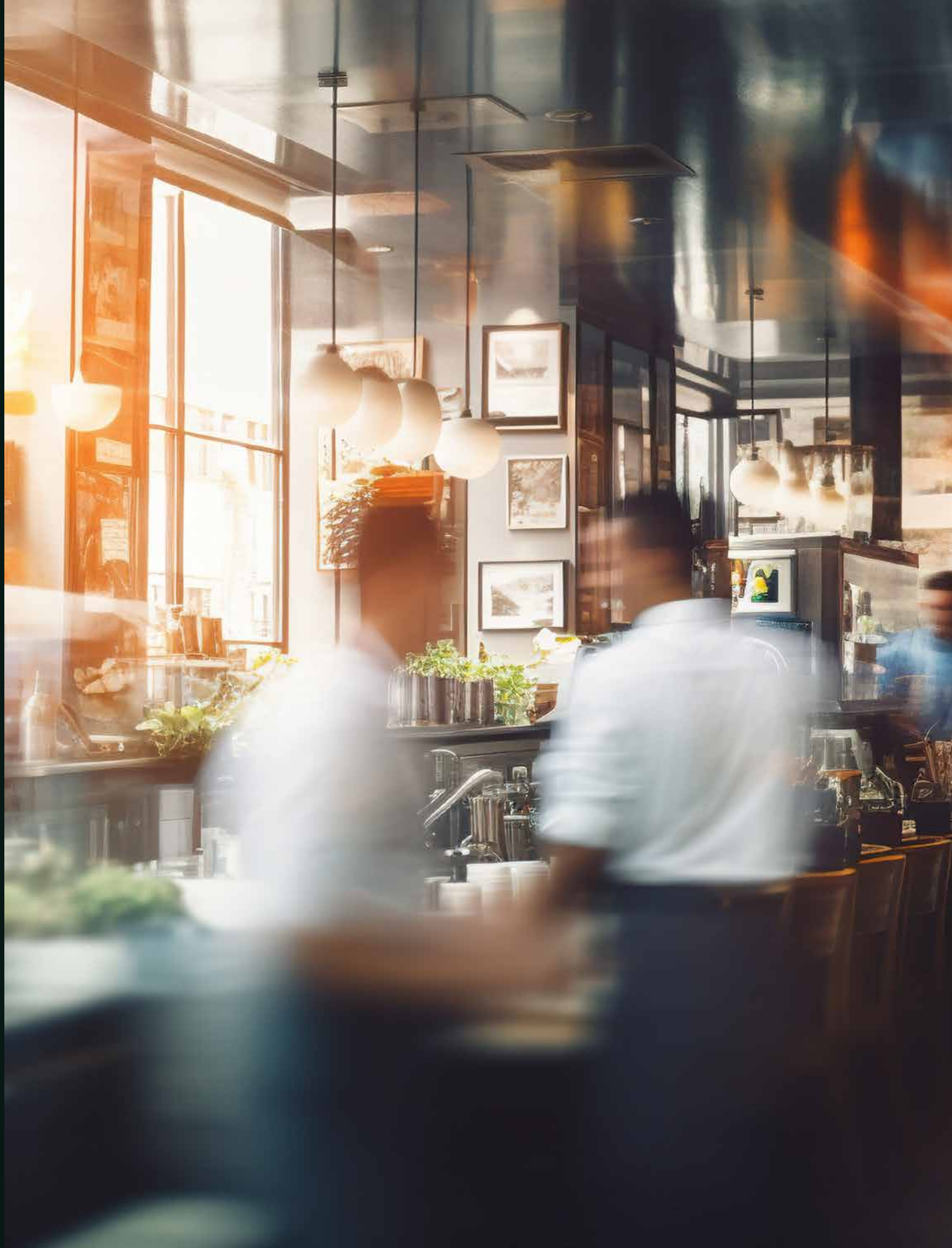




TECHNICAL PROFILE





As the world evolves,
hospitality should too.



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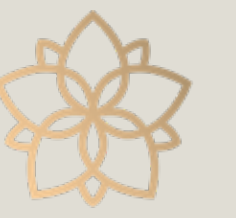
CRAFT
HOSPITALITY GROUP

WELCOME TO CRAFT

Craft Hospitality Group brings together three proven hospitality leaders, supported by a team of exceptional specialists, to deliver the very best in restaurant development, brand creation, and operational management. Our work is defined by one purpose: to help our clients and partners achieve their financial goals and exceed their hospitality ambitions.

WE ARE NOT A TRADITIONAL AGENCY

We operate as strategic partners, invested in outcomes, not just deliverables. Every project we take on is approached with the same rigour, creativity, and commercial discipline that has shaped some of the region's most successful food and beverage operations.

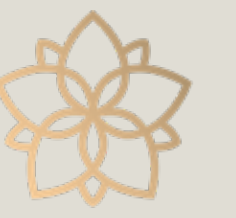


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HOSPITALITY GROUP



ABOUT US

Our team is genuinely passionate about the global hospitality landscape. We travel extensively, staying close to the ideas, flavours, and experiences shaping the future of dining. That curiosity feeds directly into the work we produce for our clients. Alongside our hospitality specialists, we work with talented graphic and interior designers to deliver concepts that are not only operationally sound, but visually compelling and commercially viable.



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MEET THE LEADERS

Craft was founded by three industry specialists who collectively bring over 100 years of hands-on experience

Craft was founded by three industry specialists who collectively bring over 100 years of hands-on experience across world-class restaurants, bars, and hotels. Our founders remain actively involved in every project, bringing senior-level expertise to each engagement from day one.



CHRISTIAN ABELL
FOUNDER / DIRECTOR

Concept Development, Diagnostic & Repositioning

Leading concept strategy, venue diagnostics, and the creative repositioning of underperforming assets. With deep expertise in translating vision into viable hospitality experiences.



DUNCAN FRASER-SMITH
FOUNDER / DIRECTOR

Business Development, Market Research & Strategy

Overseeing brand identity, operational frameworks, and financial planning. Ensuring every concept is built to perform from the inside out.



ANDREW MORROW
FOUNDER / DIRECTOR

Brand Development, Operations & Budgeting

Driving new business relationships, market intelligence, and long-term strategic planning. Connecting Craft's capabilities to the right opportunities, in the right markets.



OUR COMMITMENT TO CLIENTS

We take time to understand each client's unique context like their vision, constraints, and ambitions. That understanding shapes how we work and what we deliver.

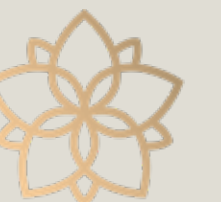
We don't offer generic solutions; we tailor and curate our approach to each engagement. Timely delivery is a nonnegotiable. Structured processes, proactive communication, and clear milestones keep every project on track, and our clients informed at every step.

Above all, we are committed to delivering genuine value. Our focus is on creating solutions that perform commercially, resonate with guests, and stand the test of time.

