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## I. Operational Business Plan

The first Bagatelle restaurant was created in the heart of New York Meatpacking District in 2008 by two French entrepreneurs, Aymeric Clemente and Remi Laba.

Drawing on their respective experiences , the duo imagined a place celebrating the South of France generous cuisine , convivial atmosphere and festive spirit.

Following the New York venture tremendous success, Bagatelle started exporting its concept worldwide , bringing the French joie de vivre to the world chicest destinations.

Bagatelle first open in South Beach in 2015.

With a focus on Mediterranean cuisine, personalized service and festive atmosphere , Bagatelle is known for its music and works with some of the best DJ , to bring the atmosphere of the room together.

Bagatelle' s hours of operation will be from 12:00 P.M. through 5:00 A.M.

The Applicant will employ approximately fifty-eight (58) employees in the restaurant operation as indicated below:

<b>Emp loyee</b>	<b>Quantity</b>
Servers	21
Hosts/Hostesses	5
<b>Total</b>	<b>26</b>

### Bar

<b>Employee</b>	<b>Quantity</b>
Bartenders	6
<b>Total</b>	<b>6</b>

### Kitchen

<b>Employee</b>	<b>Quantity</b>
Head Chef	1
Kitchen Staff	17
Porters	4
<b>Total</b>	<b>22</b>

**Administrative**

<b>Employee</b>	<b>Quantity</b>
General Manager	I
Managers	1
Administrative Assistant	2
<b>Total</b>	<b>4</b>

**II. Parking Plan**

Although the restaurant has no parking requirement under the City Code by virtue of the Hotel site's historic designation status, Bagatelle's patrons will be serviced by the Hotel's existing valet parking company, which utilizes the on-site parking garage as a storage facility. The restaurant's valet pick up / drop off is located in front of the restaurant on Collins Avenue under the existing porte-cochere. Once dropped off, the vehicles are then driven north on Collins Avenue, west on I7th Street, south on Washington Avenue, and east on Lincoln Road to enter the Hotel's on-site parking garage. The Hotel operation has a separate valet pick up / drop off located at the Hotel's entrance on Lincoln Road. The valet ramp located under the existing porte-cochere entrance on Collins Avenue contains a substantial driveway for the efficient circulation and queuing of vehicles in connection with the valet operation. Even considering the foregoing parking accommodations made available to restaurant patrons, the Applicant anticipates many patrons will either walk from nearby hotels or take public transportation, along with those patrons who are already guests staying within this hotel, thereby further reducing the demand for parking and potential impact on traffic.

### **III. Indoor and Outdoor Crowd Control Plan**

As evidenced by the floor plan, Bagatelle's interior layout is designed to accommodate patrons waiting to be seated inside the restaurant premises. There will be no patron queuing within the public right of way. The restaurant's main entrance is set back away from Collins Avenue under the porte-cochere. Hotel guests are also able to access the restaurant from inside the hotel. Therefore, the Applicant's crowd control plan will rely primarily on queuing patrons inside the restaurant.

