



by **RICCARDO GIRAUDI**
HOSPITALITY CONCEPTS





RICCARDO GIRAUDI #THE BEEFBOY

Owner of over 5 companies, graduate of London's European Business School in 1999, Riccardo Giraudi started by giving Giraudi a new impulse in the 2000's by electing to work with exclusive meats.

Whilst becoming a leader in the import of American Black Angus beef, he expanded into Australian meat before becoming the first European importer of certified Japanese Kobe beef in Europe, in 2014. Riccardo Giraudi contributes in the discovery of unattainable high quality meat, by educating the client. Through working with rigorous producers, his goal is to make of meat, that is often criticized, a sexy and essential product.

His motto, "food is the new fashion", inspires him daily to bring strong, innovative and trendy solutions to professionals. Riccardo Giraudi offers new perspectives in the food sector, for retail, B2B worldwide. His goal is to reach the final customer and to educate them on what they are consuming.

For 17 years, Riccardo Giraudi has explored a whole new universe, the restaurant sector. He generates emotions, plays with contrasts and the element of surprise in his numerous concepts.

With over 32 restaurants between Monaco, Mexico and Hong Kong (including Michelin-starred establishments), he finds inspiration by travelling the world. Indeed, Riccardo Giraudi is an adventurous and hyperactive creator, a visionary who easily decrypts new trends during his travels and experiences. Awarded "The Most beautiful Parisian restaurants" in 2019 by Vogue, his success and his passion for hospitality has allowed him to create and rethink restaurant concepts, to offer new ways of consumption and to boost the gastronomic landscape combined with a gorgeous architecture. To fulfill his projects, Riccardo Giraudi learnt to gather the best entourage, with whom he exchanges constantly.

I. MODERN LUXURY

BRANDS WE OWN

beefbar
by RICCARDO GIRAUDI

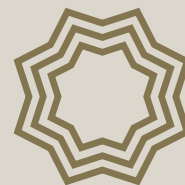
leafbar
by RICCARDO GIRAUDI

LE PETIT
beefbar

beefbar
ビーフバー
ASIA



Anahi
with Maura Colagrosso



SONG QI

Rumore



Restaurant & Bar Design Awards

beefbar[®]
by RICCARDO GIRAUDI

*The most beautiful Parisian
restaurant of 2019 - VOGUE*

We are at Beefbar, and not in a steakhouse.

Reflection of a cosmopolitan culture, Riccardo Giraudi, his Executive chef & his 8 consulting chefs, magnify the best meat origins & cuts of the world by cooking them as a whole ingredient. Through these exclusive meats, often offered in exclusivity, we sublimate international & local recipes.

Therefore, the menu presents a selection of street food, tiraditos and tartares prepared very lightly & created to be shared. Full of contrasts, Beefbar reveals the rarest meats of the world through popular recipes.

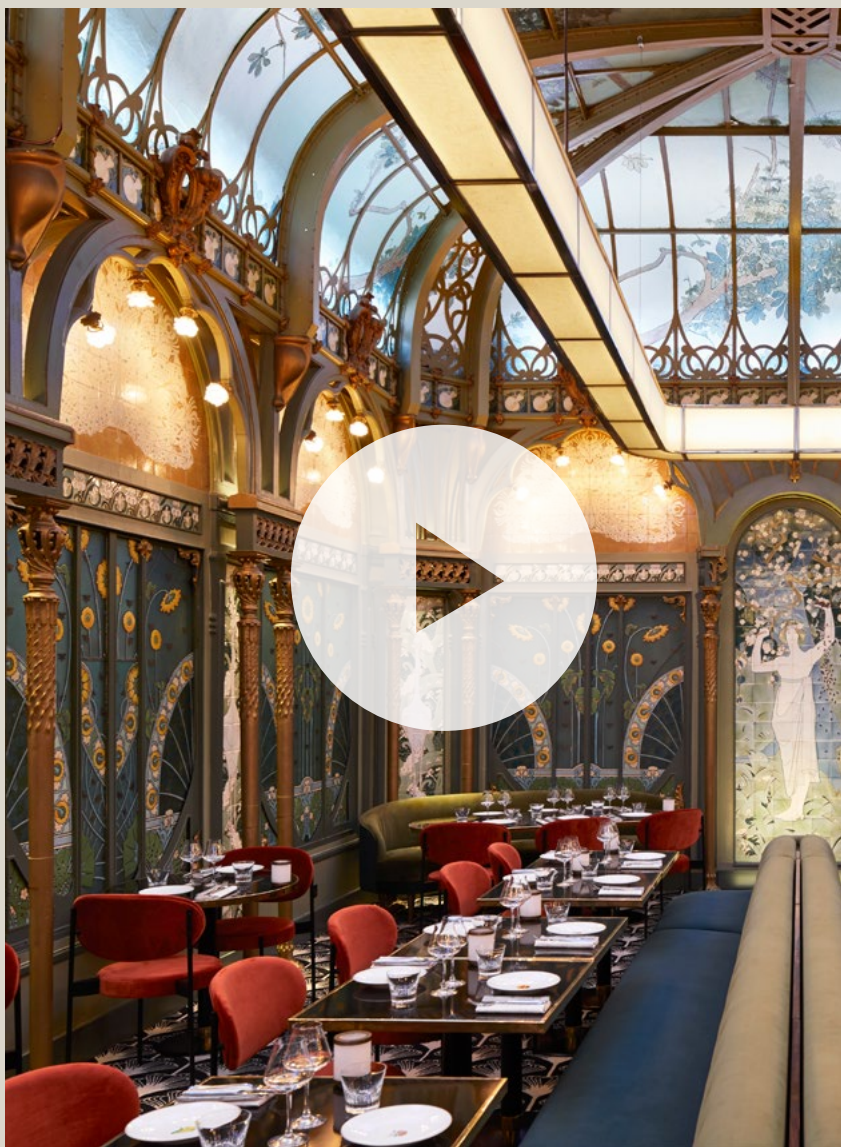
The customer doesn't want to have to choose between elegance and simplicity, or to have to devour a whole cut to satisfy his carnivorous craving.