1. INNOVATE.
DELIVER.
ELEVATE.

2. VISION.
UNDERSTAND.
ADAPT.

3. TIMELY.
EFFICIENT.
RELIABLE.



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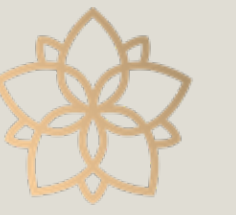
WHY CRAFT

OUR STRENGTHS

- Industry experts with a deep focus on the Global Hospitality markets
- End-to-end hospitality solutions, from initial concept pulled through to operations
- Client-first, results-driven approach built around your goals
- Proven, scalable concepts backed by real operational experience
- Built to operate, not just consult. We take responsibility for outcomes

HOW WE WORK

- Strategic, process-driven methodology, structured thinking at every stage
- Seamless team collaboration across disciplines and geographies
- Creative yet controlled execution, innovation grounded in commercial logic
- Data-led decision making, informed by market insight and financial modelling
- Deadline-driven efficiency, we meet our commitments without compromising quality

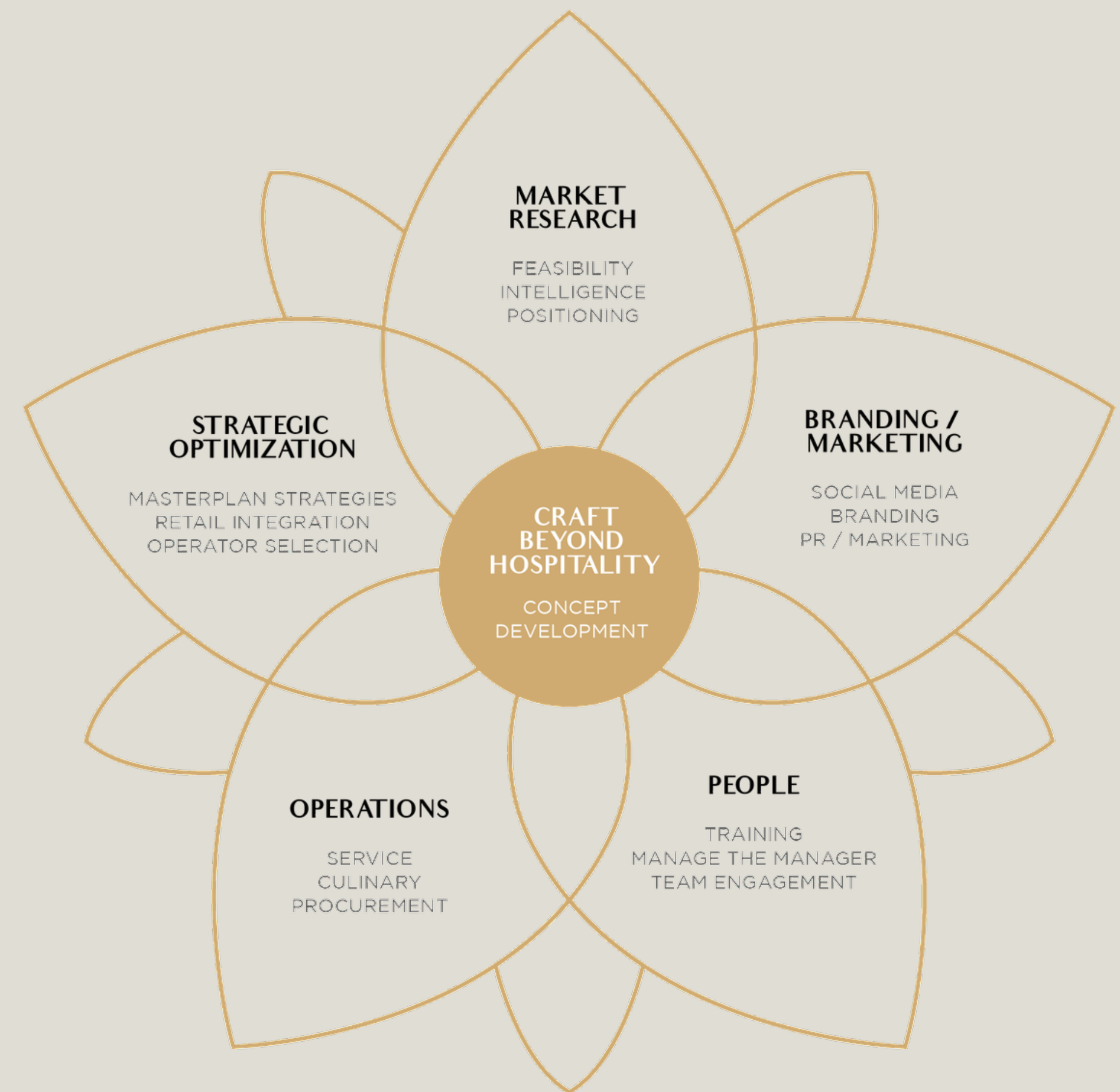


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WHERE WE WORK



CRAFT ELEMENTS





CRAFT
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OUR SERVICES

MARKET
RESEARCH

F&B MENU
DEVELOPMENT

CONCEPT
DEVELOPMENT

OPERATOR
SELECTION

BRANDING

INTERIOR DESIGN
(PARTNERSHIP)

HOSPITALITY
STRATEGIES

VENUE
MANAGEMENT

AUDITS &
MYSTERY SHOP

BRAND &
OPERATIONAL
STANDARD

OUR PROCESS DESIGN THINKING METHODOLOGY

Our strategy is grounded in design thinking. Before we develop anything, we ensure a complete understanding of the project through detailed research and stakeholder interviews.

This rigor informs everything that follows, from concept synthesis to operational planning. Overall, ensuring every decision is aligned with the client's needs and aspirations.