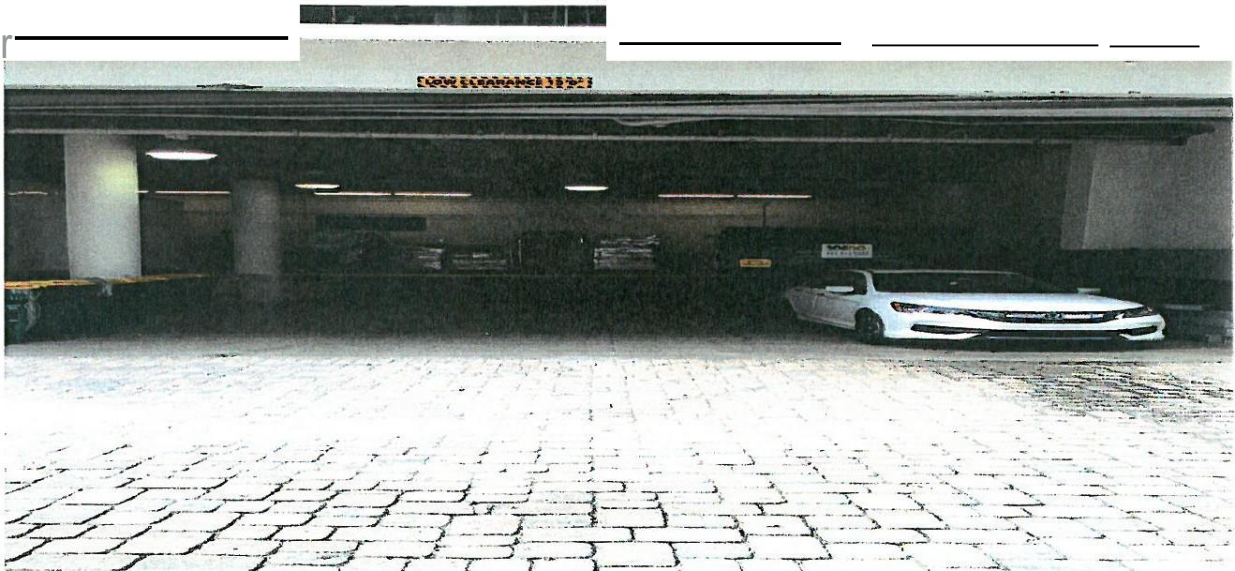
### **IV. Security Plan**

The Applicant will employ a licensed security firm and will have at least one (1) licensed security officer on shift during operations. The security officer on shift will have access to the video surveillance of the restaurant, which will be placed at the main entrance of the venue on Collins Avenue. The Applicant's staff will specifically enforce patron age restrictions.

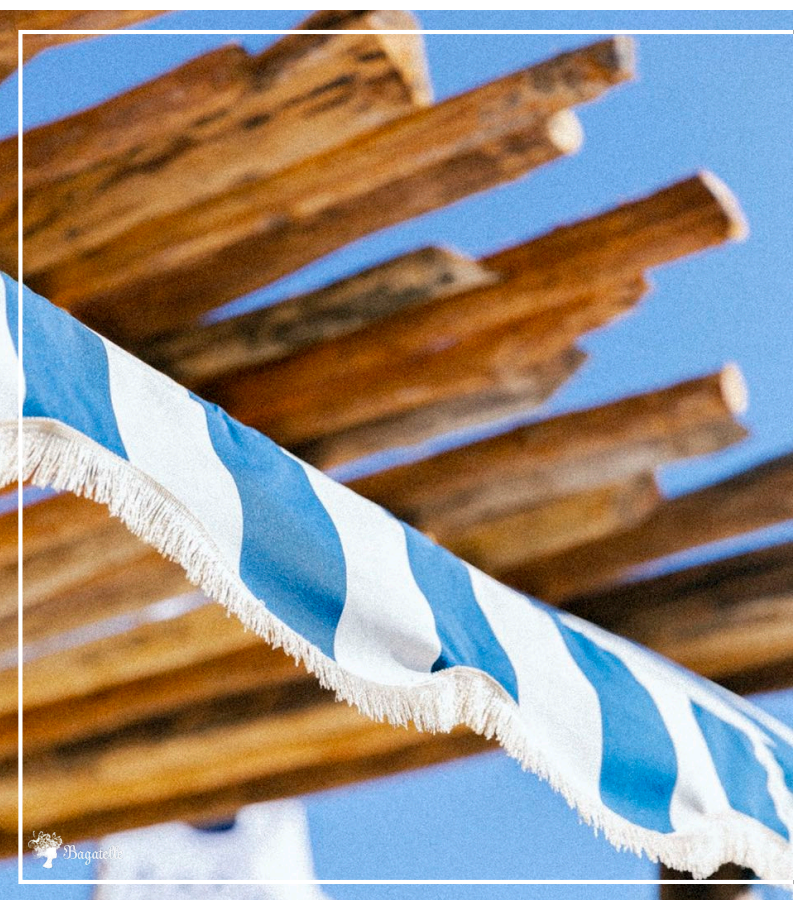
## **V. Delivery and Sanitation**

The restaurant will use the Hotel' s existing sanitation facilities, located on the south side of the property. Trash pickup occurs one day per week or as needed. The Ritz Carlton Hotel currently utilizes a compactor located within the Waste Management dumpster. This allows space for more items to be placed inside, which also reduces the number of times the dumpster needs to be emptied.

