



Valentines

BUFFET RESTAURANT



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Valentines Buffet Restaurants are New Zealand's premier destination for families and groups celebrating special occasions. Birthdays, anniversaries, weddings, graduations – Valentines hosts many customers who are celebrating important life events.

Open 365 days a year, the buffet menu is significant, featuring a wide range of high-quality seafood, meats, salads and desserts to cater for all tastes. Fantastic value at a fixed price. It's no surprise that it takes a slick operation and high seat occupancy to make the numbers work.



FRANCHISE VISION

“Valentines is known to many Kiwis from its heyday in the 1990s and early 2000s. 20 years later, one of our key goals was to reinvent the brand - to turn it around to make it appealing to today's customer.”

Ravi Lal - Master Franchisor Valentines Restaurants, New Zealand

As a franchised operation, it is vital that the customer value propositions are consistently met across the Valentines network: ensuring a focus on high quality fare and customer service, backed with robust systems and well executed marketing to establish loyal, repeat customers.

To deliver that takes vision and determination, particularly with the re-launch of a brand which is familiar to so many New Zealanders.

As the Master Franchisors, that's what brothers, Ron, Rishi and Ravi Lal took on.



LONG TERM RELATIONSHIP

“Why did I choose FPG?
Because I trusted
them to deliver.”

Ravi Lal

FPG had previously worked with Valentines in the early 1990s. Through the 2000s individual restaurants had mixed fortunes. Fast-track to 2018 – 4 restaurants were still meeting the needs of customers in their local communities. Ravi could see the market opportunity for buffets and knew that with re-investment Valentines could rise again to be a much-loved venue

for celebrations. It would be important to update perceptions about the brand and that would require improving the customer experience.

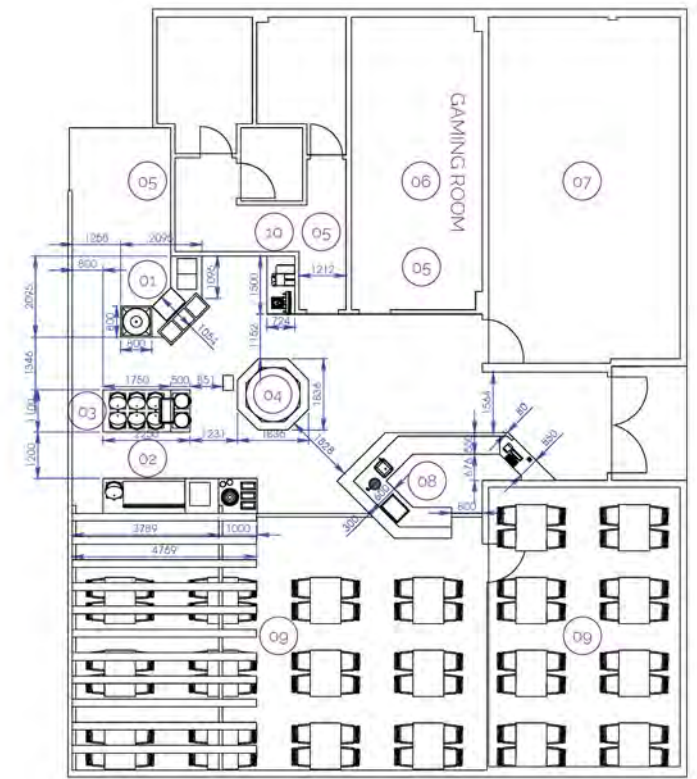
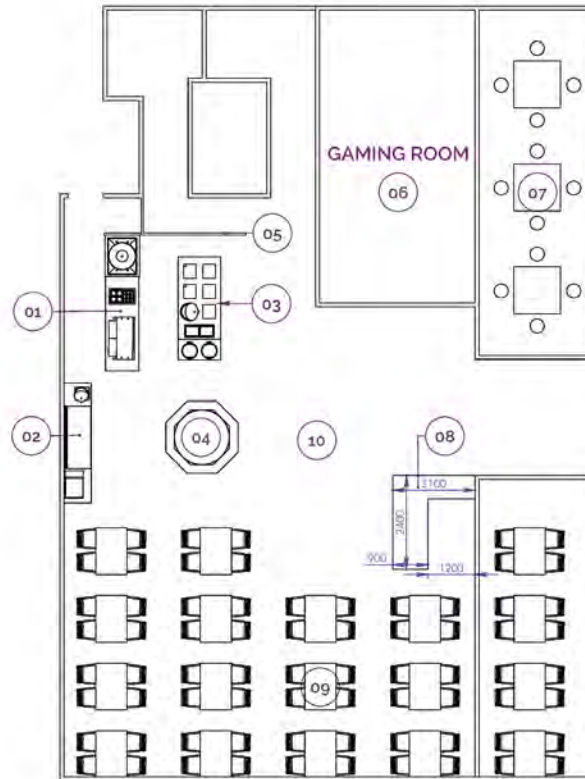
The first project was for the Valentines restaurant in Hornby, Christchurch. New Zealand-based FPG Sales Director Paul Aston, met with Ravi to discuss the project



in May 2018. One of the advantages of working with FPG is that the Sales Director not only engages with the customer, but also oversees the full project at FPG. The lines of communication are very tight which means less room for miscommunication and error.



