

THE ART OF HOSTING, ELEVATED.

HOSPITALITY CONSULTING

We build hospitality concepts that perform —
creatively, operationally and commercially.

For Hotels • Restaurants

SAINT MARTIN • ANGUILLA • SAINT-BARTH

BASE.

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WHAT WE DO.

Base. is a hospitality consulting partner for restaurants, hotels and lifestyle venues.

● **CONCEPT & POSITIONING**

Concept development, brand positioning, identity, competitive positioning.

● **GUEST EXPERIENCE**

Customer journey, service standards, touchpoints, experience design.

● **OPERATIONS**

SOPs, service flow, team structure, operational efficiency, training.

● **COMMERCIAL PERFORMANCE**

Menu engineering, pricing, upselling, revenue opportunities, partnerships.

CREATIVE THINKING.
OPERATIONAL IMPACT.

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WHERE WE STEP IN.

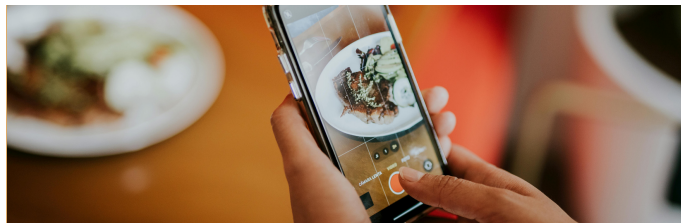
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OPENING A NEW VENUE.

From idea to opening.



REPOSITIONING AN EXISTING CONCEPT.

When the product is good but the positioning or experience needs work.



IMPROVING PERFORMANCE.

Revenue, margins, operations, guest spend.



ELEVATING THE GUEST EXPERIENCE.

Service, standards, atmosphere, journey.



SUPPORTING GROWTH.

Second location, hotel F&B, new outlets, seasonal concepts.



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OUR APPROACH.

- **01. AUDIT**
We observe, analyse and identify opportunities.
- **02. STRATEGY**
We define priorities and build the roadmap.
- **03. BUILD**
Concept, tools, standards, processes and recommendations.
- **04. IMPLEMENT**
We work alongside the team to put the strategy into practice.
- **05. OPTIMISE**
We measure, adjust and continue improving.



OUR SERVICES & DELIVERABLES.

Every engagement is tailored to the property, its positioning and its objectives.

- Concept creation & repositioning
- Menu architecture & engineering
- Pricing strategy
- Guest journey & experience
- Service standards & SOPs
- Team structure & training
- Upselling strategy
- Operational audits
- Supplier & partner sourcing
- Opening / pre-opening support
- Brand collaborations & activations

Depending on the engagement, Base. may deliver the following deliverables:

- Operational audit
- Concept book
- Competitive analysis
- Guest journey mapping
- Menu engineering
- Pricing recommendations
- SOP manual
- Service standards
- Training sessions
- Opening roadmap
- Commercial action plan
- Monthly performance review

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HOW WE WORK TOGETHER.

Every hospitality business has different needs, ambitions and challenges.

Base. offers three ways of working together — from a focused strategic review to project-based support and ongoing advisory.

THE AUDIT.

See clearly. Prioritise what matters.

A focused review designed to identify what is working, what is holding the business back, and where the strongest opportunities lie.

Understand where the opportunities are.

THE PROJECT.

From strategy to execution.

A defined consulting engagement built around a specific business objective.

Build and implement the solution.

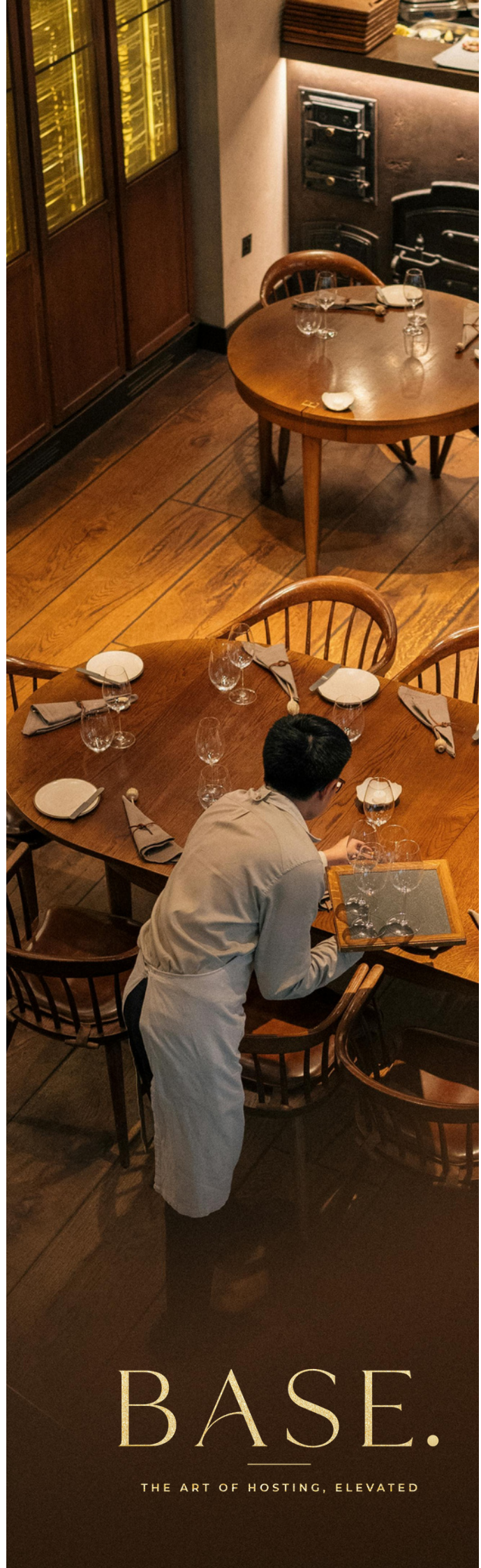
THE PARTNERSHIP.

