

SANDEEP 'SONNY' AHUJA

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

FOOD & BEVERAGE PROFESSIONAL MULTI CONCEPT DEVELOPER AND CONSULTANT

Experienced Food and Beverage Professional with more than 25 years of extensive industry experience in concept development, project management, and operations. Proven track record in creating and managing successful food and beverage concepts with expertise in budgeting, profit and loss review, health and licensing regulations, 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
- Menu Development

PROFESSIONAL EXPERIENCE

Bin702, Las Vegas, Nevada

2012-Present

Managing Partner

Developed and executed a unique business concept, creating a retail space within two 640sf repurposed shipping containers in high traffic area in downtown Las Vegas.

- Designed the interior space, outlining bar and kitchen for architectural design, resulting in a profitable, aesthetically pleasing, and welcoming customer experience.
- Utilized creative solutions to maximize the use of limited kitchen and service space to ensure efficient operations.
- Ongoing menu design to align with the brand, concept, and target audience while considering cost, sourcing, and food safety.
- Hire and train a talented team of professionals, offering mentorship and opportunities for skills growth and improvement.
- Conduct regular financial reviews, analyzing sales reports and statements to monitor business performance and make necessary adjustments with management.
- Maintain strong control of labor costs, effectively monitoring payroll to ensure profitability and sustainability.
- Achieve consistent profitability with average gross revenue of \$1M per year over nine years of operation.

18bin, Las Vegas, Nevada

2019 - 2020

Managing Partner

Conceptualized and executed a large bar, restaurant and music venue, designed and managed bar remodel, created food and beverage program, chose all smallwares and packaging, and hired opening team in fewer than 100 days.

- Created Concept based on legacy space within downtown Las Vegas' Arts District.
- Set the opening budget and created an investment deck to secure capital for the project.
- Led the redesign of the bar, choosing equipment and creating an equipment book with specifications for contractors and health review.
- Expertly managed project lifecycle, including construction management, ensuring successful completion within budget and on time.
- Managed all aspects of construction, ensuring successful and timely completion.
- Collaborated with a sound engineer to create a unique music venue experience.
- Hired a Chef and provided direction for an elevated food program to fit the environment.
- Conducted a thorough hiring process, placing employment advertisements and reviewing applicants to build a top-performing front-of-house team.
- Developed a beverage program with a focus on European ales and a large backbar of unique premium spirits.
- Created event packages and contracts for both large and small groups to drive revenue and customer engagement.

SANDEEP 'SONNY' AHUJA

Page 2 | ahujasonny@gmail.com
drinkingwithstrangers.net

Downtown Project, Las Vegas, Nevada

2012 - 2014

Small Business Development

Experienced small business development professional with a strong background in managing and growing hospitality investments. Skilled in business proposal review, investment opportunity identification, and food and beverage program development.

- Reviewed business proposals and met with potential investment opportunities to identify suitable candidates for a business development fund.
- Worked with Downtown Project investment operators to support the opening, management, and operation of new venues.
- Mentored new business owners through the lifecycle of their projects, including concept development, licensing, staffing, customer service standards creation, and financial management.
- Managed the food and beverage programming and rebranding of company-owned investments, including the takeover of Gold Spike a large restaurant, bar, and hotel footprint.
- Conducted interviews and trained existing staff to upgrade the food and beverage program.
- Developed a new menu and hired a kitchen team to support the new offerings.
- Worked with Health Department to implement a new kitchen design and developed standard operating procedures for the bar and restaurant.
- Hired consulting Chefs from a network of relationships within the Las Vegas food and beverage community to support company-operated venues as needed.

O Face Doughnuts, Las Vegas, Nevada

2014-2016

Managing Partner

Experienced hospitality professional with a passion for creating unique dining experiences. Skilled in kitchen and coffee bar design, interior design, and brand development.

- Created a Chef-inspired doughnut and specialty coffee shop within the entertainment district of Downtown Las Vegas.
- Designed the kitchen and coffee bar, including the layout and equipment selection.
- Developed a retro 70's interior design to create a unique atmosphere, creating an offbeat, retro customer experience.
- Created a brand with eye-catching design elements and packaging to .
- Hired a Chef and opening team to launch and conduct day-to-day operations of the venue.

Bleu Gourmet, Catering by Bleu

2004 - 2012

Managing Partner

Developed a unique restaurant concept that combined a retail wine and lifestyle shop Managed operations, inventory, and sales, resulting in consistent profitability and growth.

- Created sales tools for new client development including database management, email marketing and social media.
- Established relationships with suppliers and distributors to ensure a diverse and high-quality wine selection.
- Developed marketing strategies to attract customers and increase brand awareness.
- Grew gross revenue 50% over 4 year period attributed to incremental catering revenues based upon business cycle analysis.
- Catered private parties and corporate occasions, including as the preferred vendor for numerous Las Vegas event venues.

Nevada Wine Cellar

1998 - 2001

Managing Partner

Owner of the first boutique specialty wine and spirits bottle shop in Las Vegas, responsible for purchasing and managing approximately \$250k in fine wine for both daily buyers and luxury collectors with annual gross revenue of \$2 million.

- Developed tasting events as a way to drive traffic and revenue for the business.
- Developed a unique product mix that included boutique cheese and caviar selections to increase revenue.

SANDEEP 'SONNY' AHUJA

Page 3 | ahujasonny@gmail.com
drinkingwithstrangers.net

CONSULTING

Las Vegas Brewing Company, Las Vegas, Nevada

Assisted in all pre-opening tasks for a bar/restaurant attached to a brewery.

- Managed Health Department plan review and pre-opening walk-throughs.
- Developed SOPs for kitchen and bar operations.
- Interviewed and hired management, bartenders, and FOH team.
- Proposed menu direction and hired a Chef to implement it.
- Organized all new hire HR files.
- Set up vendor meeting and put together opening bar program.
- Created food cost and bar cost spreadsheets to determine pricing.
- Food cost and bar costing spreadsheets with projected COGS to determine pricing.
- Organized vendor meetings and put together an opening bar program
- Programmed POS system.
- Developed standard operating procedures for both the kitchen and bar.

LEV Group., Las Vegas, Nevada

Outside consultant for large multi-concept restaurant group in Las Vegas.

- Conceptualized the repurposing of company-leased space to a more profitable concept and received ownership shares in exchange.
- Hired opening teams for new concepts.
- Assisted with operational needs such as menu development, food costing, and hiring.
- Concepts worked on include Evel Pie, Lobster ME, and Daily Kitchen.

EDUCATION

Bachelor Marketing • Arizona State University, Tempe, AZ