

FABIENNE SAROUFIM

EXPERIENCED EXECUTIVE CHEF & RECIPE DEVELOPER

IN EUROPE AND MENA REGIONS
FOR NEW CONCEPT LAUNCH | ON-GOING CONCEPTS
BASED IN DXB



WORK EXPERIENCE

Executive Cheffe

Planet One Group | Sohum | Taama - UAE | February 2023 to Present

Created a root driven concept, contemporary cuisine with unique farm to table approach only with whole ingredients

- Ongoing process - Pre-opening phase - Grand opening 20 October

Consulting Cheffe

PDL Cafe (Cafe) | Twice Restaurant (Fast food) | Twoms (Health) - UAE | July 2022 to November 2022

Consulted at Gainsborough Investment co. by providing creative menus for the summer campaign in PDL, rebranding for Twice opening in Circle Mall, pre-opening of Twoms.

- Created a seasonal menu for PDL cafe for the Grab'n'go in Safa and Police HQ Dubai with decreasing cost of 20%
- Maintained a client satisfaction rating despite total removal of older menu and initiating summer campaign in PDL Dubai Mall
- Implemented structure of BOH for service and operation by training the teams on SOPs and daily consistent trials (SOPs, KPIs, Requisition forms..) | 165+ recipes
- Generated 10% growth in revenue by working closely with sales and support teams for overall PDL
- Pre-opened Twoms in Depachika and creating SOPs for juices, smoothies, nice creams, healthy bites as well as sandwiches and salads | 150+ recipes
- Managed overall 30+ employees for all brands and 50+ seating capacity in PDL Fashion Avenue
- Adjusted Twoms concept to holistic approach for standing out and forming structure to the brand; adding superfoods and pitching collab with LA based Moon Juice
- Pre-opened 2 new accounts by providing prompt, consistent, quality customer service
- Designed menu for the 3 brands for events with specific themes, ex Kamin (galactic experience)

Head Cheffe

Bafarat Cafe | Luxury cafe - KSA & London | July 2021 to June 2022

Pre-opening 3 locations, structuring operation of 35+ employees, designing and implementing seasonal menus throughout all locations including regional pop-ups

- Planned and designed brunch menu for main branch Prince Sultan Bafarat Cafe - Jeddah for 120 seating
- Designed kitchen layout and equipment plan for Jeddah branch
- Created grab'n'go menu for F1 event Jeddah | 30+ recipes
- Budgeted and Supervised on-site Riyadh Boulevard season with pre-opening of the branch Music hall
- Oversaw both BOH&FOH for 2 months in Riyadh with 16h+ on site to preserve consistency in music Hall and Time out branches
- Led several events through Riyadh & Jeddah: ex, Fashion events, Old balad cinema festival...
- Designed and implemented meal boxes for Ramadan season & tastings 2-3 months prior of event
- Planned R&D food calendar for different operational structures: Dine in and Grab'n'go | 20+ recipes

Head Cheffe

ASKINI | Bistro Mediterranean Fusion - FR, Paris 10e | Aug 2020 to Jul 2021

50+ seated, 30+ terrace, 4+ employees | Rebranding with small budget, using premium organic ingredients, developing dishes with zero waste concept

- Implemented a 0% waste structure by working with seasonal ingredients and using all scrapes to benefit
- Contacted suppliers with managing reasonable pricing for products
- Budgeting the menu and accessing METRO (food wholesaler for restaurant memberships) before relying on permanent contracts with suppliers
- Kept cost at 20% by dealing with local produce and seasonal product | over 80+ recipes
- Created delivery packaged and restructured the menu for delivery on Deliveroo and Uber during COVID period
- Designed and launched the company's website for customer accessibility on delivery platforms
- Managed photography sessions for social media content and delivery platforms
- Pitched an elaborated concept for "Institut du Monde Arabe" (IMA) and hosted diner for the Minister of Culture **Jack Lang**

R&D Cheffe

86 Burger | Arabica % | Marble Slab | Relais de l'entrecôte | Italian restaurant (LML) - KUW | Apr 2019 to Feb 2020

As R&D for Nejoud restaurant management company, I managed a team of 150+ with more than 40 branches total in Kuwait

- Trained in LA for 20 days at Mr. Holmes Bakehouse for the opening of the brand in Kuwait
- Supervised and hands on all pastry and baking production starting 10pm, to assembly and delivery at 5 am for all outlets served in LA
- Observed closely on techniques and implementation of SOPs for Mr. Holmes Bakehouse
- Menu tailoring for MHB concept incl. Vegan/Keto and eco-friendly, bio-degradable atmosphere
- Designed kitchen layout drawing on CAD & selecting equipment with Operation manager and contractors
- Developed brunch menu for 86 Burger: incl. cheese bites, jalapenos poppers, double trouble etc.. | 15+ recipes
- Implemented food styling for delivery platforms with marketing team
- Created basic as per guidelines, brunch for Arabica franchise incl. Qatar, Bahrain and KSA | 40+ recipes
- Improved food quality and consistency by creating portioning structure focused on P&L for 86 Burger
- Managing KPI for better management in central kitchen which were delivering pastry items for Arabica
- Conceptualized italian menu for new concept that was launched under the name of LML | 120+ recipes
- Hired and formed the BOH team for the italian restaurant; as well as defining cutlery, plates and moodboard

Sous Cheffe

BARON | 50's Best Discovery 2019 | 50's Best MENA rank #12, 2022 - LEB, Beirut | Oct 2016 to Feb 2019

Fusion restaurant worldwide known; I managed the team of 16+ as a sous cheffe (tailoring schedules, inventory, checklists etc..)

- Managed all day-to-day operations with the team, from hot section on Jospier to plating at the pass
- Controlled of food purchasing levels in liaison with the stores person
- Assisting in delivering financial targets set for the house by working alongside FOH team & manager

Cheffe de partie

HILTON | Hotel - UK, Park lane | Jan 2016 to Sep 2016

Started as a Commis and got promoted to Cheffe de partie in a margin of 5 months | 1000pax daily

- Trained for cold section in banqueting with plating 1000pax per day
- Trained for hot section in banqueting with plating 1000pax per day
- Cooked live for guests at the hotel in the breakfast area during morning shifts
- Moved to Podium restaurant in the hotel and worked in the cold section with capacity 120 pax

EDUCATION

Formation Molecular, Authentic, Mediteraneen | Ecole Paul Bocuse, France | 2017
B.A Design & Applied Arts | Core and major GPA 3.3/4 | Saint-Esprit University, Lebanon | 2014
B.A Product Design | University for Creative Arts, UK | 2013

CERTIFICATION

Holistic Nutritionist Certification | AFPA, USA | Sep 20
Biology and behavior in psychology | Alison, USA | Apr 16
Holistic Nutritionist Certification | Hilton, London | Feb 16
Child nutrition and cooking | Stanford University, USA | Sep 15

PROJECTS

BOVEM, Authentic French restaurant with rooftop 250pax | France, Bordeaux
ROCKFORT, Boutique bar with terrace 120 pax | Lebanon, Hrajel

VOLUNTEERING

PARAMEDIC, Lebanese Red Cross | Lebanon, Jounieh 2013-2014
GROUP CHIEF, Association des scouts du Liban | Lebanon 18 years

INFO - CONTACT

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