TURNKEY SOLUTIONS



For Valentines, FPG would provide a full turnkey custom project – from feasibility through to commissioning. This project would also provide the footprint to small format Valentines restaurants and provide direction to larger format restaurants.

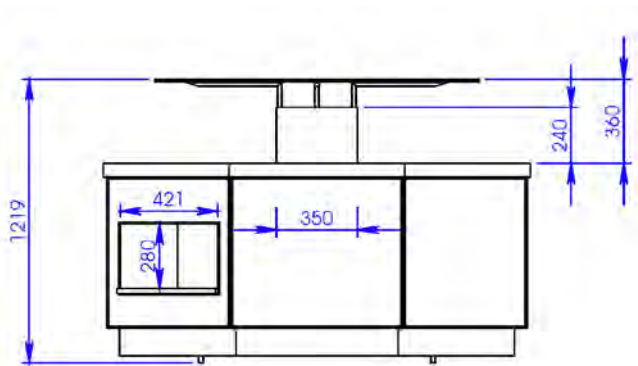
There were a number of preliminary tasks, the first of which was to revisit the menu and identify where to position in the market. Paul hosted Ravi on 5-6 site visits

to restaurants providing buffets. What became clear is that value is in the eye of the beholder. If the customer perceives good value, the price is immaterial. Shellfish, beef carvery and other high value fare would go on to feature on the Valentine's menu.

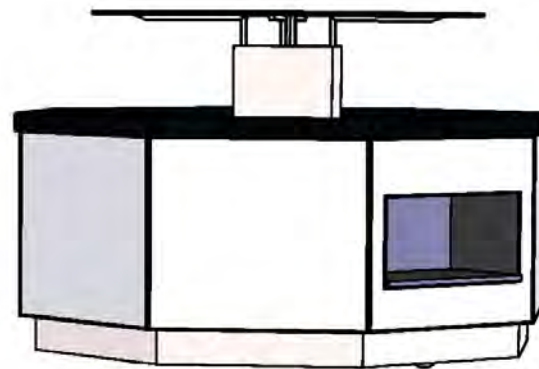
Having determined the menu, the next step was to plan the offer in the space available. "Working with our industrial design team, we started with a 2D layout

supported with elevations to check feasibility and customer flows. The layout included key facilities, seating, reception and bar, and hot and cold food stations required for a buffet food service operation," Paul explains. "By providing a basic plan we were able to provide information to enable Ravi to make a go/no go decision." The green light to continue developing the restaurant design was provided.





Paul worked with Ravi and the FPG industrial design team to develop the restaurant layout with joinery fixtures, detailed equipment specification, material finishes and colour. Feature areas to include were the live cooking station, chicken rotisseries, carvery and seafood grill. Ice wells with LED lighting provided an attractive display for refrigerated product.



3D renders started to bring the project to life. Paul notes, "Design of a brand-new site is like an interview process," says Paul, "questioning what works, what doesn't."