The restaurant will utilize the Hotel' s existing loading dock for delivery and receiving, located on the south side of the Hotel, with the majority of deliveries occurring prior to 6:00 A M. and 5:00 P.M., thereby mitigating any potential impact to the neighborhood and adjoining properties. The existing drive leading to the loading dock contains ample space to accommodate all delivery vehicles required to operate the restaurant, thereby mitigating any potential impact on traffic congestion along Lincoln Road and Collins Avenue.







## **Bagatelle, a love letter to the French Riviera**

Timeless and essential institutions, our restaurants offer Mediterranean cuisine, elegant architecture, personalized service, vibrant music and a festive atmosphere.

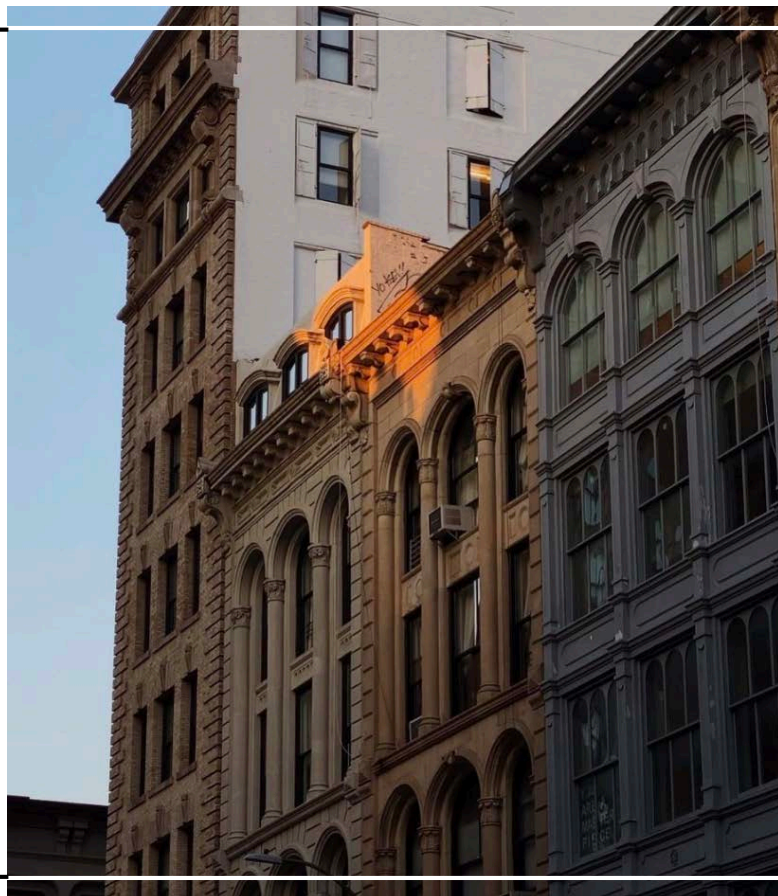
Imagined as a love letter to the French Riviera, Bagatelle celebrates Saint-Tropez's epicurean spirit from the 1960s and 1970s.

## Our history

The first Bagatelle restaurant was created in the heart of New York's Meatpacking District in 2008 by two French entrepreneurs, Aymeric Clemente and Rémi Laba.

Drawing on their respective experiences, the duo imagined a place celebrating the South of France's generous cuisine, convivial atmosphere and festive spirit.

Following the New York venture's tremendous success, Bagatelle started exporting its concept worldwide, bringing the French joie de vivre to the world's chicest destinations.







## **Our destinations**

From London to Rio de Janeiro, via the beaches of St. Barth and Punta del Este, to the snowy Alps of Courchevel, the group now boasts 13 venues on 3 continents.

