

**GRIF**

GLOBAL  
RESTAURANT  
INVESTMENT  
FORUM

# GRIF 2025

Destination: Istanbul  
Date: 6-8  
October 2025



SUPPORTER PACKAGES



# ABOUT US

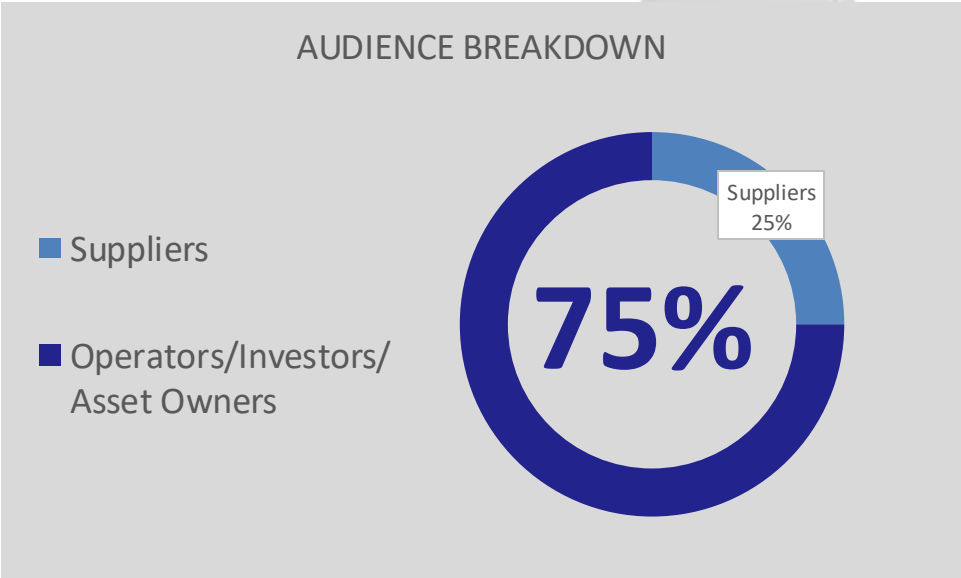
With over a decade of experience delivering restaurant investment conferences across key markets, GRIF has the power to unite global leading restaurant operators, investors, and industry leaders from around the world under one roof for deal-making.

This year, we are curating the audience with the goal of ensuring that at least 75% of attendees will be operators, investors, or asset owners to create a high-value learning and networking experience for everyone involved while integrating into the international GRIF community we aim to build in the long term.

Carefully curated industry gatherings stimulate investment in new concepts and fund expansions into some of the world's most exciting F&B destinations.

## NEXT STOP: ISTANBUL

After successfully hosting briefings across Europe and the Middle East, GRIF is set to arrive in Istanbul in 2025. A city where culinary traditions, flavors, and dining cultures from Europe, Asia, and the Middle East converge, Istanbul is a prime destination for the next chapter of GRIF.



# OUR NETWORK

The GRIF Advisory Board is the driving force behind GRIF’s vision, shaping its future, agenda, and global networks. Made up of industry heavyweights who have achieved remarkable milestones and transformed the F&B landscape, this dynamic group brings unparalleled expertise, insights, and influence.

Their deep understanding of market trends, investment dynamics, and emerging concepts ensures that GRIF remains at the forefront of industry evolution. With their continued support, GRIF continues to be a catalyst for innovation, deal-making, and thought leadership, fostering a community that inspires the next generation of hospitality excellence.

The London Advisory Board met on 4 February 2025 at The Maine, Mayfair, bringing together key industry representatives to shape the agenda for GRIF 2025 in Istanbul