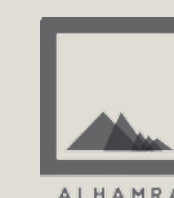


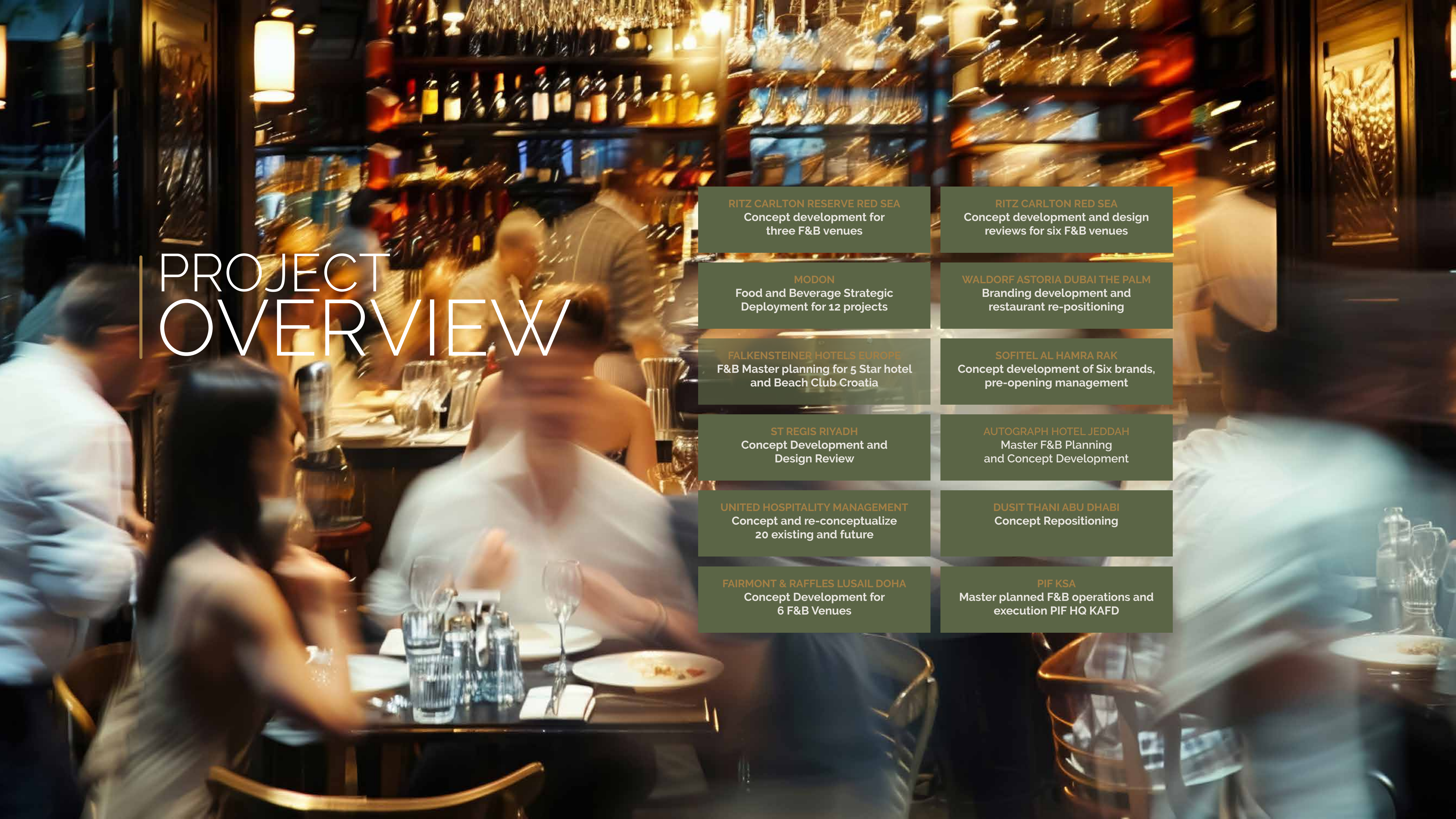
IMMERSION INSIGHTS STRATEGY BUILD DELIVERY

OUR WORK

The combined experience of the team could fill multiple pages, with over 200 concepts created, multiple large-scale projects, master planed, and much more.

We have worked with countless hospitality brands around the global, from the Americas to Europe and the Middle East.





PROJECT OVERVIEW

RITZ CARLTON RESERVE RED SEA
Concept development for
three F&B venues

RITZ CARLTON RED SEA
Concept development and design
reviews for six F&B venues

MODON
Food and Beverage Strategic
Deployment for 12 projects

WALDORF ASTORIA DUBAI THE PALM
Branding development and
restaurant re-positioning

FALKENSTEINER HOTELS EUROPE
F&B Master planning for 5 Star hotel
and Beach Club Croatia

SOFITEL AL HAMRA RAK
Concept development of Six brands,
pre-opening management

ST REGIS RIYADH
Concept Development and
Design Review

AUTOGRAPH HOTEL JEDDAH
Master F&B Planning
and Concept Development

UNITED HOSPITALITY MANAGEMENT
Concept and re-conceptualize
20 existing and future

DUSIT THANI ABU DHABI
Concept Repositioning

FAIRMONT & RAFFLES LUSAIL DOHA
Concept Development for
6 F&B Venues

PIF KSA
Master planned F&B operations and
execution PIF HQ KAFD

Our Approach to LUXURY



Modern luxury is defined by experience. While exceptional locations, design, and furnishings remain essential, it is the memorable stories guests take away that truly distinguish an ultra-luxury hotel. Today's travellers value moments that feel personal, exclusive, effortless, and impossible to replicate.

Every Food & Beverage strategy begins by viewing the hotel as a complete ecosystem, creating a collection of experiences that complement the property, its guests, and its destination. Concepts are built around compelling stories, with branding, menus, service rituals, atmosphere, and technology working together to create meaningful touchpoints. Opportunities extend beyond traditional dining to include curated events, immersive experiences, and connections to the hotel's surroundings, lifestyle, wellness, privacy, and sense of celebration.

Behind the scenes, equal focus is placed on operational efficiency. Kitchen design, service standards, workflows, and commercial performance are developed with the same attention as the guest experience. Collaboration continues through design, pre-opening, and launch to ensure every concept is delivered with consistency, precision, and lasting impact.

A collection of PROJECTS



PROJECTS 2022 – 2026

The Ritz Carltons

The Ritz Carlton Reserve Red Sea*

The Ritz Carlton Aman
The Ritz-Carlton AL Khobar
The Ritz-Carlton Dubai

The Ritz Carlton Amaala*

St Regis Hotels

St Regis Riyadh*

St Regis Red Sea
St Regis Kuwait

Luxury Boutique Hotels (Undisclosed Client)

Ultra Luxury all-suite Spa Hotel North Coast, Egypt*

Luxury Leisure Beach Resort
Luxury Hotel and Private Member Club Washington D/C

Other Luxury Projects

Fairmont / Raffles Lusail Doha*

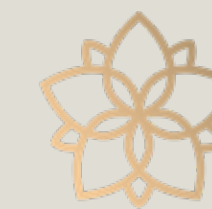
Waldorf Astoria Palm Jumeriah Dubai*

Vesper Bistro and Bar Melbourne Australia*

Luxury Hotel & Private Members Club Washington DC USA*

His Excellency's Private Dining PIF Tower Riyadh
Place Vendome Luxury Collection Doha

Showcase projects* Selected for their distinct qualities, each highlighting a different aspect of our thinking and approach to concept development across individual assignments.



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The Ritz-Carlton Reserve

Red Sea

A showcase of how environment-led thinking and highly curated, private dining experiences come together to create meaningful, place-driven moments for a discerning, high-net-worth guest.

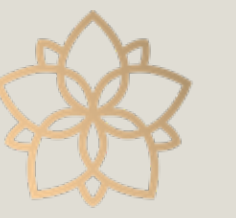
Engaged to support the food and beverage positioning within Nujuma, a Ritz-Carlton Reserve, a highly exclusive island resort set across the untouched Ummahat Islands in the Red Sea. The property is defined by its deep connection to nature, with a strong focus on sustainability, local sourcing, and a design language rooted in the surrounding environment.

Working across the culinary offering, the approach focused on creating a series of refined, experience-led venues that feel intimate, location-driven, and deeply connected to the setting. Dining is intentionally varied yet cohesive, each designed to reflect different moments of the day / evening and the guest's mindset.

Beyond the restaurants, the work extends into highly personalised in-villa dining and private moments across the islands, allowing food and beverage to become part of the overall journey, reinforcing the resort's positioning as a place of quiet discovery and considered luxury.



RITZ-CARLTON RESERVE®



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HOSPITALITY GROUP

The Ritz-Carlton Amaala

Red Sea

A showcase of how a diverse, experience-led food and beverage strategy can sustain engagement over extended stays, creating variety, rhythm, and reasons to return for a highly discerning luxury guest.

Engaged to research, create and lead the food and beverage strategy for The Ritz-Carlton Amaala, a flagship wellness-led resort positioned within Saudi Arabia's ultra-luxury Red Sea development. The property is shaped around longevity, wellbeing, and curated lifestyle experiences, attracting a globally minded, high-value guest.