And plans on opening multiple destinations per year over the next five years, including Jeddah, Riyadh and Mykonos in 2021.

## Our mission

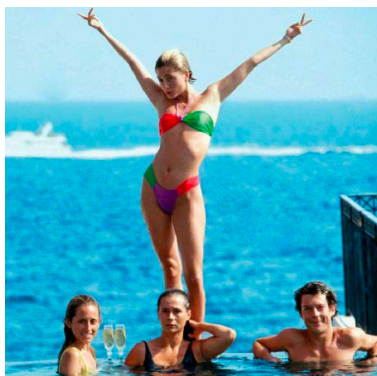
To share our Joie de Vivre with all our customers around the world



## Our values

The human values we put into practice in our interactions with guests, clients and associates

Joie de Vivre



Elegance

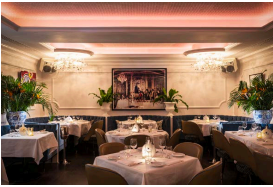


Authenticity



## Our restaurants

Made-to-measure amenities and services that cater to the needs of our guests



**Bagatelle House:** Featuring cane furniture, warm colors, and Mediterranean vegetation, Bagatelle House restaurants bring the festive and warm atmosphere of the French Riviera *to the most beautiful cities in the world.*



**Bagatelle Beach:** Azure Blue sea and sandy beaches, striped umbrellas, colored daybeds, pergolas pierced by the sun rays, the full French Riviera experience in the *world's chicest seaside destinations.*