The Beefbar concept breaks with classic & stiff codes. Through its glamorous architectural lines, Beefbar includes the modern luxury feels and offers a complete and more accessible experience. Here, luxury is more felt and savored than it is seen.

menu







our current locations

PARIS
Rue Marbeuf

SAINT-TROPEZ
Hôtel Lou Pinet *****

MÉRIBEL
Hôtel Le Coucou *****

LONDON
27 Cale Street

MONACO
Quai Jean-Charles Rey

MYKONOS
Bill & Co Hotel *****

ATHENS
Four Seasons Astir Palace *****

MALTA
St Paul's Bay

MALTA IN THE CITY
The Phoenicia *****

COSTA SMERALDA
Hotel Cala di Volpe *****

MILANO
Beefbar Quadrilatero

SAO PAULO
Rua Barão de Capanema

SANTORINI
Beefbar

RIVIERA MAYA
Esencia *****

MEXICO
Camino Real Polanco *****

HONG KONG
Ice House Street, Central

DUBAI
Jumeirah Al Naseem Hotel *****
DIFC

EGYPT
North Coast - pop up

ANJUNA
Eze sur Mer - pop up

SAUDI
Riyadh city

DOHA
Beefbar Mansion



MONACO



RIYADH



PARIS



DUBAI



ATHENS



MYKONOS



MALTA BEACH



MALTA CITY



MERIBEL



MEXICO



HONG KONG



SAO PAULO



CALA DI VOLPE



ESENCIA



NORTH COAST



SAINT TROPEZ



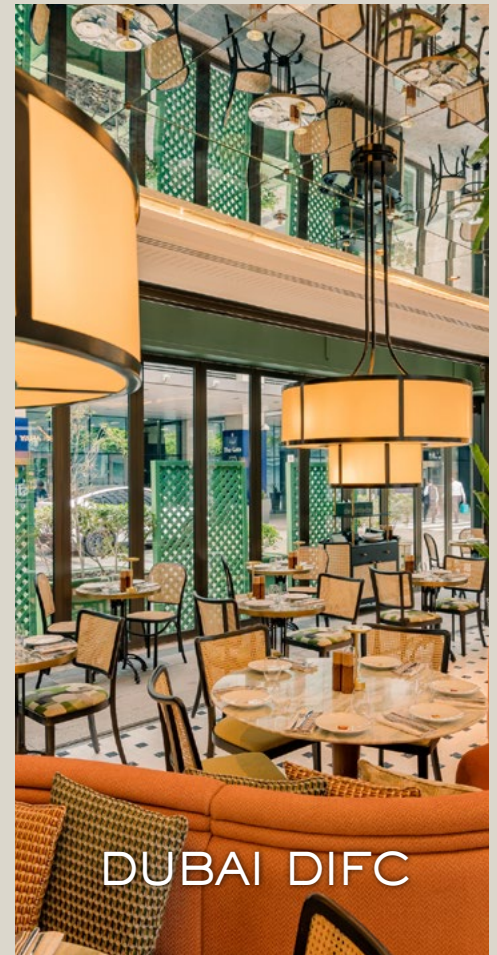
MILANO



LONDON



DOHA



DUBAI DIFC



opening soon...

MONACO

Leafbar Monte-Carlo
Beefbar Dinner

MILANO

Rumore

PARIS

Le Petit Beefbar

EDIMBOURG

Le Petit Beefbar

NEW YORK

Beefbar Tribeca

LUXEMBOURG

Beefbar x Smets
Le Petit Beefbar

BAHREIN

Beefbar Manama

EGYPT

Beefbar Cairo

CYPRUS

Beefbar Amara

KUWAIT

Beefbar Kuwait City

BUDAPEST

Nightingale by Beefbar

SAINT MORITZ

Beefbar



leafbar
by RICCARDO GIRAUDI

A PLANT FORWARD BEEFBAR

Leafbar is a new & unique vibrant culinary and drink destination, created by Riccardo Giraudi, which already premiered in Beefbar Tulum, Paris & Saint Tropez.

