



LSN
CONSULTANTS

03

OUR STORY

04

CAPABILITIES

07

BRAND
EXPERIENCE

08

HIGHLIGHTS &
SUCSESSES

09

CASE
STUDIES

12

CLOSING

LSN IS THE RESULT OF 30 YEARS HOSPITALITY EXPERIENCE PAIRED WITH
EXPERTISE IN BRANDING, MEDIA RELATIONS AND INFLUENCER MARKETING

OUR STORY

Nato grew up in Sydney, Australia where his father ran an Italian goods import business. When his family moved to New York City, he worked after school in their Salumeria. In his early 20s, he inherited the business but later sold it to pursue a career in finance. Securing his Series 7 license and working for 4 years for Lehman Management & Brick Securities provided Nato with an intimate knowledge of financial industries, but realizing his passion for food and creativity, Nato pivoted and returned to hospitality.

Throughout his 25 years, Nato has overseen food and beverage programs for country clubs, fine dining restaurants and hotels throughout the New York and DC metro areas. From landmarked restaurants and members-only country clubs to 4 years as Food & Beverage consultant for JBG Asset Management's DC-based portfolio of hotels, Nato's experience uniquely spans all aspects of the hospitality world.

Most recently at Crescent Hotels and Resort as VP of Food & Beverage, Nato created the inaugural corporate Food & Beverage division for over 100 hotels, working with hotel and asset managers to develop corporate-wide guidelines, streamline catering programs, and oversee monumental renovations.

His greatest strength lies in turning around challenged businesses and creating profitability through restoration projects and revamped food services. Together with his daughter Samantha, a seasoned media and branding professional from New York, Nato offers a 360-degree approach to shaping a property's identity and brand.



BUSINESS ANALYSIS

From purchasing to staffing, LSN will review budgets, complete a food and beverage assessment, analyze current spending, and investigate the methods that make the most sense for your business to increase revenue and/or to maximize profits.

MEDIA

Traditional print, digital, broadcast, and social networks – the landscape setting the tone for conversation is changing every day. LSN will analyze which platforms make the most sense for engaging local customers and advise on PR strategy for key initiatives.

MARKETING

LSN understands local businesses. With an extensive special events background and realizing that most F&B revenue stems from lucrative catering packages, LSN will craft competitive packages that are best for your demographic, capture new customers, and ensure they return.

FOOD & BEVERAGE

GENERAL

- Food and Beverage Assessment
- Restaurant/Bar Evaluation & Menu Engineering
- Food & Labor Costs
- Proactive Concept Planning
- P&L Review
- Local Comp-Set Analysis
- Purchasing & Standard Operating Procedures
- Food/Safety Audits
- Critical Paths
- Bar/Wine/Mixology Programs
- FOH Service Programs
- BOH Efficiency Checks

BANQUETS & CATERING

- Banquet & Catering Opportunities
- Banquet & Catering Package Assessment/Development

DESIGN

- Restaurant, Bar, Meeting Spaces Redesigns
- Renovations

BRANDING, GROWTH & DIGITAL

MARKETING STRATEGY

- Social Listening
- Local Competitive Analysis
- Strategy Development & Benchmarking
- Local Promotion/Marketing of Catering Services

MEDIA RELATIONS

- Traditional Media Relations
- Social Media Engagement
- Executive Profile Building
- Influencer Partnerships
- Advertising Buys

CORPORATE AFFAIRS

- Employee Digital Trainings
- Media Landscape Education

BRAND EXPERIENCE



THE LUXURY COLLECTION
Starwood Hotels & Resorts



INDEPENDENT
BOUTIQUE HOTELS



Sheraton



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AUTOGRAPH
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HOTELS

HIGHLIGHTS AND SUCCESSES

- Created foundation for inaugural Food & Beverage division at Crescent Hotels & Resorts, a top five third-party property management operator
- Contributed to Increased overall property value of a hotel due to raising F&B profit
- Developed a proprietary "Food & Beverage Assessment" program, created to evaluate menu offerings, analyze labor & payroll requirements, compare Outlet and B&C menus to comp-set
- Increased hotel capture rate and attracted outside local business by developing a custom "In Hotel Dining Promotional Program"
- Increased catering and banquet revenue at several properties by revising wedding packages, creating an executive meeting package and marketing programs
- Raised GSS scores through training programs

KIMPTON[®]

hotels & restaurants

Within 2 years of implementing new practices and programs, net F&B profit increased \$250,000 which generated close to 3 million dollars on increased value when property was sold.

Highlights:

- Implemented a specially-created “In Hotel Dining Promotional Program”
 - 30% revenue growth for the restaurant and bar
 - Increased hotel capture rate as well
 - Higher rate of return for locals
- Revised Banquet and Catering menus (wedding, holiday and meeting packages)
 - Actualized into a 25% growth in revenue YOY



Challenged by too-few dining covers and expensive labor costs, overhauled the dining services, reduced labor costs and increased revenue by almost \$350,000.

Highlights:

- Converted lobby space to bar/market-place themed 'grab-and-go' service
 - Oversaw construction/layout planning
 - Advised on product selection/assortment
- Closed restaurant for lunch and dinner, creating more space for corporate functions by leveraging dining areas for events/meetings



Performed comp-set and payroll analyses. Revised outlet food and beverage menus to be better suited to the marketplace. Increased net profit of \$100,000 YOY



Analyzed existing catering business and packages, specifically focusing on weddings. Overhauled menus, collateral and marketing tactics resulting in triple digit growth over 18 months.

INDEPENDENT BOUTIQUE HOTEL

Addressed overall food & beverage challenges, recommending to cross-utilize products for lunch and dinner, resulting in a lower food cost and use the management company's existing "In Hotel Dining Promotional Program" allowing kitchen to produce consistent quality food at a faster pace.

The consumer landscape has changed. Peer recommendations carry 10 times more weight than recommendations from sales people.

Guests are talking, sharing, and posting about the places they visit, what they're eating, and what they're loving.

Unfortunately, they're also talking about what they hate.

LSN's approach is end-to-end. Together we work to ensure not only that your programs are flawless, but that the conversations are, too.

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