Working across the full F&B landscape, the focus was on developing a portfolio of concepts that balance clean, wellness-driven dining with moments of indulgence and social energy. Each venue is designed to feel intentional and distinct, spanning nutrient-led daytime offers, elevated destination dining, and more relaxed, lifestyle-driven spaces that evolve throughout the day.

The overall approach positions food and beverage as a core part of the guest journey, not an add-on, creating a series of experiences that support the resort's wider wellness narrative while still delivering the depth, theatre, and identity expected of a Ritz-Carlton destination.



THE RITZ-CARLTON



Ultra Luxury All-Suite Spa Resort

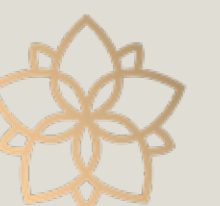
North Egypt (Undisclosed Client)

A showcase of how food and beverage can support wellness and wellbeing within a luxury setting, balancing clean, considered dining with moments of indulgence to create a more complete guest experience.

Engaged to research, create, and lead the food and beverage strategy for a bespoke all-suite luxury spa hotel set along Egypt's Mediterranean coastline. The property is designed as a refined, private retreat, with a strong focus on space, privacy, and curated guest experiences.

Working across eight distinct boutique venues, the objective was clear: each space to carry its own identity, atmosphere. The collection ranges from a coastal cave dining experience inspired by Sardinia to a Japanese venue that shifts from relaxed, poolside dining by day into a more elevated omakase and raw bar experience by night. A luxury milk bar meets Parisian pâtisserie anchors the lobby, offering familiar, well-executed classics in a casual, all-day format.

At the centre of the hotel is a greenhouse pavilion in the botanical gardens, evolving from a calm breakfast setting into a lively social space, then transitioning into a warm, Levantine-led dining experience in the evening. At the top end, the signature Argentinian parrilla offers an intimate, chef-led experience for a limited number of guests, designed to feel immersive, personal, and memorable.



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Fairmont & Raffles Lusail

Doha Qatar

A showcase of how a collection of well-defined venues can come together to create an iconic luxury dining destination, each contributing to a broader, cohesive food and beverage identity.

Engaged to lead the concept development for a collection of signature food and beverage venues across Lusail's landmark Fairmont and Raffles hotels. Working across both properties, the focus was to create destination-led concepts that operate as true hospitality anchors rather than traditional hotel amenities.

Key venues include Provok, an Asian restaurant and bar set within a dramatic two-storey rooftop, built around a fire and ice culinary narrative and positioned as a standalone destination; Masala Library by Jiggs Kalra, a celebrated Indian concept introduced to Doha in collaboration with one of the subcontinent's most respected culinary voices; and Blu Cigar, The Writers Lounge, an intimate cigar library and bar designed as a refined, character-led retreat for a more considered guest experience.





St. Regis Riyadh

Riyadh KSA

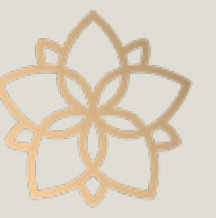
A showcase of how storytelling can shape and elevate a luxury venue, creating a clear identity, stronger emotional connection, and a more memorable guest experience.

Engaged in researching, creating, and implementing the food and beverage offering at The St. Regis Riyadh, with a primary focus on Jackie, the hotel's all-day dining venue. Set within one of the city's most prestigious addresses.

The approach was rooted in storytelling. Jackie was developed as a narrative-led concept, inspired by a well-travelled, culturally curious persona, layered, expressive, and quietly confident. This story informed every element of the experience, from the tone of service and menu structure to the visual language of the space, creating a venue that feels considered rather than generic.

Food and beverage become the vehicle for that story. The offer evolves throughout the day, from a relaxed, lifestyle-driven breakfast and lunch into an approachable formal dinner experience, each moment carrying the same point of view. The result is a venue with depth and personality, one that builds connection, encourages repeat visits, and positions itself as more than just all-day dining.





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Waldorf Astoria Palm Jumeriah

Dubai UAE

A showcase of how the transition from a high-end fine dining establishment into a character-driven, modern, and playful focus on authentic family-inspired peninsular Italian cuisine can craft a truly unique story

It demonstrates how a confident shift in identity can reshape a venue, creating a stronger personality, deeper emotional connection, and a dining experience that feels vibrant and genuine rather than formally correct.

The project repositioned the venue from a conventional luxury dining offer into one with greater character and cultural authenticity. Located within one of the region's most recognised luxury hospitality destinations, the challenge was not simply to deliver quality, but to create something unexpected.

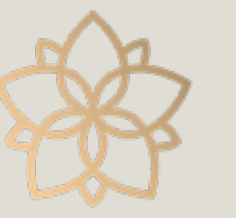
The concept was built around storytelling, drawing inspiration from the kitchens, tables and culinary traditions of the Italian peninsula. Rather than focusing on formal white-tablecloth dining, the experience celebrates the warmth of family homes, coastal trattorias and neighbourhood restaurants where menus change daily and pasta is made fresh each morning. This narrative informed every aspect of the guest experience, from the relaxed service style and sharing-focused menu to the playful beverage programme and overall atmosphere.

Food and beverage reflects the spirit of the Italian table: abundant, social and centred on bringing people together. The result is a restaurant with genuine soul that challenges expectations of a Waldorf Astoria dining experience, builds strong guest loyalty through authenticity, and establishes Social as a destination to enjoy regularly rather than only for special occasions.



ITALIAN
SOCIAL

W
WALDORF ASTORIA®
HOTELS & RESORTS



CRAFT
HOSPITALITY GROUP



Vesper Bistro and Bar

Melbourne Australia

A showcase of how culinary immersion in not just Australian dining culture, but the layered, neighbourhood-rooted bistro tradition that defines Melbourne's most enduring venues, can craft a truly unique story

A Mediterranean Island conveyed through storytelling at each touch point that can shape and elevate a neighbourhood restaurant, creating a clear identity, a stronger emotional connection, and a more memorable guest experience.

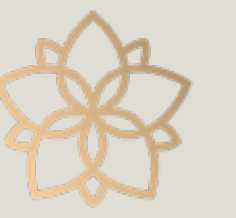
Engaged in researching, creating, and implementing the food and beverage offering at Vesper Bistro & Bar in South Yarra, Melbourne, with a primary focus on building a venue concept that reflects both the character of its neighbourhood and the ambitions of its owners. Set within one of Melbourne's most considered and culturally active inner suburbs, where guests arrive with genuine expectations and a well-developed palate.

Vesper was developed as a narrative-led concept, inspired by the warmth and unpretentious confidence of the unique cuisines of the Mediterranean islands reinterpreted through a distinctly Melbourne lens. This story informed every element of the experience, from the tone of service and the rhythm of the menu to the intimacy of the bar programme and the considered simplicity of the space, creating a venue that feels lived-in rather than designed.

Food and beverage become the vehicle for that story. The offer moves naturally from a relaxed, neighbourhood-paced lunch into an assured and convivial dinner and bar experience, each moment carrying the same point of view. The result is a venue with genuine personality and depth. One that builds loyalty, rewards return visits, and positions itself as something the area was quietly missing.



veSPeR
BISTRO & BAR



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HOSPITALITY GROUP



Luxury Hotel and Private Members' Club

Washington DC USA

Craft Hospitality Group was engaged during the architectural stage to support the development of a detailed food and beverage strategy for a 100-key luxury hotel and private members' club in Georgetown, Washington DC. The scope included F&B space planning, venue zoning, operational flow, location readiness and building preparedness for a highly considered luxury hospitality asset.