Leafbar is the direct opposite of extreme & sectarian vegan concepts. The idea started to evolve in Riccardo Giraudi's head when journalists kept on asking him "what's your opinion on veganism?", assuming that he would criticize veganism and the flexitarian diet. However, he had already realised that meat should be consumed and appreciated like great wines. So Riccardo Giraudi spun his magic to make the "leaf" noble again. Ask yourself who is perfect to make vegetable carnal? Who other than a carnivore specialist!

Through these gourmet and cosmopolitan millennial protein recipes signed in collaboration with [Matthew Kenney](#), Riccardo Giraudi puts grains and vegetables into the spotlight. The menu presents a selection of street food, dishes to share, botanical cocktails prepared with a light combination of ingredients.

Clients do not want to have to choose between elegance and simplicity, a restaurant or a bar. This is why Leafbar breaks with classic & stiff codes. It is comfortable, delicious and of course, glamorous. It represents an unique experience & way of serving the clients.

The main bar welcomes you for a cocktail, prepared in front of you with amazing techniques & knowledge, exactly like a Chef in his kitchen. You can also eat at this bar, use the lounge area to share drinks & foods. Each space is different but they merge together to create a never seen before environment. The live music and the DJ create a lively atmosphere all day.

menu



REDEFINE MEATS (V)



LE PETIT *beefbar*

This November, Le Petit Beefbar - part of the globally recognised collection of Beefbar restaurants - will open its first UK site on Cale Street in Chelsea.

Set to be a jewel in the crown of the Chelsea neighbourhood, Le Petit Beefbar is an elegant yet cosy take on existing Beefbar restaurants around the world.

The menu is designed to be an approachable introduction to the Beefbar brand, yet at the same time comforting and luxurious. With main courses starting at £29, guests can choose from the likes of Steak Frites; Filet Frites; XL Wagyu Ribeye; Double Cheeseburger; Tonkatsu Milanese; Miso Black Beef to be accompanied with a choice of sides: crunchy cabbage salad & goma sesame dressing; homemade fries & truffle fries; or signature mashed potatoes.

There will, of course, be certified Japanese Kobe beef on the menu. Each cut of meat will be served with Beefbar's signature and unique La Sauce Beefbar, made with butter, herbs, truffle and an extract of the "Sauce Originale Relais de Paris". Vegan/Chicken Keto Bowls and Steamed Sea Bass will be available as lighter options.

Le Petit Beefbar will also offer 'Street Food to Share', taking inspiration from ingredients and recipes all over the world. The dishes will continue to showcase Giraudi's obsession with premium beef, offering the likes of Jasmine tea smoked bao bun or the Croque Sando.

menu







The concept at the heart of Nightingale by Beefbar, is to bring to the table, Riccardo Giraudi's Beefbar classics with a strong Asian twist. Our wide selection of street food is a pure dream and must be shared. Picture a smoked Bao Bun with shiitake & enoki mushrooms, a beef tataki with XO sauce, yellowtail sashimi with yuzu truffle sauce...

In addition to these gourmet starters, Nightingale by Beefbar showcases exceptional main dishes such as the Black Cod Koron – Ouzo & miso marinated Black Cod-, Wagyu beef ribeye with Yakiniiku sauce, and a Ginger Seabream with Imperial soy sauce.

Should you have space to spare, try our inimitable Miss Bao, a banana and dark chocolate bao bun, or our Pastilla Sucrée, a mille-feuille inspired dessert with jasmine infused panna cotta and exotic caramel.

Our bar is an audacious space, exuding the livelessness of endless Asian nights which blends seamlessly with sophistication. Join us to unwind with a drink in hand.

Signature cocktails on offer will include the 'Gold Sword' with yuzu ice cream, rum & mint distillate & champagne, the 'Lickpot' with gin, Mancino sakura & Mediterranean tonic, or the 'Barley Grass' with barley grass infused with vodka, fresh lemon juice & almond syrup. Each cocktail has been created to be paired with items from the Street Food menu.

menu





beefbar® ビーフバー ASIA

BEEFBAR ASIA is a spinoff of the famous BEEFBAR concept, focusing on panasian cuisine, from Japan to China, to Korea and Malaysia

Our iconic street food section has been revisited, whilst the addition of the beef focused sushi bar will give the brand a new direction.

The centre piece experience will be the barbecues focusing on prime steak cuts, marinated beef, unique sauces, and fantastic sides from all the corners of the asian continent.