Your hospitality partner, beyond the project.

An ongoing advisory relationship for businesses that want continuous strategic and operational support without building an additional senior function internally.

Continue improving the business over time.

Not every client needs the same level of support. Base. builds each engagement around the property, its objectives and the level of involvement required.



BASE.

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THE AUDIT.

See clearly. Prioritise what matters.

A focused review of your operation through both a guest experience and commercial lens — identifying what works, what needs attention and where the strongest opportunities lie.

What we review

- Concept & positioning
- Guest journey & service standards
- Operations & efficiency
- Menu & pricing
- Revenue & upselling opportunities
- Competitive positioning

You receive

- Base. Audit Report

Clear findings, opportunities and priority recommendations.

- 90-Day Action Plan

A practical roadmap focused on the actions with the greatest impact.

- Strategy Session

A working session with ownership and management to review findings and next steps.

Ideal for

Existing restaurants and hotels looking for an expert external perspective before making their next move.

Investment

Depending on property size, number of outlets and scope of review.

Travel and accommodation, where required, are quoted separately.



THE PROJECT.

From strategy to execution.

A defined consulting engagement built around a specific business objective — from concept development and repositioning to pre-opening and commercial optimisation.

Typical projects

- **Concept Creation:** Build a distinctive concept, positioning and guest experience.
- **Restaurant Repositioning:** Refresh the offer, positioning and commercial strategy.
- **Pre-Opening:** Build the operational foundations and prepare the team for launch.
- **Commercial Optimisation:** Improve pricing, average spend, revenue streams and overall performance.

The process

From understanding the business to implementation, we work alongside ownership and management throughout the project.

01 — Discover

02 — Define

03 — Develop

04 — Implement

05 — Refine

Investment

- Focused Project

One clearly defined challenge or workstream.

- Full Project

Broader concept, repositioning, opening or multi-department engagement.

A tailored scope, timeline and fee proposal is provided following an initial consultation.



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THE PARTNERSHIP.

Your hospitality partner, beyond the project.

An ongoing advisory relationship for hospitality businesses looking for continuous strategic and operational support.

Base. works alongside ownership and management to review performance, identify opportunities and support execution as the business evolves.

Ongoing support can include

- Strategic advisory
- Performance optimisation
- Menu & pricing strategy
- Guest experience development
- Operational problem-solving
- Revenue development
- Seasonal concepts & activations
- Team training & quality reviews

How it works

- Monthly Strategy Session

Review performance, challenges, priorities and upcoming opportunities.

- Ongoing Advisory

Access to Base. for strategic and operational questions throughout the month.

- Quarterly Review

A deeper review of performance, guest experience and commercial opportunities.

- Project Support

Guidance on selected initiatives developed during the partnership.

Investment

- ESSENTIAL

Strategic advisory + monthly review + limited ongoing support.

- GROWTH

More active involvement across operations, F&B and commercial development.

- EMBEDDED

High-touch support for properties requiring Base. to operate as an extension of the management team.

A tailored scope, timeline and fee proposal is provided following an initial consultation.

Recommended minimum commitment: 3–6 months.



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WHY BASE.

Hospitality thinking. Operational reality.

WE THINK LIKE OPERATORS.

Practical strategies designed to work in real hospitality environments - not just on paper.

WE CONNECT EXPERIENCE & PERFORMANCE.

Every decision should elevate the guest experience while creating measurable commercial value.

WE STAY CLOSE TO EXECUTION.

From strategy to implementation, we work alongside teams to turn ideas into results.

AWARD-WINNING HOSPITALITY EXPERTISE.

Base. combines operational experience, commercial thinking and award-winning F&B expertise — including Daphné Sonn, Best Sommelier of the French Caribbean 2026. This expertise gives us a perspective grounded in Caribbean hospitality, with international standards and a sharp understanding of guest experience, service and performance.

Sarah leads the operational vision behind Base., bridging strategy with real-world hospitality execution.

With a strong background in luxury hospitality operations, she brings a hands-on understanding of service standards, team dynamics and the operational realities behind high-performing restaurants and hotels.

Her approach is focused on turning strategy into clear, practical solutions — ensuring concepts are not only well designed, but operationally relevant, consistent and built to perform.

Sarah Berrabah

Co-Founder & President

“The best hospitality strategies are the ones teams can actually deliver.”



Recognized as Best Sommelier of the Caribbean – ASI 2026 and LQA Star Employee for Outstanding Service in May 2025, Daphné brings award-winning F&B expertise together with a strategic vision of modern luxury hospitality.

She leads the creative and commercial direction of Base., bringing a sharp perspective to concept development, F&B strategy, positioning and guest experience.

Her approach combines creativity, service excellence and commercial thinking — building hospitality concepts that are distinctive, relevant and designed to perform.

Daphné Sonn

Co-Founder & Managing Director

“Great hospitality creates emotion. Great strategy turns it into lasting value.”

BASE.

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STRATEGIC ENOUGH TO SEE THE BIG PICTURE.
OPERATIONAL ENOUGH TO MAKE IT HAPPEN.

LET'S BUILD WHAT IS NEXT.
Opening. Repositioning. Optimising. Growing.

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