## London Advisory Board



**George Austin**  
*Director of Strategic Operations, Europe*  
**Trinity**

\$6 billion investment in hotel and resort assets



**Wayne Brown**  
*Global VP of F&B Development*  
**Ennismore**

170+ hotels and 500+ restaurant bars in 35+ countries



**Henry Coutinho-Mason**  
*Founder & Author*  
**The Future Normal & Trend Driven Innovation**

Delivered 150+ workshops on consumer trends in more than 30 countries



**Mark Elpichke**  
*Director, Branded Hospitality & Property*  
**Condé Nast**

37 brands operating in 32 markets



**Simon Farrow**  
*Global Business Performance Director*  
**Tao Group**

80 hospitality brands in over 20 markets



**Joey Ghazal**  
*Founder/Owner*  
**The MAINE**

Sites in London, Dubai, Ibiza and Bodrum



**Michiel Gomes**  
*Director, Europe*  
**Forsite Creative**

International concept & design firm



**Harry Goss**  
*Partner/Food Service Lead*  
**McWin**

McWin Restaurant Fund is a €525m Fund



**Grace Harding**  
*CEO*  
**Ocean Basket**

200 Ocean Basket stores in 16 countries



**Jillian Maclean MBE**  
*Founder/CEO*  
**Drake & Morgan**

Bar and restaurant group with 17 sites across UK



**Chris Miller**  
*Founder/CEO*  
**White Rabbit Projects**

54 global sites



**Robin Rowland OBE**  
*Partner*  
**Trispan**

Investments of approximately \$5 billion in over 130 companies across 5 continents



# OUR NETWORK

The Dubai Advisory Board met on 25 February 2025 at Michelin-starred restaurant 11 Woodfire bringing together industry rockstars from Middle East to provide their input for GRIF 2025 in Istanbul.



## Dubai Advisory Board



**Lynne Bellinger**  
*Director, F&B Business  
Development EAME*  
**Marriott International**

Placing chefs and concepts in Marriott properties across the globe



**Nicolas Budzynski**  
*CEO*  
**LPM Restaurant and Bar**

Take on French Mediterranean and Italian cuisine at 10 locations worldwide



**Fay Economides**  
*Executive Managing Director*  
**M Management Company**

Hospitality group with 5 award-winning F&B venues



**Andre Gerschel**  
*Section Chief, Abu Dhabi Culinary Investment Fund*  
**Department of Culture & Tourism**

Multi million-dollar Culinary Investment Fund to introduce iconic brands to the UAE



**Rizwan Kasim**  
*CEO/Founder*  
**Rikas Hospitality**

A collection of award-winning restaurants and cafes across Middle East & Europe



**Faisal Shaker**  
*CEO & Co-Founder*  
**MFC**

MFC has fine-dining restaurants like MYAZÜ, KAYZO, and San Carlo Cicchetti in its portfolio



**Panchali Mahendra**  
*CEO*  
**Atelier House Hospitality**

Operating 20+ restaurants worldwide



**Atish Rakholia**  
*Vice President, F&B & Entertainment*  
**Apparel Group**

2200+ retail stores and 85+ global brands



**Tyrone Reid**  
*Group CEO*  
**MMI LLC & Emirates Leisure Retail LLC**

Diverse portfolio of restaurants, cafes, and bars across the Middle East, Australasia, the USA, and East Africa



**Omar Saideh**  
*Founder*  
**Orange Holding**

A collection of five homegrown concepts



**Tobias Schulz**  
*Head of Restaurant & Partnership Development*  
**Hilton Hotels & Resorts**

Executing Hilton’s strategy around third-party restaurants, bars, and chef partnerships



