

UNION 38

Culinary leadership
at your service



Led by Michelin trained chef Ryan Brown, Union 38 is hospitality's **"secret weapon"**, helping you develop and run food concepts that deliver extraordinary results.

Acting as an **extension of your brigade**, we shoulder your team's pressures in running a consistent, relevant, and profitable food brand.

It's what we love to do.





Your culinary lead can handle all that's required of them


You're being proactive enough with menu development to engage your audience

HAVE YOU EVER WONDERED IF...

You kitchens could run smoother, be more productive, and better organised?

There is a concept better suited to your space or taste of your target market?

You have a strong enough team to say "yes" to every event inquiry?



Hospitality businesses have never been under more pressure to perform, resulting in teams being **spread very thin**.

Culinary leads are asked to master menu creative, BOH operations, marketing, finance, growth modelling, leadership & people, design, recruitment, and events and it's **just too much**. Teams grow tired, lose motivation, and need support.

It's hard to find qualified kitchen leadership that tick all the boxes, delivering results that match your brand's ambitions. If only there was a flexible way to **support our teams** and drive the business forward...

UNION38

is here to be **your kitchen's secret**

weapon, shouldering the pressures of developing and running food concepts that deliver extraordinary results.

Experienced in building award-winning brands, our goal is to **help your teams feel supported** while creating concepts that excite your guests



But it's not just about food, it's also about...

Implementing systems that turn kitchens into well-oiled machines.



Engagement of audiences with pipelines of new menu content



Reviewing every £ spent to ensure you're getting the best return on investment.



Planning for the future, embracing technology, thinking locally, and sustainability.

WHAT WE DO

FOOD HYGIENE **BRAND BUILDING** HEALTH & SAFETY
TRAINING & IMPLEMENTATION SCALING TO MULTI-SITE
MENU DEVELOPMENT COACHING & MENTORING
PROCUREMENT & SUPPLY CHAIN KITCHEN & BOH DESIGN
ONGOING SUPPORT **BOH OPERATIONS AUDIT**
BOH WORKFLOWS FOODSTYLING SUSTAINABILITY
RECIPES & COSTINGS TABLEWARE & PACKAGING
TECH SOLUTIONS COLLABORATIONS & PARTNERSHIPS

UNION 38: A DIFFERENT BREED

WITH SO MANY HOSPITALITY AGENCIES AND CONSULTANCIES TO CHOOSE FROM, WHY WORK WITH US?

WE'RE THE LITTLE GUY, THE UNDERDOG

We swing for the fences to grow relationships as a small business. Unlike some of the bigger guys with manicures and Rolexes, we aren't afraid to get our hands dirty and muck in with the team.

VARIETY IS OUR MIDDLE NAME

Our experiences range from Michelin ** dining to tech-led Food Halls and glitzy private members clubs. We boast an immense range of international cuisines and operational perspectives to share.

MORE THAN JUST FOOD

Food creative is a small piece of the puzzle. We dive into your kitchen's daily operations to build brands and craft menus that work in your space, with your people.

ON SITE, IN SIGHT

We don't have fancy offices, or work from home. You're paying us to be present in your business, working with your team, so that's where you'll find us.



UNION 38

IS A PLUG-IN THAT FLEXIBLY
SUPPORTS ANY...

Restaurant in need of **culinary leadership** to drive menu development and fine tune operations

Hotelier or Restaurateur with space that needs to be **brought to life** with something cool

Existing brand in need of a **freshen-up** to help you get your "groove" back

Hospitality operator with a tired & under-performing culinary team in need of some **love & support**

Brand unable to say "yes" to events inquiries because you need your team to stay put

New concept staring down the barrel of an opening, questioning your culinary lead's **ability to deliver**

UNION 38'S KEY FIGURES

24

years
experience
working with
the world's
most
decorated
chefs &
restaurant
groups

8

Michelin
stars held
by
restaurants
we've
grown-up in

20

Restaurants
environments
we've
experienced,
and
represented
with events
around the
world

39

Award
winning
brands we've
launched or
supported on
our journey
thus far

40,000

Square footage of F&B spaces
we've opened in the last 3 years,
worth £16 million, and home to
the 18 brands we've built

THE

CREATIVE



PROCESS



LISTEN

We immerse ourselves in your brand, explore sites, meet the team, familiarise ourselves with your goals and define deliverables.

THINK

We research current trends, competition, and local demographic. Then we dive into the culture & purpose of your brand to shape the food offering in a unique & authentic way. Consideration is given to workflows, kitchen design, equipment, and labour resources.

PRESENT

We present our ideas & strategy, honing in on the finished product together. Moodboards, tastings, and workshops polish the culinary identity to a finish, when the development and documentation process can begin.

DELIVER

We implement our strategy hand-in-hand with your team on site, training with detailed resources to ensure consistency and quality.