The team developed four signature dining experiences, including the private members' spaces and a rooftop Michelin-aspirational restaurant. Craft worked alongside Martin Brudnizki Design Studio across the internal F&B spaces, providing architectural and interior design reviews, operational guidance, and back of house zoning and layout direction to support the development of the kitchen planning and service infrastructure.



MÜDON



CRAFT
HOSPITALITY GROUP

WORK SNAPSHOTS



SNAP SHOTS OF A 50-PAGE DOCUMENT THAT INCLUDED CONCEPT DIRECTION, BRANDING, AND OPERATIONAL ELEMENTS DESIGNED TO EMOTIONALLY CONNECT WITH ITS READERS.

EM BRASA

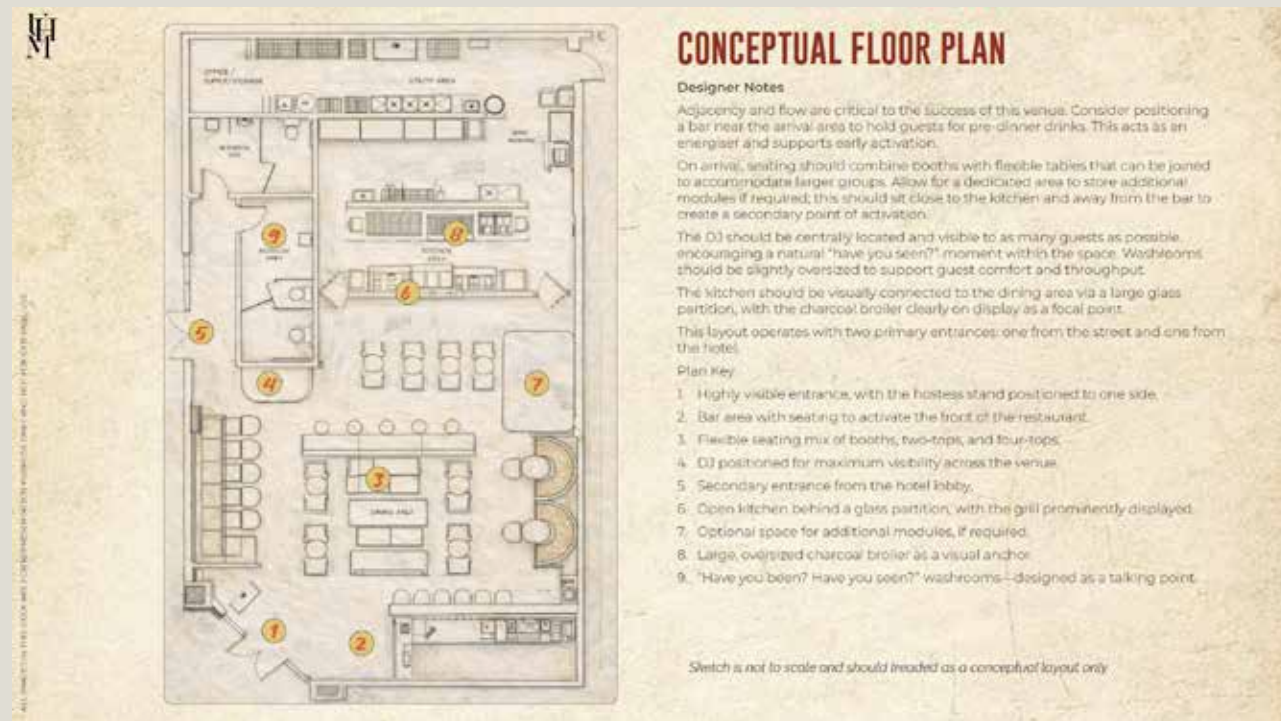
Client: United Hospitality Management

Project: Em Brasa New Take on Brazilian Churrascaria

Scope: Build a concept of a modern Brazilian Churrascaria that elevates this traditional style of service.

Location: Fairmont The Palm Dubai UAE

The Concept: Em Brasa takes its name from the Portuguese for “in the embers” a place where heat is controlled, where cooking is guided by patience rather than flame. Built around this idea, the restaurant reinterprets the churrasco tradition through a more refined lens, where fire leads quietly and the experience unfolds with intention. Service moves in selective moments, with signature cuts presented and carved at the table, balanced by a considered à la carte offering. The result is a space that feels grounded, mature and focused on product,



SNAP SHOTS OF A 38-PAGE DOCUMENT THAT INCLUDED CONCEPT DIRECTION, BRANDING, AND OPERATIONAL ELEMENTS. DESIGNED TO EMOTIONALLY CONNECT WITH ITS READERS.

SA PA HOUSE

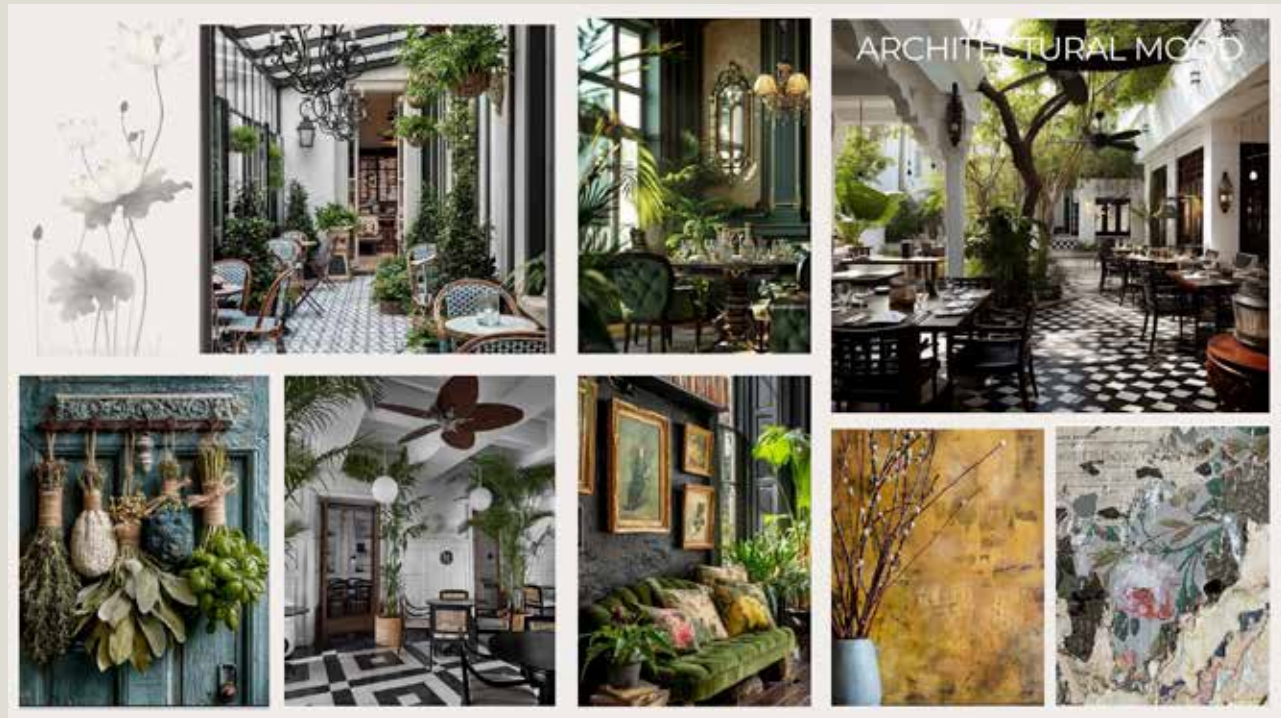
Client: Marriott Abu Dhabi

Project: Concept and Branding of A Roof Top Venue

Scope: Take an under performing venue and inject new life into it, with a focused concept that targets hotel guests and locals.

