIRA CALEDONIA, EDINBURGH | NIRA HOTELS & RESORTS

Complete business analysis of F&B departments, FF&E consulting on bar refurbishment, development of operational standards and overall organizational aspects, hygiene management, product portfolio analysis and development of product portfolio, development of marketing and PR strategies of future business direction, service training sessions, complete layout design of all print items throughout the property.

MOTI MAHAL, LONDON | NIRA HOTELS & RESORTS

Overall analysis of the entire bar area from FF&E to the re-elaboration and implementation of the bar concept & seasonal beverage program. Elaboration of special signature, Indian inspired cocktail & beverage recipes and collaborator training. Overall yearly surveillance support. Collaboration over a period of 2 years.

KNEISSL STAR LOUNGE, KNEISSL GROUP | JJW HOTELS & RESORTS

Creation of overall bar concept, beverage portfolio, service cycle and SOP and training. General opening organization. Launch of „healthy-tails®“, with natural and seasonal flavors.

THE JEFFERSON HOTEL WASHINGTON DC - RELAIS & CHATEAUX BEST 5 BOUTIQUE LUXURY HOTEL IN THE WORLD - TOP 10 BAR AWARD 2011

Elaboration of bar and business concept. Organization of entire bar area by supporting the elaboration of the blueprints in collaboration with the architects and the construction company. Entire set-up of FF&E and product selection. Creation of entire beverage portfolio. Elaboration of all internal sequences from ordering, controlling, hygiene and job descriptions. Implementation of entire concept. Selection and recruiting of entire team members and management team. Training of employees and introduction of the F&B team into the concept by elaborating their job descriptions and setting-up controlling tools.

NIRA ALPINA RESORT, SILVAPLANA-SURLEJ | NIRA HOTELS & RESORTS

Concept development and implementation, product portfolio elaboration, import & export supplier research, price calculation, beverage concept elaboration and implementation, theoretical and practical collaborator trainings, controlling, business development, elaboration of marketing ideas and events.

FISCHER'S RESTAURANT, KOPENHAGEN | PRIVATELY OWNED

Elaboration and implementation of overall bar concept and beverage portfolio. Training of team members, general improvement of service sequences, internal organization and controlling.

EVENT ORGANIZATION GUADELOUPE

Organization of entire event related beverage portfolio. General organization and preparation of major events for local luxury island resorts.

MAISON BOULUD, NEW YORK - 3 MICHELIN STARS

Collaboration on the creation of new cocktail related items. General implementation of seasonal menu items and improvement of service sequences.

DC CAP HOTELIER LLC - PRIVATELY OWNED HOTEL COMPANY IN WASHINGTON DC

Collaboration on the re-opening of the 5 Star luxury Hotel "The Jefferson Hotel" in Washington DC. Idealization and elaboration of the bar-concepts, product selection of hard- and software, setting of the service standard procedures, pre-opening organization, elaboration of the drink recipes, finalization of the menus for the first 6 months and practical & theoretical trainings for the employees - practical demonstrations - explanations of coherences - with written & practical test.

PUKA NAKA CLUB & LOUNGE & BAR, BRUNICO | ITALY

Overall improvement on FF&E, guest area, internal organization, ordering and controlling system. Development of promotional strategies and entire beverage portfolio. Training sessions for employees and implementation of new bar and beverage concept. Development and elaboration of new Corporate Identity and all related print media tools and menus.

HOTEL NATÜRLICH DESIGN BOUTIQUE HOTEL, FISS-SERFAUS | AUSTRIA

Elaboration of entire Food & Beverage concept. Organization of working spaces in kitchen, bar and service areas. Research and selection of suppliers. Creation and cost control of product portfolio for every outlet. Collaborator trainings and further education in terms of organization, working efficiency and working techniques. Support on-site during pre-opening and direct collaboration during soft- and grand opening.

ARISTON RESTAURANT & LOUNGE BAR, DOBBIACO | OWNED BY MAJOR CONSTRUCTIONS

Creation of the entire bar concept and beverage program. Organization of working areas for bar and kitchen. Organization and support on-site during pre-opening, soft- and grand opening. Direct collaboration, collaborator trainings and fine-tuning of concept after opening phases.

PURELOSOPHY AG, ZÜRICH | SWITZERLAND

Creation of beverage concepts and product recipes, elaboration of cocktail recipes and multifunctional beverage concoctions, with implemented product line, for the bars and SPA-areas of high-end luxury hotels worldwide.

AMERICAN JUICE COMPANY - AMERICAN COCKTAIL CO. - AMERICAN COCKTAIL CLUB – NEW YORK

In the position as Co-Founder and Chief Product Officer, umami-improvement is responsible for all product related matters, which include product conception & management, recipe development & coordination of juice blends, innovation, organization of production cycle & functionality, support on the development of the web concept.

KRISTALL ALM & SKI ARENA, AHRNTAL | ITALY

Complete Business Analysis - F&B Area - Architectural Settings - Cost Calculation / Analysis - Operational Efficiency Improvements - Collaborator Trainings - Menu Design & Layout - Seasonal Beverage Creations - PR & Communication Improvements - Event Elaboration - Hygiene Management.

MI PIACE DOWNTOWN - MI PIACE RESTAURANT GROUP, LOS ANGELES | CALIFORNIA

Market & Trend Research, Bar Concept Development, Seasonal Cocktail Program Elaboration, Product Research, Setup of Staff Training Program.

