




DAN THIESSEN CONSULTANT

CONTACT

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BIOGRAPHY

Dan grew up on a local cattle ranch in eastern Washington. After culinary school and working in Europe, Dan built a 30-year career in the dining and catering business as a chef, operator, and educator. Now, Dan is Managing Partner of T-Post Tavern, Thiessen Ranch and Wagon Wrench Vineyard, and is the Founder and Owner of Denim Hospitality; an entrepreneurial-style, multi-unit hospitality management company. Dan's roots in community, industry connections, and leadership drive business and brand. Dan and his wife Melissa are the proud parents of three sons and are active in the Walla Walla community.

Our mission is to exceed your expectations by delivering outstanding results in the following areas:

- **Step-by-Step Consulting and Coaching for New Restaurant Openings**
 - Assistance with permits and licenses, design and decor, equipment, small wares, menu creation and testing, hiring, orientation and training, marketing, and opening day. We offer additional guidance in person to turn your vision into reality.
- **Food and Beverage Menu Development and Implementation**
 - Focus on cost efficiency, labor efficiency, space optimization, and customer/neighborhood appeal.
 - Monitor performance metrics and make data-driven adjustments as needed.
 - Implement inventory systems for tracking and costing.
 - Collaborate with existing chefs and bar managers to coach them on delivering new items for guests.
- **Vendor and Service Provider Management**
 - Negotiate contracts for optimal terms.
 - Manage food and beverage suppliers, as well as equipment and technology suppliers.
 - Regularly cross-check vendor pricing and effectiveness to avoid complacency.
- **Team Leadership and Staffing**
 - Support in hiring managers and hourly staff.
 - Train managers on interviewing, hiring, and onboarding processes.
 - Teach managers how to lead and grow efficient teams.
 - Train managers to conduct effective meetings with ownership and hourly teams.
- **Financial Analysis and Budget Development**
 - Review current financial records, and analyze cost structures and expenses.
 - Assess profit margins and revenue streams.
 - Set clear and attainable financial goals based on revenue targets and expense management.
- **Business Growth Strategies**
 - Provide training on scaling from one store to multiple locations.
 - Enhance the guest experience.
 - Analyze and observe market and neighborhood trends.
 - Promote community engagement.
- **Brand Building**
 - Develop and implement a cost-effective marketing plan.