Location: Downtown Abu Dhabi

The Concept: Sa Pa House is inspired by the French mountain villas of northern Vietnam, majestic and proud, where food and hospitality are simple, generous, and part of everyday life. The venue interprets this idea in a contemporary way, relaxed, welcoming, and rooted in natural materials and calm, lived-in design. The menu is Vietnamese-inspired at its core, while also drawing from the broader flavours of Southeast Asia, offering dishes from bánh mì and noodles to grilled specialties in a setting designed for easy, all-day gathering.



SNAP SHOTS OF A 28-PAGE DOCUMENT THAT INCLUDED CONCEPT DIRECTION, BRANDING, AND OPERATIONAL ELEMENTS. DESIGNED TO EMOTIONALLY CONNECT WITH ITS READERS.

RUBY XU

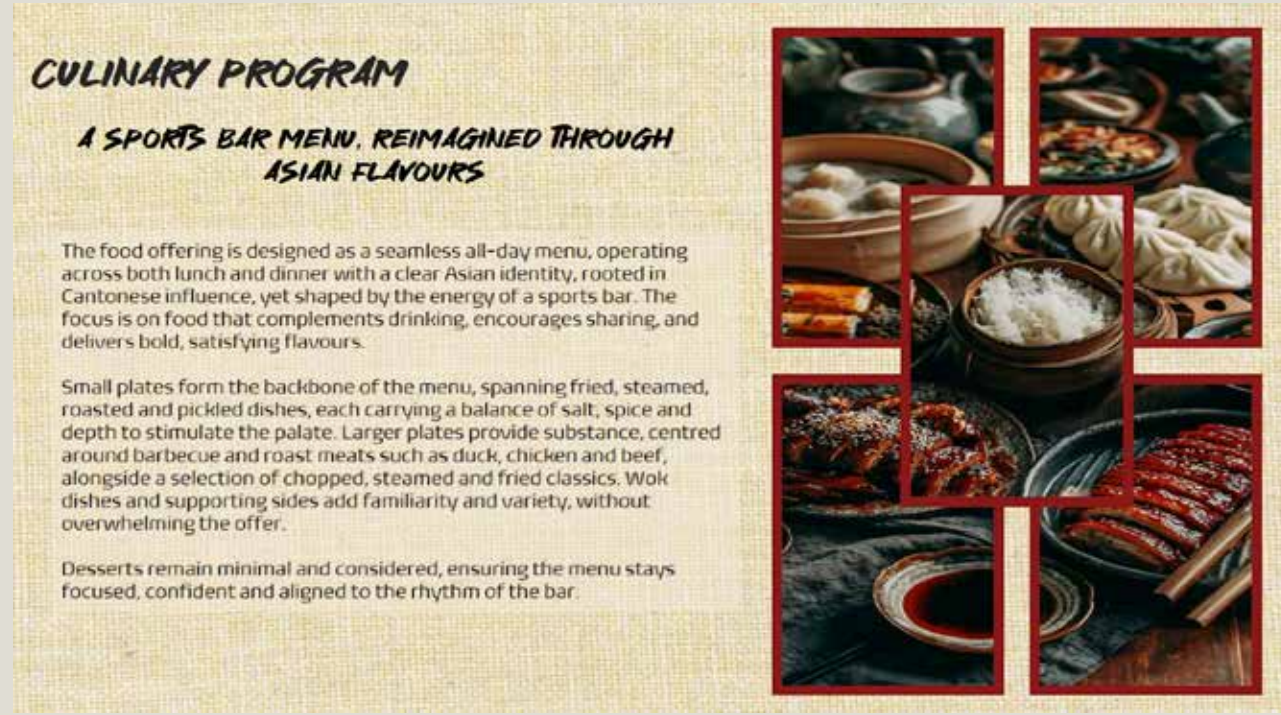
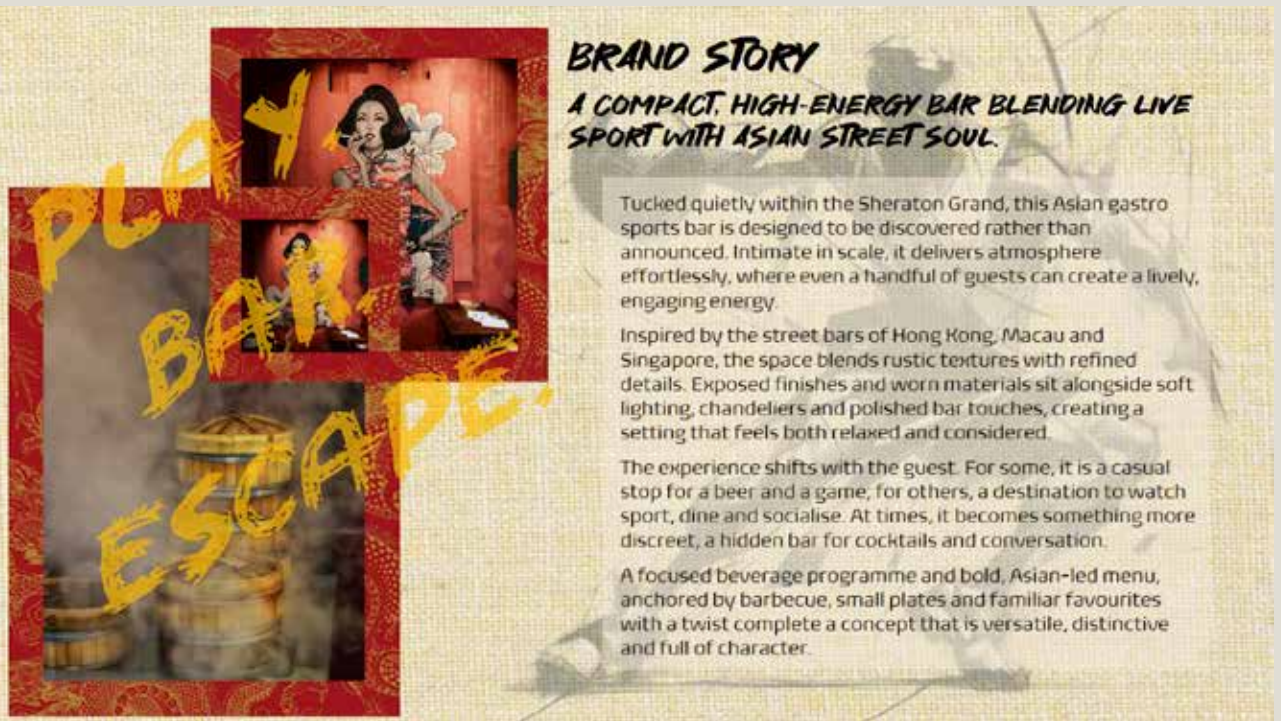
Client: Sheraton Grand Dubai

Project: Asian Inpired Sport Bar and Eating House

Scope: Take an unused space and terrace on the hotel's 6th floor and turn it into bar that will generate addtional revenue and a talking point for the property

Location: Sheikh Zayed Road Dubai

The Cocnept: Tucked quietly within the Sheraton Grand, this Asian gastro sports bar is designed to be discovered rather than announced. Intimate in scale, it delivers atmosphere effortlessly, where even a handful of guests can create a lively, engaging energy. Inspired by the street bars of Hong Kong, Macau and Singapore, the space blends rustic textures with refined details. Exposed finishes and worn materials sit alongside soft lighting, chandeliers and polished bar touches, creating a setting that feels both relaxed and considered.