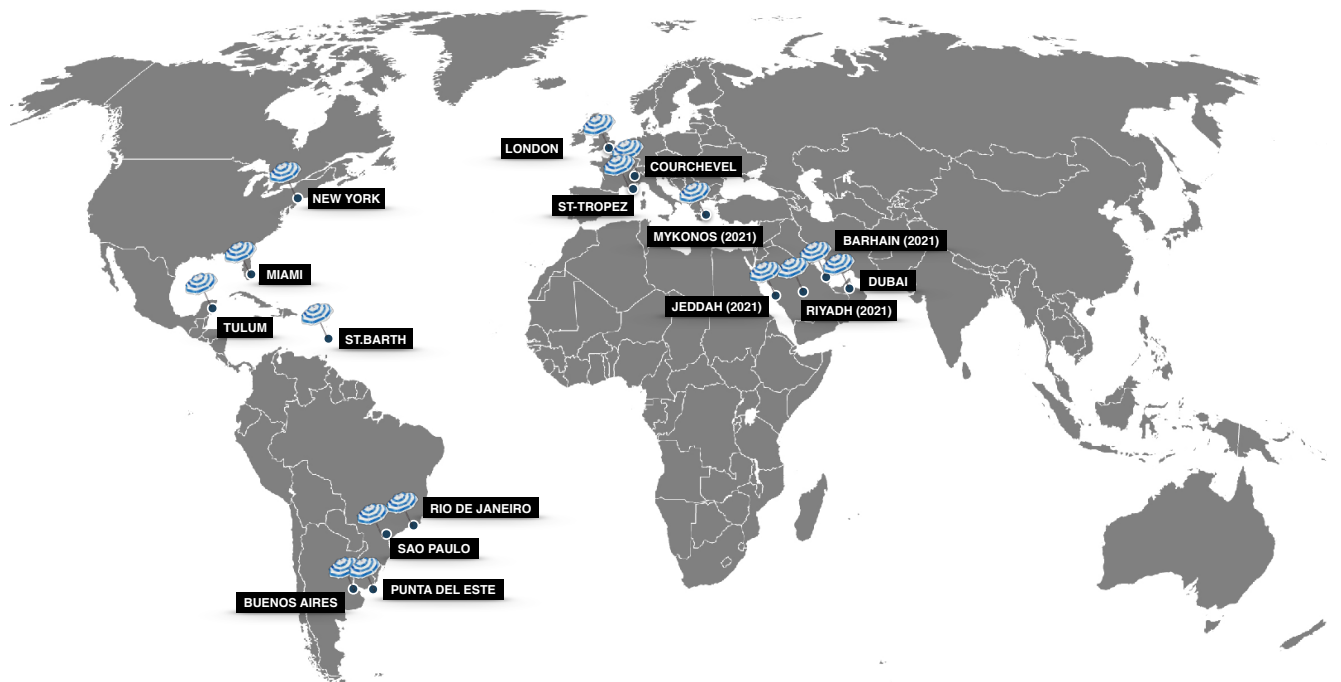


**Bagatelle Chalet:** Mixing the French Riviera joie de vivre and the woody aromas of Alpine chalets, Bagatelle Chalet restaurants create an authentic and festive atmosphere in *the planet's most exclusive ski resorts.*



## Our destinations around the world

Bagatelle House, Bagatelle Beach and Bagatelle Chalet destinations worldwide





## Bagatelle House

### **Bagatelle New York**

Meatpacking District, New York, United States

### **Bagatelle Miami**

South Beach, Miami Beach, United States

### **Bagatelle St. Barth**

Rue Samuel Fahlberg, Gustavia, St. Barthélemy

### **Bagatelle Rio de Janeiro**

Praça Santos Dumont, 31 - Gávea, Rio de Janeiro, Brazil

### **Bagatelle São Paulo**

R. Amauri, 244 - Itaim Bibi, São Paulo, Brazil

### **Bagatelle Buenos Aires**

Av. del Libertador 4101, Buenos Aires, Argentina

### **Bagatelle London**

34 Dover Street, Mayfair London, UK

### **Bagatelle Dubai**

First Floor, Fairmont Hotel, Sheikh Zayed Road, Dubai

### **Bagatelle Bahrain (2021)**

Jumeirah Royal Saray Hotel in Seef, Bahrain

### **Bagatelle Riyadh (2021)**

The Walk, Riyadh, Saudi Arabia





## Bagatelle Beach

### **Bagatelle St. Tropez**

Les Tamaris, Chemin de Matarane, Ramatuelle France

### **Bagatelle Punta del Este**

20001 La Barra, Maldonado Department, Uruguay

### **Bagatelle Tulum**

Carretera Tulum-Boca Paila Km. 8, Tulum Beach, Mexico

### **Bagatelle Jeddah (2021)**

Indigo Beach Resort, Jeddah, Saudi Arabia

### **Bagatelle Mykonos (2021)**

Mykonos Town [Chora], Mykonos 846 00, Greece

## Bagatelle Chalet

### **Bagatelle Courchevel**

Sommet de la Loze Les Chenus, Courchevel, France



## Our clientele

### High-net worth individuals (HNWI):

- Aged 25 to 55, gender-balanced
- Jet-setter, trendsetters, influencers
- Educated, well-travelled
- Art enthusiasts, gastronomy aficionados
- Value-driven, socially responsible
- Tech savvy, entertainment seekers
- Live in world capitals (NYC, London, Dubai etc.)
- Travel regularly to leisure destinations (St. Barth, St. Tropez, Courchevel etc.)