The menu is designed to be an approachable introduction to the Panasia cuisine, yet at the same time comforting and luxurious. The guests can choose between marinated beef, leaf or reef starters, followed by various sushi & rolls prepared with the best meats and fishes. For mains, our chef has imagined flavorful woks, grilled beef with Asian sauces such as Yakiniiku, steamed or marinated fishes such as the Ouzo and Miso Black Cod. All served with Asian inspired side dishes, including our Goma cabbage salad, eggplant miso and Kimchi fried rice.

menu





Anahi

with Mauro Colagreco

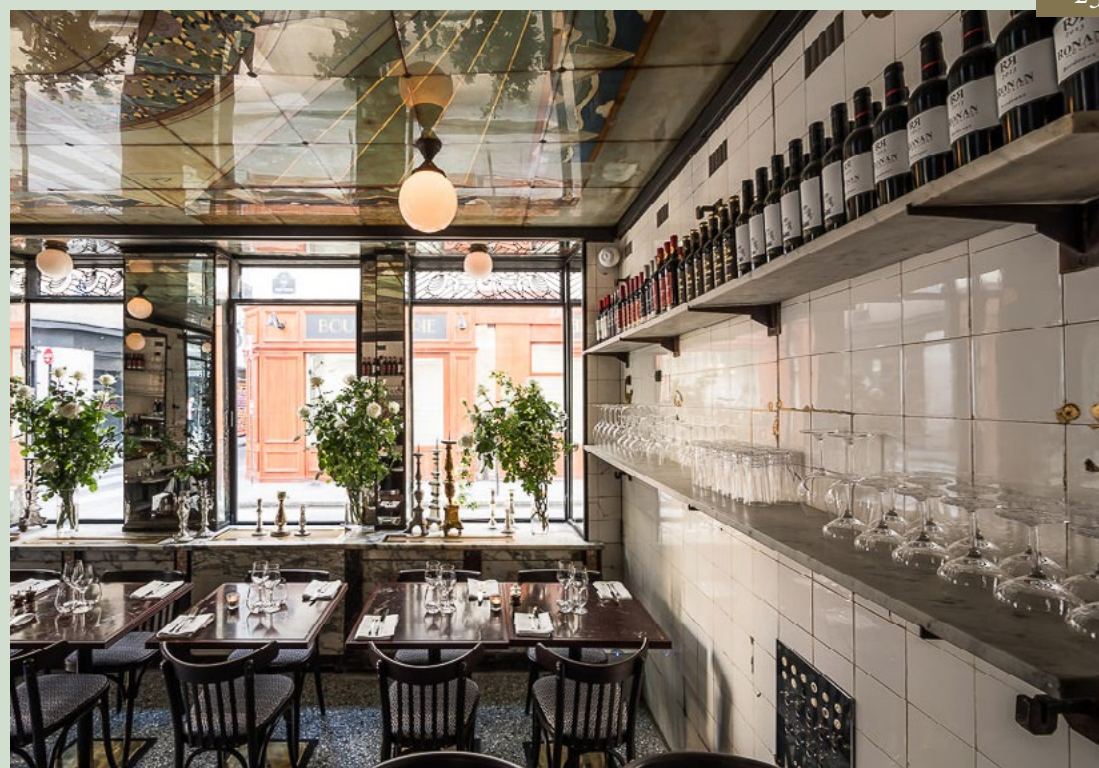
Driven by Riccardo Giraudi, the iconic Chef Mauro Colagreco and the come back of the great Carmina, Anahi regained its mythical atmosphere from the best while welcoming exceptional meats sourced all around the world.

Totems of traditional French cuisine, are being associated with Southern American tonalities, and are sublimated by the warmth of the staff and the venue which greet the Naomi, Oliver, Alexis or Victoria of the fashion industry during Fashion Week with one or two margaritas.

For the record, the restaurant was an old butcher shop from the 1920s, as recalled by the elegant Art déco glass ceiling and old tiles. The architects Humbert & Poyet have remodeled the room with subtle touches. The precious golden cracks on the tiles and the ceiling have been therefore preserved, as an homage to the venue's vibrant history. Terrazzo floors and bistro style chairs give modernity to this heritage.

In the little room in the back, a cocktail bar has been designed, in a Speakeasy style. Marble tabletop alongside a wooden counter, adorned with braided leather. The bartender delivers great Southern American classics like Carmen's famous margarita.

menu



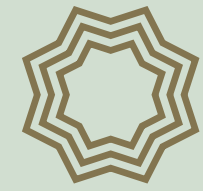




Rumore

Long after speakeasies were coined in the 1920's, people are still attracted by secret bars. Secret, hidden & precious, Rumore is purely dedicated to the cocktail culture and the celebration of life.

Rumore is the art of well drinking, an ode to creativity, techniques and mixology. Step into this dimly lit gem, find a cosy spot and just enjoy the exclusive experience you're about to live.



SONG QI

Recently elected 17th best restaurant in the world by Casa Vogue, Song Qi has been created by Riccardo Giraudi, in 2014. Song Qi intends to provide in Monte-Carlo the only offer that had not yet been created: a luxurious Chinese gourmet restaurant.

On the menu : homemade steamed or crispy dim sum, jumbo tiger shrimps, lettuce wraps, gourmet wok... Not to mention our famous whole pecking duck !