SNAP SHOTS OF A 108-PAGE DOCUMENT THAT INCLUDED CONCEPT DIRECTION, BRANDING, TRAINING AND HYGIENE MANUALS, RECIPES AND SOPS,

Client: United Hospitality Managment

Project: Greek Taverna

Scope: Document and upgrade the current venue, with a view scale the venue across multiple locations. The document is set for a full franchised with SOPS training manual recipes and hygiene manual in addition to stand concept and branding document.

Location: Multiple Location MEA & Europe

The Concept: Bakalis is a casual Greek coastal restaurant built around the spirit of the village grocer. Bakalis is the person who knows your name and always has the right ingredient behind the counter. It is seafood-led, with 50% of the menu coming from the sea and over half of the dishes cooked over open flame. Quality produce, simple cooking, and food designed to be shared. The space feels like a restaurant in a small fishing town on the Greek coast, with sea breezes, sun-washed textures, whitewashed walls, timber, and natural stone.



SNAP SHOTS OF A 60-PAGE DOCUMENT THAT INCLUDED MASTER PLANNING, CONCEPT DIRECTION, BRANDING, AND OPERATIONAL ELEMENTS.

FALKENSTEINER

Client: Falkensteiner Resorts

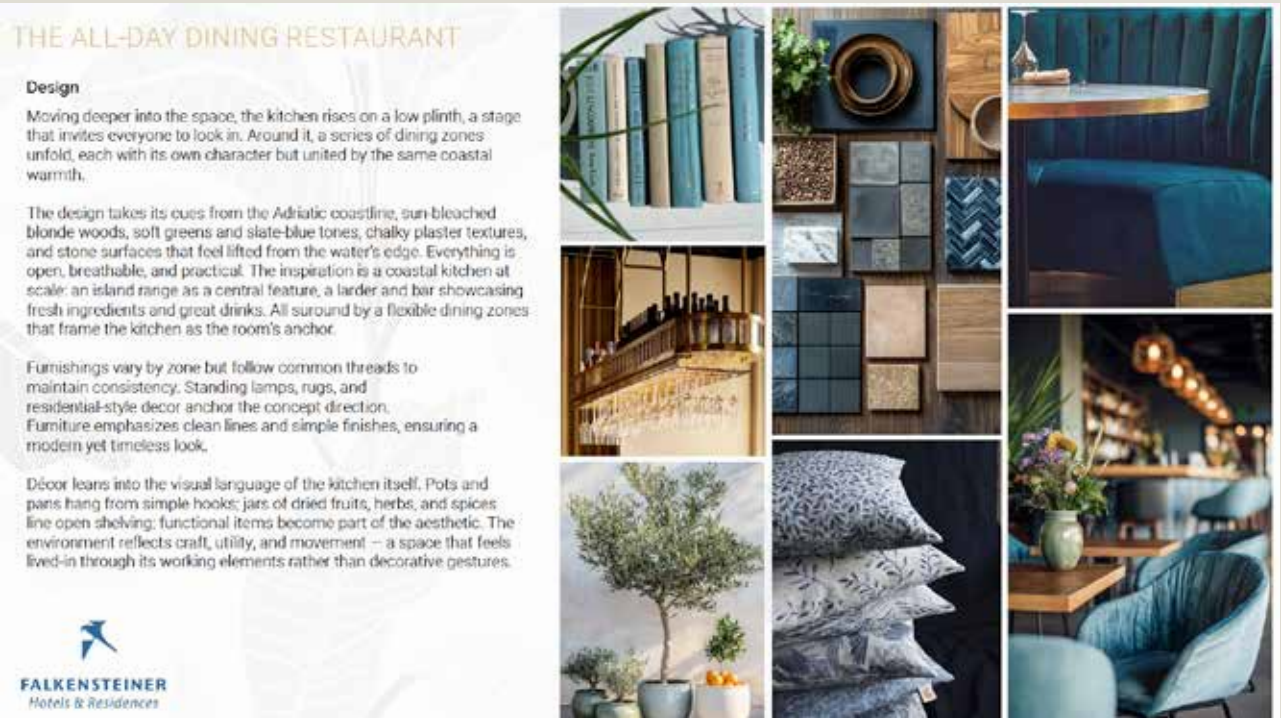
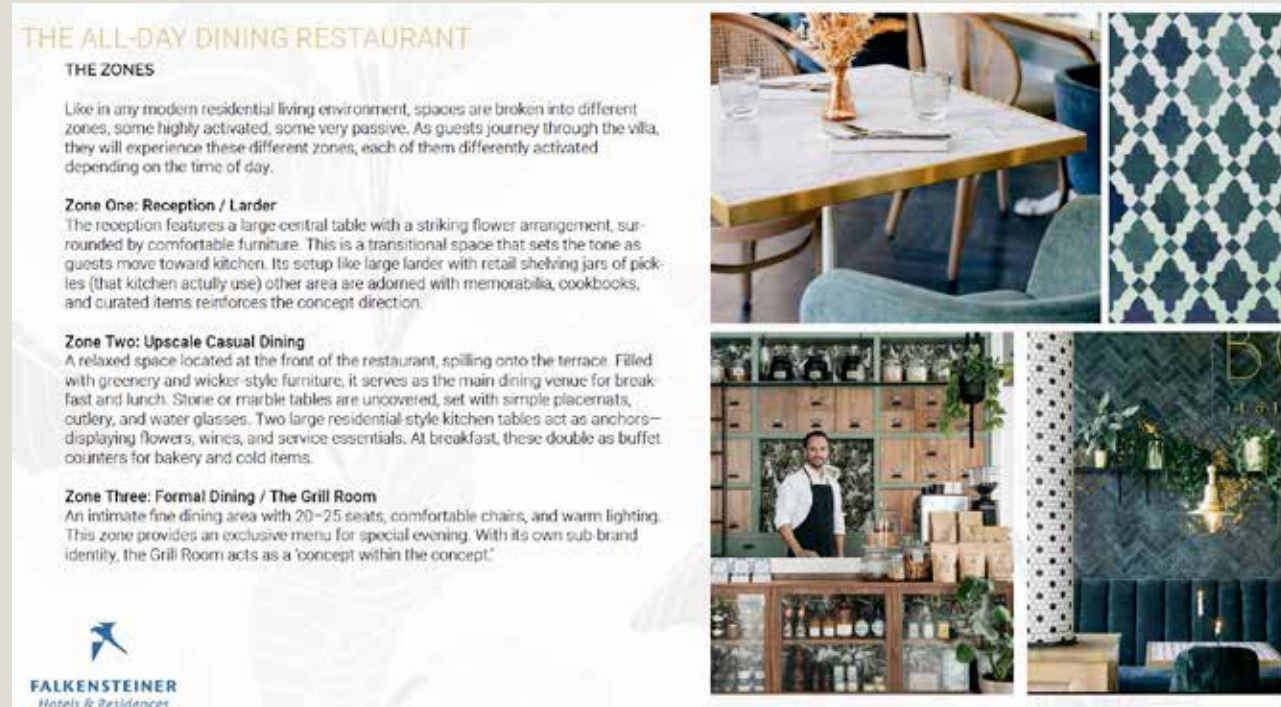
Project: Resort F&B Master Planning

Location: Punta Skala Croatia

The Work: This work for Falkensteiner Punta Skala demonstrates Craft's ability to translate a strong asset into a fully considered F&B ecosystem, grounded in guest insight, commercial logic, and clear design direction.