**Natasha Sideris**  
*Founder*  
**Tashas Group**

Hospitality brands across 39 locations



# PAST CONTRIBUTORS



**Kate Nicholls OBE**  
*CEO*  
UK Hospitality



**Marco Pierre White**  
*Celebrity Chef*



**Julie Lin**  
*Founder*  
GaGa



**Jeremy King OBE**  
*Proprietor and CEO*  
Jeremy King Restaurants



**Lydia Forte**  
*Group F&B Director*  
Rocco Forte Hotels



**Raymond Blanc**  
*Celebrity Chef*



**James Brown**  
*CEO*  
Brewdog Bars



**Gagan Anand**  
*Celebrity Chef*



**Dean Banks**  
*CEO*  
Dean Banks Group



**Victor Lugger**  
*Founder & CEO*  
Big Mamma Group



**Simon Potts**  
*CEO*  
The Alchemist



**Deem Albassam**  
*Founder & CEO*  
Indpt Food Co



# PAST VENUE PARTNERS INCLUDE:



**The Balmoral**  
*Edinburgh, UK*



**Virgin Hotel**  
*Edinburgh, UK*



**NH Collection Krasnapolsky**  
*Amsterdam, Netherlands*



**Palazzo Versace**  
*Dubai, UAE*



**The Address**  
*Dubai, UAE*



**Fairmont**  
*Dubai, UAE*



# 100+ RESTAURANT HOSTS ACROSS THE GLOBE



**Knoops, Edinburgh**



**Vegan Junk Food Bar, Amsterdam**



**BB Social, Dubai**



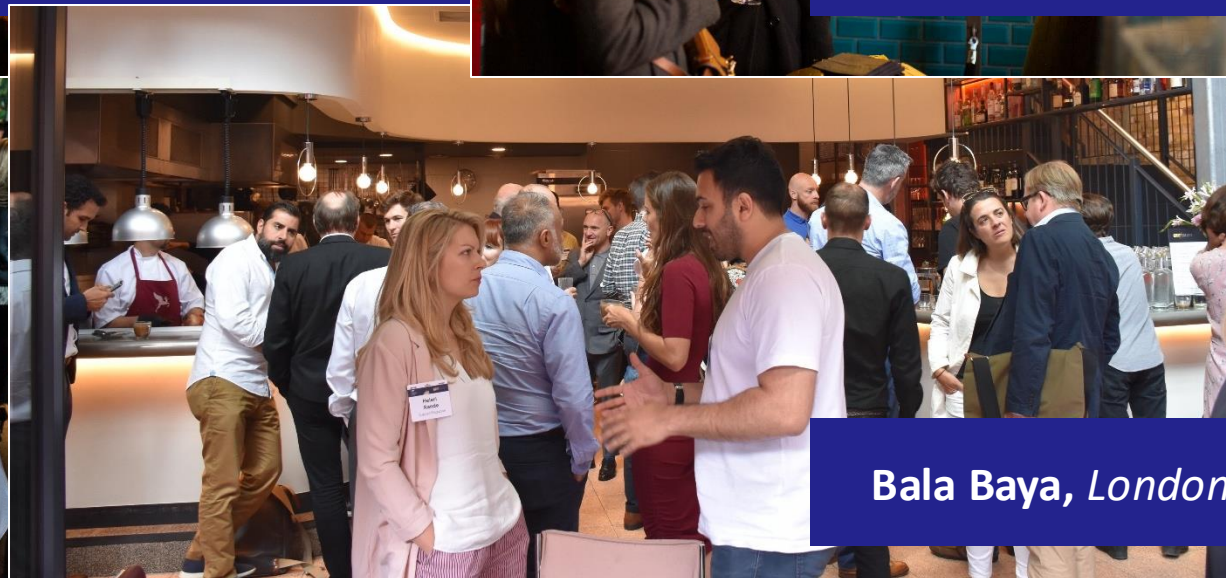
**Juniper & Kin, Amsterdam**



**Pesca, Amsterdam**



**Masti, Dubai**



**Bala Baya, London**



**The White Room, Amsterdam**

**Europe:**  
Berners Tavern, London  
Dishoom, Edinburgh  
Hawksmoor, Edinburgh  
Panda & Sons, Edinburgh  
Sushi Samba, Edinburgh  
The Avocado Show, Amsterdam  
Maris Piper, Amsterdam  
The Duchess, Amsterdam

**Middle East:**  
Ruya, Riyadh  
Il Baretto, Riyadh



# TESTIMONIALS

*"GRIF provides an invaluable platform for networking with industry colleagues, connecting with prominent investors and pioneering start-ups, and staying up-to-date with food and drink trends."*

*"I have personally welcomed the opportunity to share my own industry experiences and a highlight is always the immersive culinary programming in some of the most vibrant cities in the world"*



**Emma Banks**  
VP - F&B Strategy & Development  
Hilton Hotels & Resorts

*"The quality of the panel sessions and the calibre of the speakers was top level. All interesting people with a lot of relevant experience - best in class. "*



**Lyrdia Forte**  
Group F&B Director  
Rocco Forte Hotels

*"Very insightful conference with passionate and experienced professionals. Highly recommend in order to expand professional network and open new business opportunities."*



**Nicholas Budzynski**  
CEO  
LPM



# DIGITAL REACH

Through our extensive social media and PR reach, followed by key decision-makers in the hospitality industry, we offer a powerful platform to amplify your brand. As a partner, you will gain visibility, credibility, and thought leadership opportunities, ensuring your brand message reaches the right audience — hospitality leaders, influencers, and innovators.