This unique gustative culture can be discovered in a precious & intimate setting created by the architects Humbert & Poyet, where luxurious material, brass, silky green, black marble & velvet constitute a magnificent combination.

Song Qi reflects the spirit of Shanghai's golden age of the 30's and is the perfect balance between modernity, luxury and timelessness.

menu





II. LEGACY BRANDS

CO-OWNED PARTNERSHIP





+++++ Zeffirino® RISTORANTE 1939

In Italy, and more particularly in the area of Genova, Zeffirino is a true culinary institution and has been since 1939. What looks like a traditional, family-style Italian restaurant has welcomed the greatest Italian and international celebrities - from the Pope to Frank Sinatra -.

They have all joined the family many times to savour the iconic specialties of the Belloni family including the bright & fresh Pesto alla Genovese.

Today, Riccardo Giraudi has decided to use his own creativity and knowledge to awaken this mythical brand and give it a new impulse.

menu





FRANK SINATRA

29/04/1998

Dear Zeffirino

Thank you so much for your nice letter. It was good to hear from you and I thank you for your kind words! I had a marvelous birthday celebration and I will never forget the outpouring of love and affection from so many dear and wonderful friends here and all over the world! I feel blessed.

It would be wonderful to visit Genoa and Rossi...Barbara remembers when she went to visit Mama's birthplace... She loved meeting you, too! It was a marvelous trip for her and we would enjoy visiting there together sometime.

Barbara joins in sending you and your family much love and our very best wishes for the New Year! Stay well and happy and my thanks again for taking the time to write!

With our warmest regards and love,

Cousin Frank



*Mr. Luciano Zeffirino
15 Zeffirino Restaurant
Via XX Settembre 15
16121 Genova (Italy)*



Cantinetta Antinori is synonymous with Tuscan warmth and sun. It is one of the most famous and historic names in Tuscany in terms of hospitality.

In Monaco, Cantinetta Antinori welcomes guests in a rustic, simple, authentic, elegant and prestigious atmosphere. The menu gathers the best Italian specialties, with a special unique touch. From freshly made vitello tonnato and Italian charcuterie, to lobster linguine and beef tagliata, the culinary experience is truly unforgettable.

Not to mention that each meal is topped with Antinori's famous wines.

menu







This concept is a bold & unique culinary destination. We invite guests to celebrate life, live unforgettable moments, meet and share traditional African cuisine with a Mediterranean twist. We offer the perfect balance between African and the Cote d'Azur in a mythical & mystical atmosphere.

Mythical, emblematic, installed since 1969 on the beautiful port of Beaulieu sur Mer, African Queen garnishes the tables of the gourmets of the region and gastronomic adventurers.

A friendly place, smiley staff, passion and rigor, share the small portions, mix and match, and discover a variety of new flavours. Our selection is based on the most popular and simple sea foods & fish from around the world with the most exclusive fresh products from the Riviera.

Even the desserts express a unique creativity which Riccardo believes can be branched out on a global scale.





III. CASUAL COOL

BRANDS WE OWN

beefbar
deli

blu
BY BEEFBAR

BEEFTRO

TINY
THAT

MONTE
MOZZA

M O S H I
MEDITERRANEAN
SUSHI BAR

beefbar deli

Exceedingly rare today, the concept is modern, chill, casual. Food is deli-inspired, street food-y, hits the spot and offers an elevated dining experience.

THE Beefbar Deli offers breakfast staples with a twist like House Benedicts with ribeye prosciutto & truffle hollandaise sauce, stuffed hash browns and all the sweets. For dinner, there are creative nibbles to share such as Kobe beef fried chicken, Philly Cheese-Steak sando or Short Rib Quesadillas, perfectly made sandwiches, burgers & flatbreads. Not to mention the perfect house specialties including Riccardo Giraudi's exclusive beef & a killer Spaghetti Beefballs and new riffs on classic plant-based recipes.

Driving the excitement and momentum to our locations we propose a simple, positive, emotional vision of food for everyone : a relaxed, uncomplicated, sensual, vibrant, jubilant culture of pleasure.