ABOUT US

Ryan Brown founded Union 38 to share experience from his 24 years in hospitality's many roles. Having grown up in the **world's best kitchens** and most decorated restaurant groups, Ryan has access to an **unrivaled spectrum of creative experience**, technique, and insights to help your brands thrive.

Union 38 is a **growing collective of like-minded hospitality professionals** who love helping teams deliver exceptional experiences.

We've risen through the ranks, building an **extensive global network** of industry titans you can access to bounce ideas off of when making key-decisions.

Food and kitchens are our primary focus but **we're capable of so much more**



We believe in being **kind to our people, communities, and planet**; building foundations with sustainable solutions.

We also aren't afraid of a little hard work, rolling up our sleeves and mucking in to **build relationships through trust**.

We may be small now but our dreams are big. Who's with us?



OUR FEES

Our services are flexible to the needs of your business, available by half day, full day, or project-based rate.

Half-day (4 hours) from £400

Full-day (8 hours) from £750

Email us at info@union38.com to review the needs of your project for a more detailed quote.

Ask us about our network of professional hospitality sub-contractors who are also available to support any needs you may have.



Case Study: **Annabel's Club**

food strategy & menu development

project overview

We worked with executive chef and chairman to curate the food offering across 6 restaurants and 2 private dining rooms. The iconic members club demanded a variety of trendy international concepts that showcased luxurious ingredients and a wide variety of options to choose from. We developed each brand and built the collaborative back of house ecosystem where over 100 chefs worked from 6am-2am.

our approach

Market Research

We conducted in-depth research of the International luxury members club market as well as a local area study to establish key cuisine types.

Menu Planning & Development

We sourced skilled leads for each kitchen and hosted workshops and tastings to develop the menu of each offering. Kitchens were designed with future menu adaptations in mind.

Launch and Support

Chef brigades and FOH were trained from detailed recipe specs, and support given across all outlets to develop synergies between all teams. Ongoing menu creative and operational refinement carried on for 18 months.



client feedback

Ryan was instrumental in the relaunch of Annabel's Club and overall integrity of its food program. His knowledge of international flavours contributed to our offering across our 6 restaurant concepts, private dining and demanding events programme. Ryan was also skilled in the management of our team of over 100 BOH, bringing synergies and efficiencies to daily operations across multiple outlets.

Case Study: **Arcade Food Halls**

Brand & menu development, operational strategy

project overview

We were hired by JKS Restaurants and Arcade Food Halls to develop new brands and build the back of house operations framework. Tasked with the creation of a range of quick-serve international brands for their 2 massive food halls, we worked closely with chef partners. These new brands demanded a production facility to prepare dozens of products daily, and an intricate web of systems to navigate compliance, logistics, and quality control

our approach

Market Research

A food hall safari was conducted in the UK and competition further afield was researched to build a matrix of key cuisine types. We then shortlisted brand partners to approach for development.

Menu Planning & Development

Moodboards were built for each brand through workshops with brand partners. We honed individual the menus down through tastings, but also maintained a broader site-wide matrix to ensure diversity of the overall offering

Launch and Support

We supported the launch of 9 brands and the production kitchen in the same week, supporting the entire ecosystem to provide accurate product, consistent service, and efficient communication.



client feedback

Ryan played an integral part in designing the operational framework within which the food program operates. His knowledge of current cuisine trends and international palate were an asset to Arcade during his tenure. Ryan accepted any challenge with enthusiasm, professionalism and attention to detail. He contributed broadly to projects creatively, managed large teams efficiently and worked proactively to organise ongoing projects. I would highly recommend Ryan to any hospitality business looking to avail him of his services.

Case Study: Winter Tantora Festival

menu & site development, launch support

project overview

We were hired by the Royal Commission of Saudi Arabia to deliver a pop-up experience of Annabel's Club. Menu development was required to accommodate the available supply chain in a remote desert environment. We needed to build a kitchen, and train and support a team of varying levels of skill to execute a menu that showcased the opulence and attention to detail of the London, UK flagship club.

our approach

Menu Planning & Development

Menus were crafted from existing and historic offerings, based on product availability. Supplier relationships were key in sourcing the required quality and coordinating logistics. Kitchens were designed with our production partners, accommodating limited power supply.

Launch and Support

We supported throughout the kitchen fit out, reacting daily to the challenges of the environment. Teams were trained with very detailed recipe specs, and support continued on-site and remotely throughout the duration of the activation.



client feedback

Ryan was an asset in the setup and ongoing BOH support of our first pop-up of Annabel's Club in Al Ula, Saudi Arabia. He navigated challenging circumstances in a remote location with our team to deliver an impactful offering that accurately mirrored the brand standards of the flagship Club in London. I would highly recommend Ryan as a key player for organising and executing any events globally to the highest standard.



CONTACT

The first step to extraordinary
culinary leadership



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