## Our social media



260K+



80K+





# THE BAGATELLE EXPERIENCE

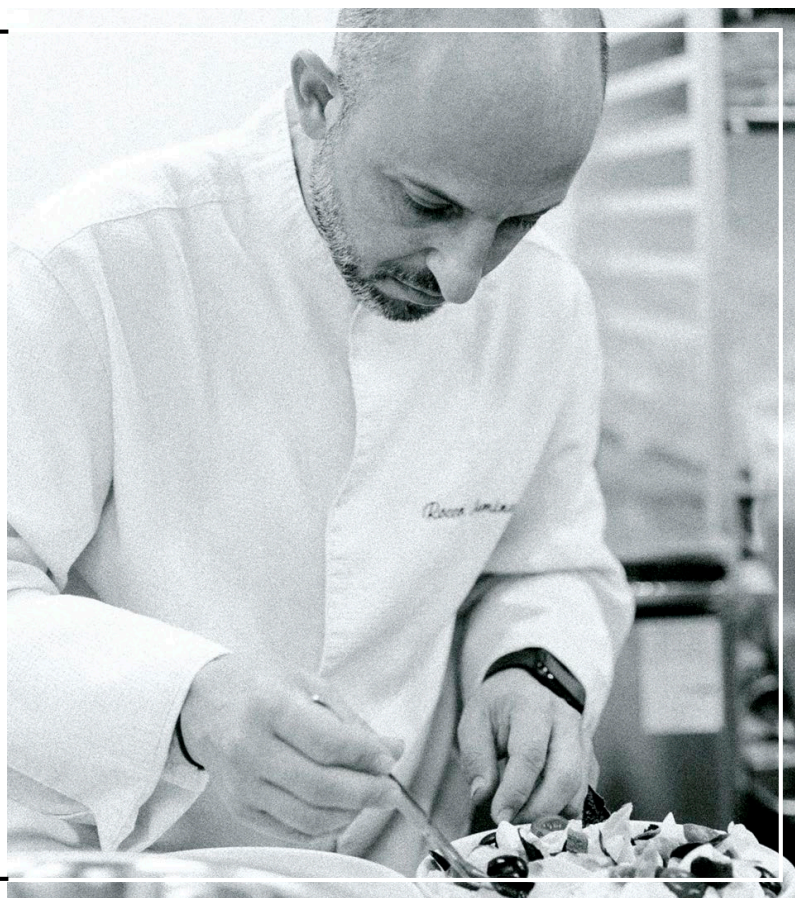
## Mediterranean Cuisine

Bagatelle is the generosity of the French Riviera on our customers' plates.

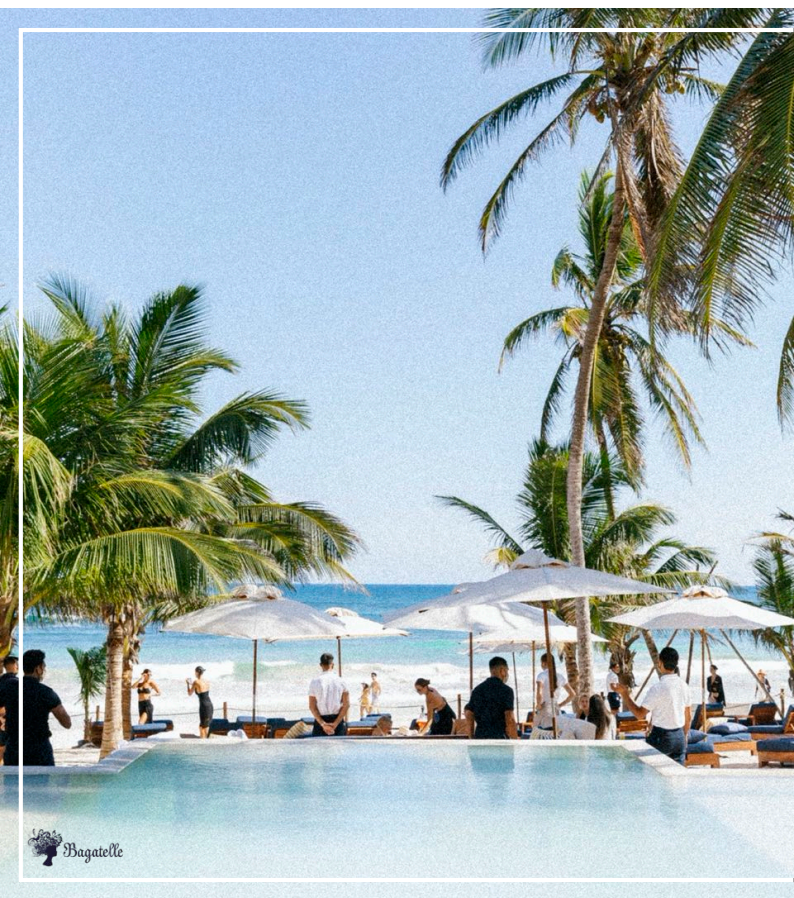
Under the leadership of our corporate chef Rocco Seminara, our chefs imagine an elegant and convivial cuisine, in a at home sharing spirit.