menu



37







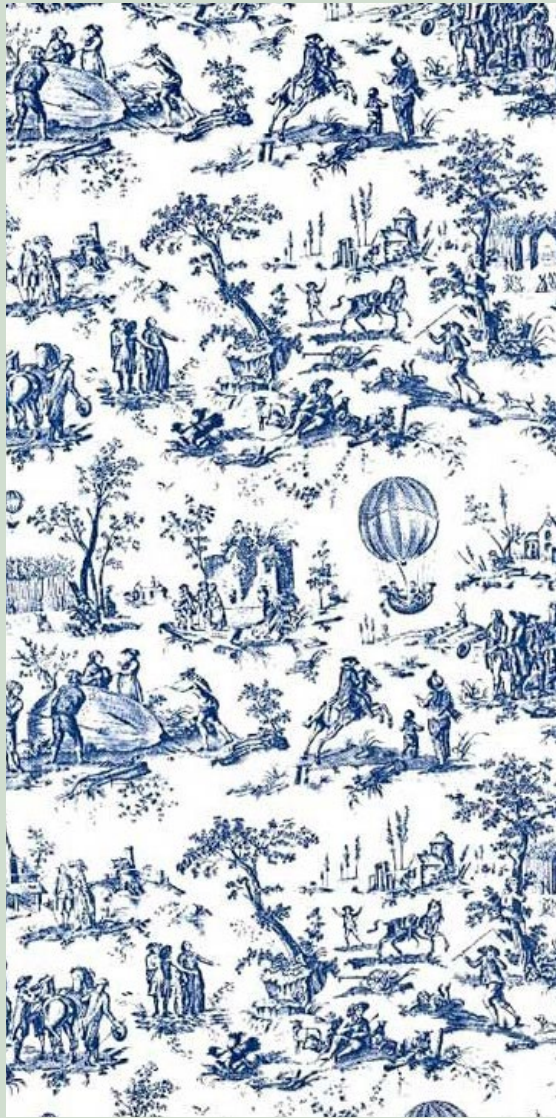
Blù

BY BEEFBAR

First opened in Brussels, Blù by Beefbar is a casual destination in itself. In a heritage building and decor, the innovative concept is based on a simple, gourmet and effective offer in 2 steps for both lunch and dinner.

First, choose the way you want your meat cooked : grilled at high temperature, in crispy Parmesan tempura, in sauce, minced, stir fried the Asian way or marinated. Then, choose your favorite homemade side like our signature creamy mash, French fries, or a crunchy salad.

menu





MONTE MOZZA

Monte Mozza immerses you in the warm world of an Italian trattoria from the last century. Authenticity, retro ambiance and romance are all communicated through a warm vintage deco.

Brick walls, tiled ceilings, mosaic floors, red leather benches, wood and marble tables, steel black enamelled industrial lamps, large glass doors and antique mirrors... All the elements are there to allow you to travel to a friendly Italy from last century.

Traditional cuisine, and finest, fresh Italian produce come together to create the tasty dishes. The menu revolves around traditional and iconic Italian dishes revisited by the Chef using artisanal products. The flagship product is, of course, Mozzarella in all of its forms.

menu





BEEFTRO

The name Beeftro is a merge between the word “beef” and the French word “bistro”.

Beeftro offers a new way to enjoy meat in a space reflecting the concept of modern luxury: timeless restaurant, unpretentious services with high quality products.

In a rough and industrial décor balanced with a chic and casual atmosphere, Beeftro offers a meat-focused menu: Kobe beef street food, starters to share, amazing steaks, burgers and fries... Each dish is authentic and simple.

Beeftro definitely creates something different and brings a new interpretation of meat and street food.

m e n u







TINY THAI

In Monaco, Tiny Thai is the cutest & tiniest Thai cantine. Created by Riccardo Giraudi in a jungle-inspired atmosphere, Tiny Thai gathers what we all love in authentic & traditional Thai cuisine.

Start with freshly handmade spring rolls, deep fried chicken wings, or the fruity papaya salad topped with peanuts, chilli & lime. Next, all kind of flavourful curries & woks, from the mildest to the spiciest, with meat, fish or prawns. But also prawn Pad Thai with rice noodles & a peanut based sauce, chicken Pad See Ew noodles topped with fresh lime & veggie stir-fried rice. To end the experience, the sticky mango rice and the coconut crème brûlée will satisfy your sweet cravings.

menu



MOSHI

MEDITERRANEAN
SUSHI BAR

Moshi Moshi is a very intimate restaurant. In a Japanese atmosphere created by Humbert & Poyet, where marble, wood, blue and gold become one, the chef Toshimi Takiya - graduated from the Tsuji school, former sushi chef at Avenue 31 and former chef at Song Qi - prepares for her clients, dishes mixing Japanese tradition and Mediterranean products and recipes.

Classics of the Japanese cuisine are on the menu: edamame, seaweed salad, miso soup, ramen, sashimi, nigiri, maki... Toshimi Takiya expressed her creativity with the signature Moshi Moshi rolls, in tribute to the Mediterranean area: niçoise roll, tonno tonnato, salmon and ricotta with green shiso pesto.

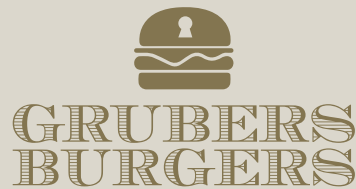
menu





IV. FAST CASUAL

BRANDS WE OWN





GRUBERS BURGERS

Grubers Burgers is a burger dedicated fast casual concept created by Riccardo Giraudi.

In France, over 30 burgers are sold every second. In fast foods or Michelin-starred restaurants, this dish is a staple. However, the offer remains the same: a classic burger and a ray of recipes without the possibility to personalize it. Grubers is the exact, perfect opposite.