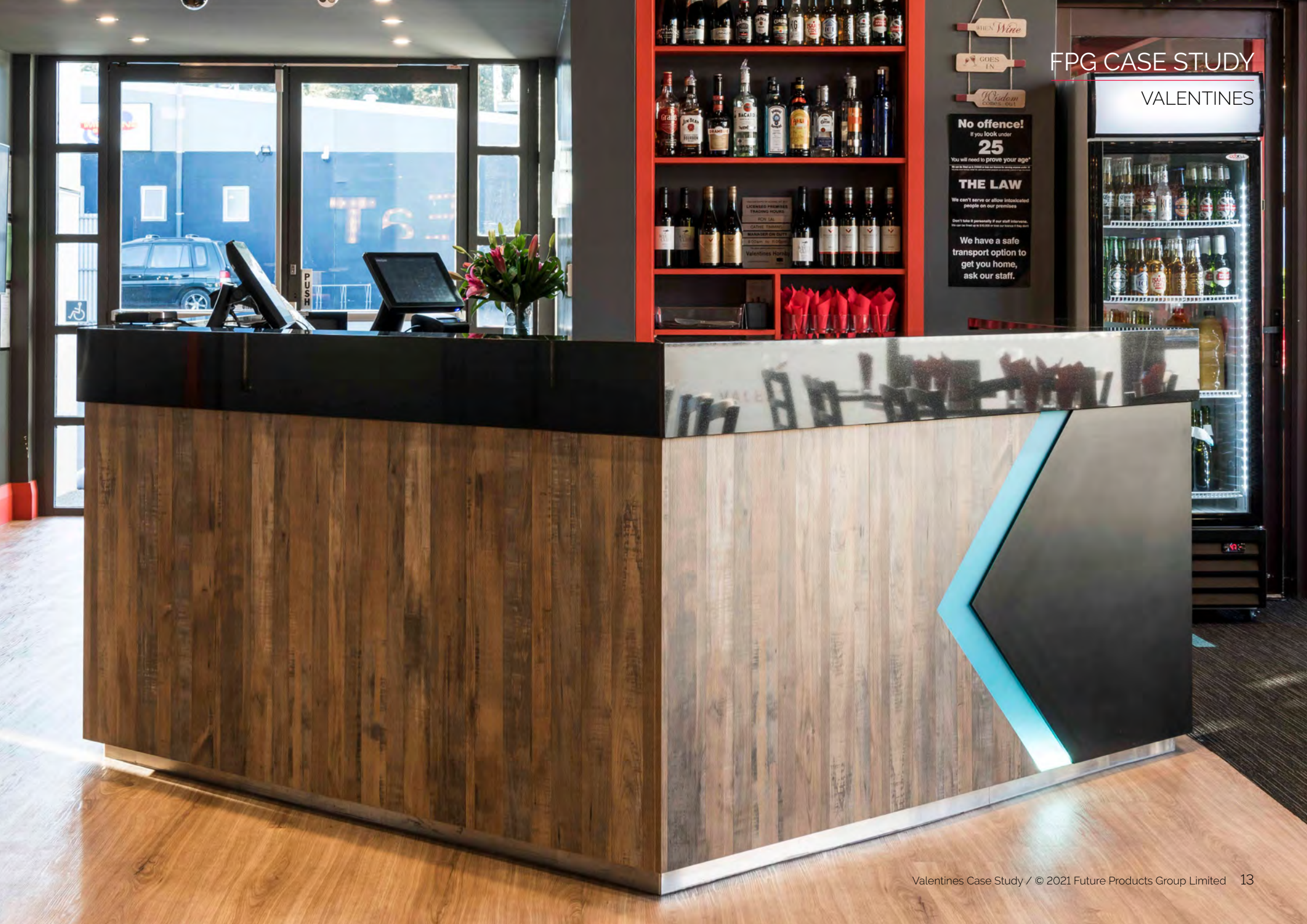
The good news is that FPG has been through this process numerous times and has established specialist expertise. Paul observes, "It's a consultative process. We know the questions to ask, the practicalities of feeding large number of people in a short window of time, and



the importance of materials and equipment selection and their ease of maintenance in fresh food hospitality."

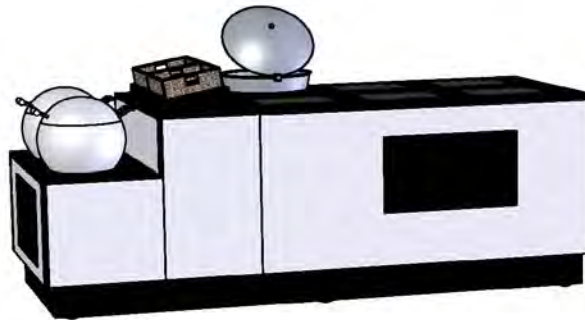
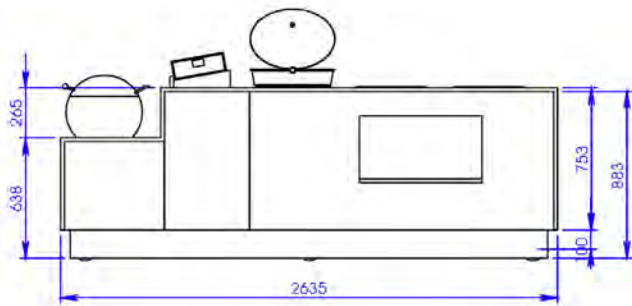
"One of our key strengths is the tight integration of joinery and specialist food display equipment and appliances, including our own temperature-controlled food display cabinets," says Paul. "It is very easy for others to get this wrong. We know the traps to avoid. It's in our DNA."







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The next Valentines restaurant scheduled for a revamp is North Shore. It is a large format restaurant and will feature the full menu offer with more live cooking stations providing even greater choice.

Due to be refurbished in February 2021, FPG is busy in production mode (January-February 2021).



FRANCHISE OPPORTUNITY

"We have a great sense of pride every time we walk into the Restaurant."

Ravi Lal

Valentines are open to expressions of interest from prospect franchisees.

Please contact Ravi at ravi@valentines.co.nz for more information.





ABOUT FPG



FPG are specialists and experienced in 'front of house' food service and food retail.

We make it very easy for our customers by providing a full-service offer. The project scope can be flexible - from full turnkey to 'design and construct only' - we

draw on our inhouse competencies and specialist equipment to deliver beautiful results while eliminating stress.

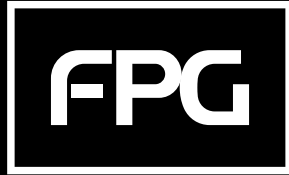
You can trust us. We've been doing this for more than 30 years.

“Paul has a wealth of knowledge. He wasn't there to sell joinery and equipment and then walk out the door. He was there to help us achieve business success and help us to reinvent the brand.”

Ravi Lal

PAUL ASTON
FPG SALES DIRECTOR





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HOSPITALITY



SPECIALITY
FOOD SERVICE



C-STORE



CAFÉ/BAKERY



SUPERMARKET



FMCG



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