Combining Mediterranean cuisine, local cuisine and world cuisine, Bagatelle's culinary offer evolves with the seasons.

On the cellar side, our sommeliers offer an extraordinary collection of champagnes, local wines, vintages and grands crus, while the bar offers signature cocktails designed by our mixologists.







## **Elegant Architecture**

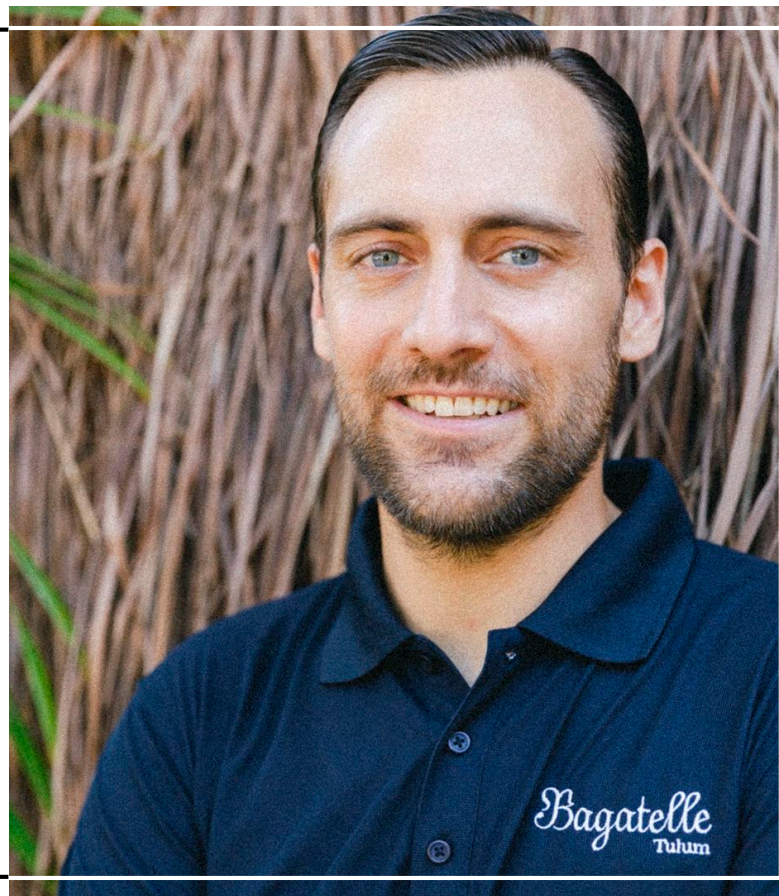
Bagatelle restaurants are distinguished by their chic and warm design evocative of the French Riviera and incorporating the codes and details of the exceptional destinations where they are located.

Designed as the holiday homes of a wealthy epicurean and art lover from the South of France, each Bagatelle restaurant is tastefully decorated, with a common vibe yet its own identity, creating the ideal setting for extraordinary moments.

## Personalized Service

At Bagatelle, service is authentic, warm and friendly. We know our clients by their first names and provide them with a made-to-measure experience, just as if they were at home.

Bagatelle is above all a family. Our French and international staff are the ambassadors of the Bagatelle culture, combining French excellence and Mediterranean authenticity, in a joie de vivre spirit.





## **Festive Atmosphere**

Inspired and inspiring, festive and joyful, Bagatelle restaurants are limitless sources of sun and joie de vivre, unique places where all senses are awakened and one-of-a-kind memories are built.

Epitome of our convivial spirit, Bagatelle shows offer a privileged moment to our customers, punctuating their brunches, lunches and dinners for an unforgettable festive experience.



## **Vibrant Music**

Featuring some of the most talented DJs in the world, Bagatelle offers unique and powerful music that touches the affect and triggers strong emotions.

Feeling the atmosphere like no others, our DJs electrify the room, bringing our clients to an unmatched state of joie de vivre.