Our innovation? Our Cheese grubers we like to call "Juicy Lucy" aka delicious 100% freshly ground beef stuffed with a flavorful cheddar slice right in the middle, resulting in a melted core of cheese and very juicy beef. To top it off : a powerful, cream-based sauces made with truffle or jalapenos pepper for example, and an airy and light bun.

In terms of design, the architects Humbert & Poyet have decided to reflect Grubers' commitment through architectural details. The design is a combination of raw materials such as wood and metal. Both bring warmth to our simple, bold and timeless Grubers.

menu





Pizz'aria is the only wood fired pizza that offers a revolutionary crust due to its unique fire blazing patented ovens.

TO BLAZE A TRAIL.

First of all, All our pizzas are cooked using only fully traceable Italian oak and beech woods.

A BAPTISM OF FIRE.

But here is the secret trick, during the process, the wood combustion and the wood firing chambers are separated, like this the pizzas are never in direct contact either with the wood or with the combustion fumes, which are extracted separately and eliminated.

TO GO UP IN SMOKE.

Because more and more countries impose this break up of smoke, This is the reason why there are practically no more wood fired pizzerias around the world.

3 FRANCHISING MODELS :

CASUAL RESTAURANT

on site
+ take away
+ delivery

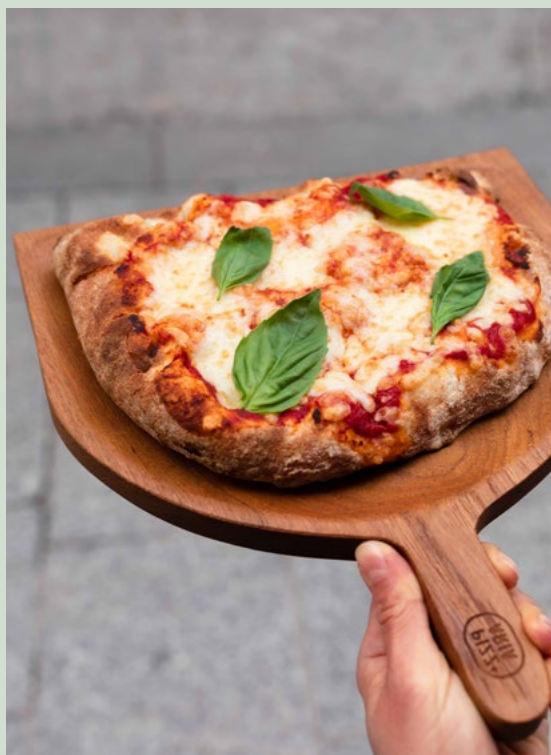
GHOST KITCHEN

click & collect
+ delivery

BY PIZZ ARIA

pop up inside
the menu
or collab

WWW.PIZZ-ARIA.COM







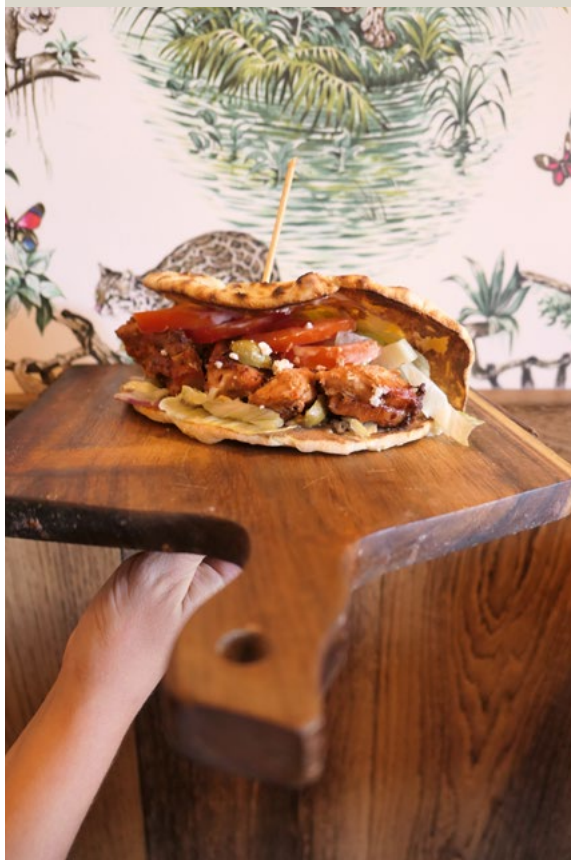
babek kebab

True invitation to travel, Babek is a fast casual articulated around breads and meats on the spit from the globe. Naan, saaj, kebab & shawarma, you name it. Flavors, smells, color... Meet a new culinary genre based on nomadic & gourmet street food.

More than a simple open kitchen, Babek offers a real visual show thanks to the beautiful traditional Tandoor & Saj oven used to bake the breads. Filled before your eyes, choose the bread, toppings and spit-roasted meat : beef or chicken.

Our values ? Freshness, quality, originality on a playful & offbeat background. In a nutshell, Babek is a place of sharing full of life, all in greed & in the era of time.