1500+ SUBSCRIBERS



3K+ FOLLOWERS



1K+ FOLLOWERS



2K+ SUBSCRIBERS

## PR HEADLINES

### CATERER MIDDLE EAST

## Why the Middle East is primed for global F&B brands (if they find the right partner)

The co-founder of GRIF on the evolution of the region's F&B landscape and what international brands should look for

### EDINBURGH NEWS

## Global Restaurant Investment Forum celebrates its 10th anniversary in Edinburgh

### THE CATERER

**Marco Pierre White has said service is more important than food and that if the environment is wrong, customers will not return to a restaurant.**

Speaking to the Global Restaurant Investment Forum in Amsterdam, the chef-restaurateur said it was his focus on front of house that saw him achieve three Michelin stars and five red knives and forks.



# GRIF 2025 OUTLINE

## STUDY TOURS

Tour the most successful and innovative concepts and brands



## SPEAKER SESSIONS

Learn from experts in the restaurant and F&B industry to stay up-to-date on the latest trends and developments



## NETWORKING RECEPTIONS

Meet with executives, investors, restaurateurs, operators, and property developers from the local market and around the globe





# SUPPORTER PACKAGES

We are dedicated to preserving a premium community focused on operators and investors, with exclusive, limited access for service providers — capped at under 25% of audience. This selective approach ensures that service providers who participate as supporters gain unique visibility and valuable engagement within an audience truly invested in their offerings, maximising impact and fostering meaningful connections.

## CATEGORY CHAMPION PACKAGE (\$10,000)

- Direct access to the GRIF advisory board 2026 meeting in Dubai and London for strategic connections, **as the only supplier in your category**
- **One speaking slot**, positioning your expertise directly in front of industry leaders
- **3 team passes** for your representatives to attend
- **5 additional passes** to share with your valued clients (Operators/Investors)
- Access to the attendee list of a community of **250+ operators and investors** for post-GRIF engagement including **facilitation of up to three personalised connection request** to help initiate meaningful partnerships
- Feature in the GRIF newsletter to a community of **1500+ industry stakeholders**, amplifying your reach across the GRIF network
- Prominent supporter branding **on all key GRIF marketing collateral**, reinforcing your position as a key partner



# SUPPORTER PACKAGES

## VISIBILITY ADVANTAGE PACKAGE (\$5,500)

- **2 team passes** for your representatives to attend
- **3 additional passes** to share with your valued clients (operators/investors)
- Access to the attendee list of a community of **250+ operators and investors** for pre and post-GRIF engagement including **facilitation of one personalised connection** request to help initiate meaningful partnerships
- Feature in the GRIF newsletter to a community of **1500+ industry stakeholders**, amplifying your reach across the GRIF network
- Prominent supporter branding **on all key GRIF marketing collateral**, reinforcing your position as a key partner

## ACCESS PACKAGE (\$3,000)

- **1 team pass** for your representative to attend
- **2 additional passes** to share with your valued clients (operators/investors)
- Access to the attendee list of a community of **250+ operators and investors** for pre and post-GRIF engagement



# GRIF FOUNDER



## JENNIFER PETTINGER-HAINES

With over 15 years of experience in the hospitality industry in the Middle East Jennifer has made a name for herself as a 'institution within the industry'.

Through her previous role as Managing Director-Middle East, of The Bench she has developed strong relationships with the leaders of the hotel and restaurant investment industry around the world. Jennifer launched the Global Restaurant Investment Forum (GRIF) in Dubai, which is has become one of the world's leading international restaurant investment events.

Jennifer is extremely dedicated to bringing hotel and restaurant investors valuable insights and connections, and has built a strong hospitality investment community globally. Throughout her career to date, she has facilitated industry connections on most continents, and in the process, she has taken full advantage of exploring the retail, F&B and travel experiences on offer from Kigali to Casablanca.

Jennifer has lived in Dubai for the last 15 years and established herself as an integral part of the Middle East's hospitality community. She has grown GRIF's hospitality investment events into Saudi Arabia, taken the hospitality investment community into Russia, Turkey, and Africa, and driven the rapid expansion of GRIF's reach by taking the event from Dubai to Amsterdam. Jennifer's hard work and dedication have not gone unnoticed, as she featured twice on the Caterer Middle East Power list, a testament to her influence and impact on the industry.



# Contact Us

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[www.grif.com](http://www.grif.com)