# BAGATELLE MIAMI



**GASTRONOMY**



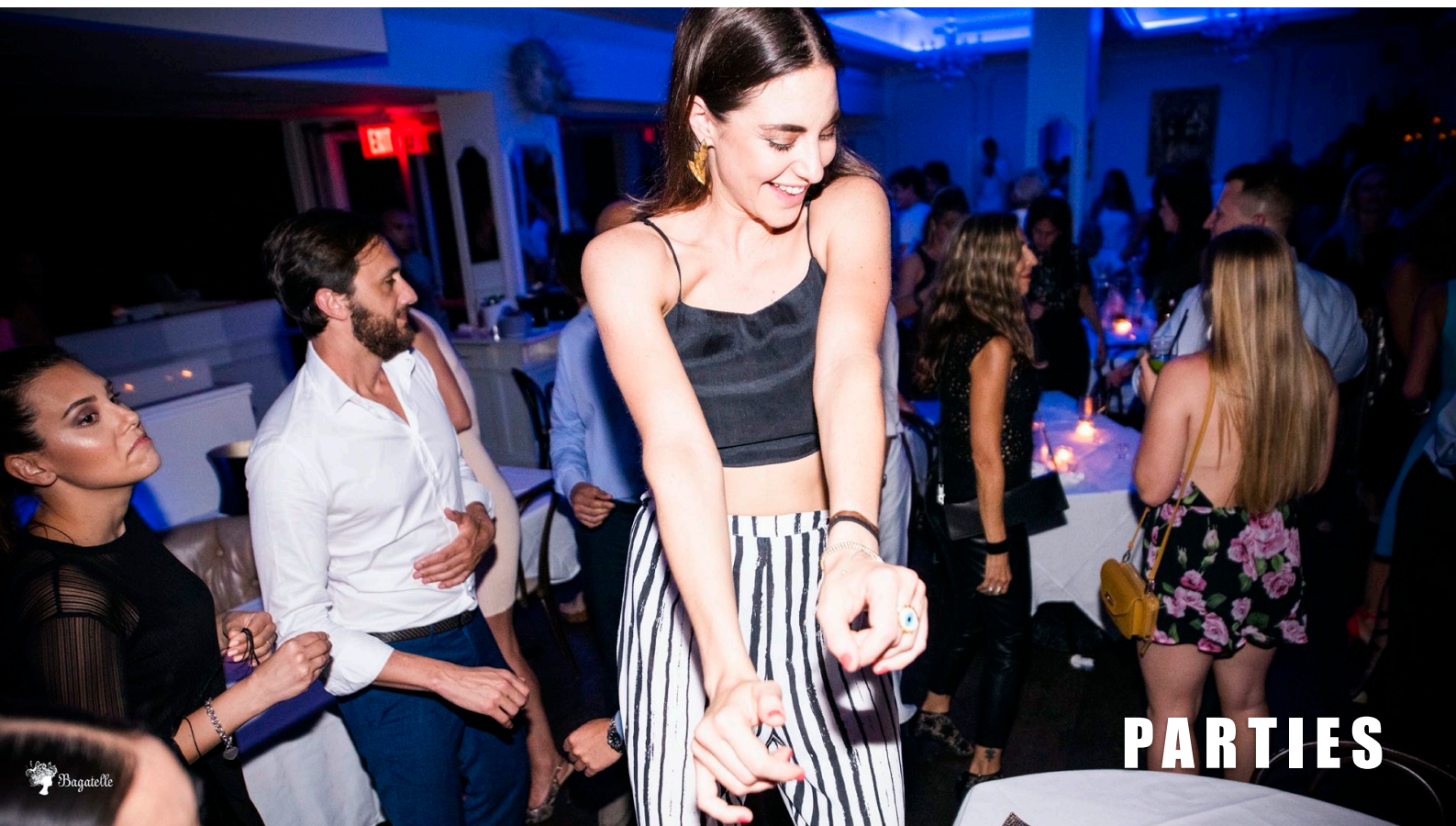
# EVENTS







# MIXOLOGY



**PARTIES**



MUSIC





# CONTACTS

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