

# SANDEEP 'SONNY' AHUJA

Las Vegas, NV | 702.807.4200 | ahujasonny@gmail.com  
drinkingwithstrangers.com

## FOOD & BEVERAGE PROFESSIONAL MULTI CONCEPT DEVELOPER AND CONSULTANT

Over 25 years intensive industry experience developing food and beverage concepts. Experience includes from white paper all the way to daily operations including budget creation, maneuvering licensing and health regulations, construction management, Profit and Loss review hiring and team building and revenue forecasting. Core competencies:

- Concept Development
- Budgeting
- Hiring & Team Building
- Bar & Restaurant Management
- Bar & Kitchen Design
- P&L Review
- Activations
- Vendor Relations
- Project Management
- Health Review & Licensing
- Standard Operating Procedures

### PROFESSIONAL EXPERIENCE

**Bin702**, Las Vegas, Nevada

2012-Present

#### **Managing Partner**

Developed concept based on working out of repurposed shipping container in high traffic area in downtown Las Vegas. Created systems and operations that has led to 9 years of consistent profitability with average gross revenue of \$1M year out of 640sf.

- Created Concept based around being housed within 2 shipping containers totaling 640 sf of sales space
- Designed space and outlined bar and kitchen for architectural design
- Hired talented professionals, offering training and mentoring for skills growth and improvement
- Review financial statements and sales reports to monitor business performance and make adjustments
- Monitor payroll to insure labor costs

**18bin**, Las Vegas, Nevada

2019 - 2020

#### **Managing Partner**

Created concept, designed and managed bar remodel, created food & beverage program, chose all smallwares & packaging and hired opening team in under 100 days.

- Created Concept based on legacy space within Downtown Las Vegas' Arts District
- Set opening budget and created investment deck for capital raise
- Redesigned bar, chose equipment and created equipment book with specsheets for contractors and Health review
- Managed construction
- Worked with sound engineer to create unique music venue
- Hired chef and gave direction on elevated food to fit the environment
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**Downtown Project**, Las Vegas, Nevada

2012 - 2014

#### **Small Business Development**

Worked with DTP investment operators in opening, maneuvering opening.

Reviewed business proposals and met with potential investment opportunities for business development fund. Presented potential candidates for review.

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- Worked with DTP investment operators in opening, maneuvering opening.
- Worked on F&B programming and rebranding for Company owned investments.
- Managed the F&B takeover of Gold Spike, a large footprint with bar and hotel.

- Interviewed all existed staff for rehire and trained team to upgraded F&B program.
- Developed new menu and hired kitchen team.
- Worked with plan review and implemented kitchen design
- Developed SOPs for bar and restaurant
- Hired consulting chefs for Company operated venues as needed from my network of existing relationships within the Las Vegas F&B community

**O Face Doughnuts, Las Vegas, Nevada**

2013-2015

**Managing Partner**

Creating chef inspired dpoughnut and specialty coffee shop within Downtown Las Vegas' Entertainment Distrct. Winner of Staff's Pick Best Doughnuts in Las Vegas.

- Developed unique eye catching brand with 'tiffany's' style packaging
- Ranked 9/72 - 160% to quota– 2016 Q1 Region of the Quarter

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**Bleu Gourmet, Catering by Bleu**

2005 - 2012

**Managing Partner**

Owner of boutique Bistro style restaurant and wine shop combination. Specialized in French influenced cuisine in relaxed space.

- Created unique restaurant combined with mix retail wine and lifestyle concept.
- Developed large catering operation to maximize labor and rent expense.
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**CONSULTING**

**Las Vegas Brewing Company, Las Vegas, Nevada**

Assisted owner in all preopening of bar/restaurant attached to brewery. Brewery received 5 best of awards in first year operations

- Interviewed all management candidates and presented suggested best candidates to owner
- Interviewed all bartenders and FOH team and presented best candidates
- Put together all HR packets
- Put together bar program
- Set up vendor meeting and put together opening bar program
- Food cost and bar costing spreadsheets with projected COGS to determine pricing
- Programmed POS system
- Developed SOPs for kitchen and bar
- Handled Health Department plan review and pre opening walk throughs
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**LEV Group., Las Vegas, Nevada**

Worked as outside consultant for large multi-concept restaurant group in Las Vegas

- Created initial concept of repurposing company leased space to more profitable concept and received ownership shares for my input
- Hired opening teams for new concepts.
- Assisted in operational needs for concepts as needed.
- Worked on menu development, Food costing, hiring.
- Concepts worked on include Evel Pie for which I received ownership shares, Lobster ME and Daily Kitchen.

## EDUCATION

**Bachelor Marketing** • Arizona State University, Tempe, AZ