The origin of the name ? Dialect from the Cyclades or phonetic Hindi translation? Babek is a name imagined to arouse the curiosity of food lovers Or Kebab in slang, simple as that.



V. OUR GHOST KITCHENS





The market is mature enough to build a delivery-only brand. We can serve up the right food at the right place at the right time. Thanks to Delovery, our own delivery company or Deliveroo and Uber Eats, we can deliver anywhere, anytime.

Food delivery is definitely a growing part of our business, especially for the evening shifts. It is also the new way to attract customers with no time and 12 euros to spend at Lunch.

Most quick-service restaurant chains employ 30 to 50 people, with our facility, we have designed the service stack so we only need two people per shift. It cuts the labour cost by 75-80 per cent and the simplicity of the concepts does not require trained staff.



**TINY
THAT**



**PIZZA
ARIA**



beefbar
RELAIS






INDOCHINE
 by RICCARDO GIRAUDI



M E Z Z E
 kitchen
 modern lebanese

VI.POSITIONING



VII. CONSULTING



CONSULTING

Riccardo Giraudi works and acts as a consultant with the biggest hotel groups in the world, restaurant chains, casinos and cruise companies. For them, we search and develop hospitality concepts and unique experiences.

BACK OF HOUSE /

Recipe creation and product development.

Recipe creation designed to reach clients food costing target. Ensure that the developed product can be prepared only by trained operators without the needs of chefs, reducing employee costs while increasing service hours.

Open book calculation for transparency in service.

Guaranteed standardization and consistency on developed product.

Supply chain development and assistance.

FRONT OF HOUSE /

Overall concept experience development including menu, engineering and design.

Architectural design including front house and kitchen layout and design. Tableware selection. Uniform design.

Musical illustration design including personalized web radio for multiple locations.





SHIFT



PARTOUCHE



PANTONE

VIII.OUR CORPORATE CHEFS

Our Executif Chef Thierry Paludetto studied cooking at l'Ecole Hôtelière de Toulouse before starting his career close to Paris, then in the South of France ; Lucas Carton, 3* in the Michelin guide, second de cuisine with the chef Alain Senderens / La Pinède St Tropez, 1* in the Michelin guide, kitchen chef/ La Réserve de Beaulieu, 2* in the Michelin guide, assistant chef / La Bastide St Antoine, 2* in the Michelin guide, with the chef Jacques Chibois / Hôtel Métropole, with the chef Joël Robuchon / Beefbar Monaco since 2005.

Today, Thierry Paludetto and his 8 corporate Chefs work closely with Riccardo Giraudi to develop our menus all around the world.



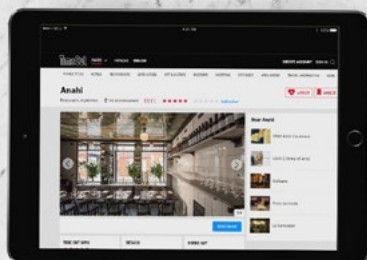
The New York Times

"Beefbar... star studded"



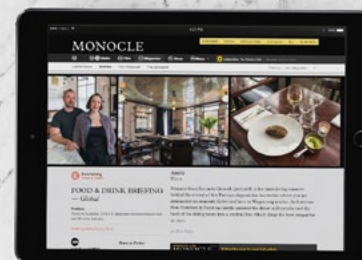
Forbes

"Le créateur de restaurants de viande multiplie les ouvertures avec audace"



TimeOut

"Go once, and you will go nowhere else"

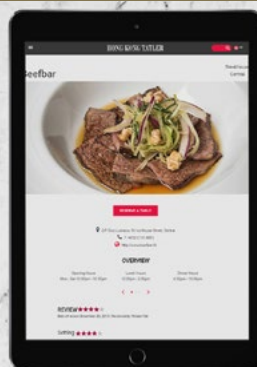


MONOCLE

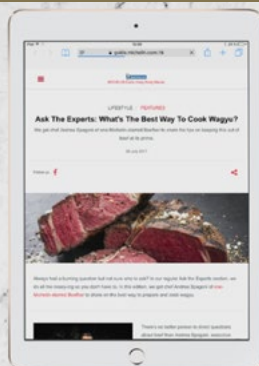
"Riccardo Giraudi is the meat-loving maestro"

HONG KONG TATLER

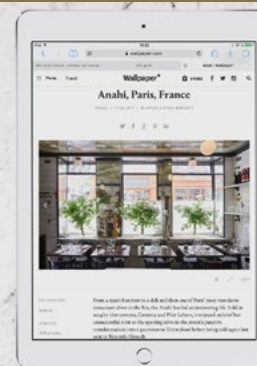
"Nothing sort of spectacular"



"On réalise que la viande peut être belle et bonne, réinventée comme un diamant", François Simon



"The kitchen is known to use revolutionary ways of cooking"



Wallpaper*

"New levels of sophistication"

Thank you

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