GINKGO ISLAND RESORTS & ONLY FOR TWO PROPERTIES | AC GROUP HOLDING PROPERTIES

Complete F&B Concept Development, Product Research & Selection, Budgeting, Beverage Program Elaboration & Setup, FF&E, Creation of Complete CI - Graphic Design - Business Philosophy & Business Model, Branding. Setup of Staff Training Program.

DELI ISI GROUP - CEO NURI SEVIL - COO HALDUN DEMIRHISAR, IZMIR | TURKEY

Complete business analysis, further concept development of already existing properties, concept development for additional business segment, creation of entire product portfolio and fine-tuning of exiting one, organization of centralized production and distribution system, creation of a detailed controlling system, research & sourcing of FF&E, support in elaboration of branding and marketing strategies, overall implementation, training of employees, follow up and controlling. Joint venture for two additional franchise brands like “umami shakers & shooters” and the “umami laboratuar”.

HOTEL & CATERING COLLEGES OF NORTH ITALY | DEPARTMENT OF FURTHER EDUCATION

Organization and performance of custom-tailored trainings and further educations for students and teaching staff for the Bar department. Collaboration since 2007. Elaboration and performance of a 4 days, custom-tailored specialization seminar for the teaching staff for the Bar department. Key aspects: Mineral Water, Mixology, molecular Mixology, UPP unique product portfolio, bodylanguage to support up-selling tactics, flavor arrangements & Training on creativity. Preparation, scheduling and management of practical & theoretical seminars for the teaching staff of the hotel- and catering schools, courses for private professionals and further educations for the bar & mixology department. Collaboration since 2007.

ACADEMICS

2004	Centre de Ressources en Langues – Université de Paris, France
2001	ABS Munich Master of Bar Management, Germany
1998	Double Speech Degrees for French, German and Italian, Italy
1997	State Certified Hotel Manager at Hotel Management College Kaiserhof Merano, Italy
1996	Absolved L.C.C.I. Brighton, United Kingdom
1994	Specialization Hospitality Business Operations, Italy: Front Office, Culinary, Restaurant, Wines, Bar & Mixology

LANGUAGES

Excellent knowledge of the Italian, German, French and English language | spoken and written.
Fair knowledge of the Spanish language | spoken and written.

PROFESSIONAL MILESTONES & AWARDS

2022

Senior Consultant at The Rowland Company

2022

Regional Representative for Austria & Italy at HAM – Independent Hospitality & Tourism Advisors

2013

Launch of the American Cocktails Co. NYC in the position as Chief Product Officer and External Consultant

2012

„Most Creative and Healthy Mixology Award“ – Padova, Italy

2010

„Best Bar Experience Award“ – Washington, DC

2009

Foundation of UMAMI.DESIGN

Official Partner of Department of advanced Trainings for Instructors at the Hospitality Academies, North Italy

2008

Foundation of the UMAMI.BUSINESS.SCHOOL

Foundation of the Consulting Company UMAMI.IMPROVEMENT, Gastronomic Evolution

Bar of „Daniel’s“ Restaurant, New York – 3 Michelin Stars – for Daniel Boulud

2007 - 2008

Manager of the Concept Bar & Restaurant & Sushi-lounge „Herman’s“, Brunico.

Organizer of catering events in Guadeloupe, Caribbeans

2005 - 2007

Assistant Bar Manager at the bar "Montaigne 25" of the Plaza Athénée Paris, Dorchester Group for Alain Ducasse - 5 Star Diamond Award 2007, Best Hotel Bar of Europe 2006, Best Hotel Bar Worldwide 2007

2003 - 2005

Manager of the Bar at the 3 Stars Michelin Restaurant "La Pergola" of the Cavalieri Hilton in Rome - for Heinz Beck - 5 Star Diamond Award 2005 – Best Cocktail Bar of Rome 2005

2003

Bartender at Hotel Adler Thermae in Chiusi Chianciano Terme, Tuscany

2002

Bar Manager at the Design Hotel „Majena“, Merano

1999 - 2001

Bar Manager at the Belvita Hotel Mirabell, Olang

PERSONAL NOTE

I have been working in the hospitality business for over two decades now and I found my passion in this profession. I am a distinct creative professional driven by the eagerness in continuous learning and discovering new things. Out of this reason I have started travelling and performed in some of the most prestigious hotels in the world.

I've achieved the degree of Hotel Manager and did specialize in the Food and Beverage and the strategic aspects in the tourism segment. Over the past years I've developed numerous F&B concepts for hotel structures and groups, as well as independent gastronomy businesses, supporting operators, owners and investor groups to reach their short- and long- term goals. My utmost focus has always been and is still, creating holistic sensorial concepts and pass these on to the guests in form of unique, emotional-loaded culinary moments.

My heartfelt, passionate and meticulous operational approach helped me to create successful business cases with solid financial assets.

Due to my humble nature, it is rather difficult to evaluate myself, but I can assert to have a distinctive sense of responsibility and enthusiasm in carrying out my duties with great commitment and passion.

I am a hard worker, punctual, reliable and able to perform well under pressure. I am a very honest and friendly character and most of my business partners as well as former employers do consider me as A+ player and true team player, being appreciated for the exceptional quality of work, keeping the highest level of professionalism, product quality, service standard and the ability to excel myself on a daily basis.

My very best regards,



CONTACTS

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