We began by analysing the target customer and identifying key gaps in the current market positioning, shaping a strategy that balances resort practicality with moments of destination appeal. From this, we developed new concepts and repositioned existing venues, supported by clear pricing frameworks, activation thinking, and a structured marketing overview.

The approach also integrates third party partnerships and works hand in hand with interior designers to ensure each concept is delivered with clarity, consistency, and impact.



SNAP SHOTS OF A 30-PAGE DOCUMENT THAT PROFILE ALL THE BRANDING DETAILS AND GUIDES THE READER THROUGH THE BRANDING PROCESS

THE SNOOTY FOX

Client: Dusit Thani

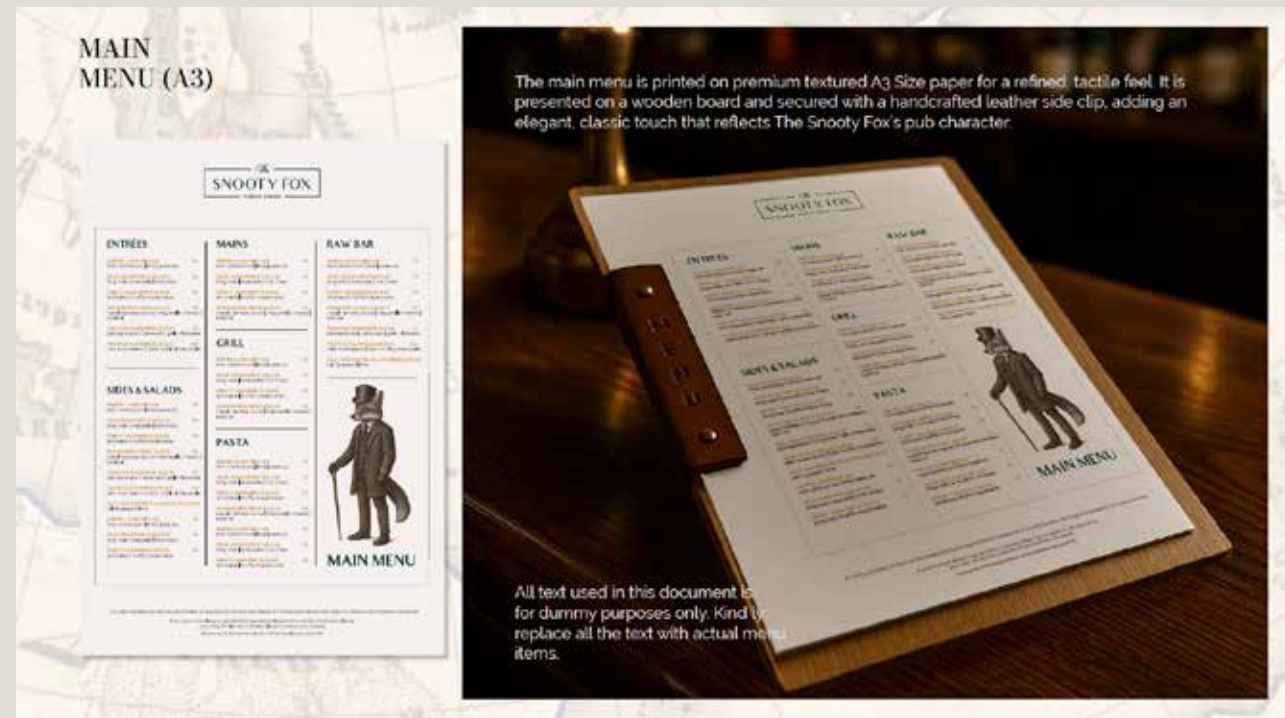
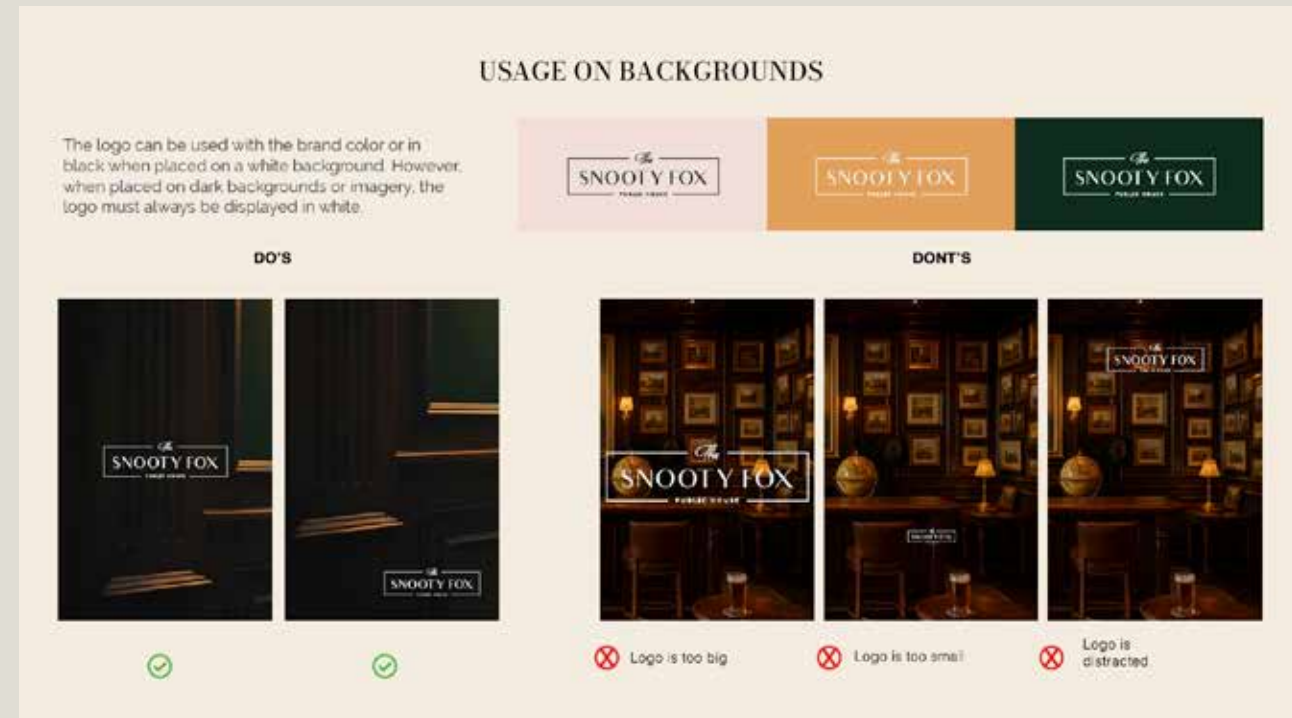
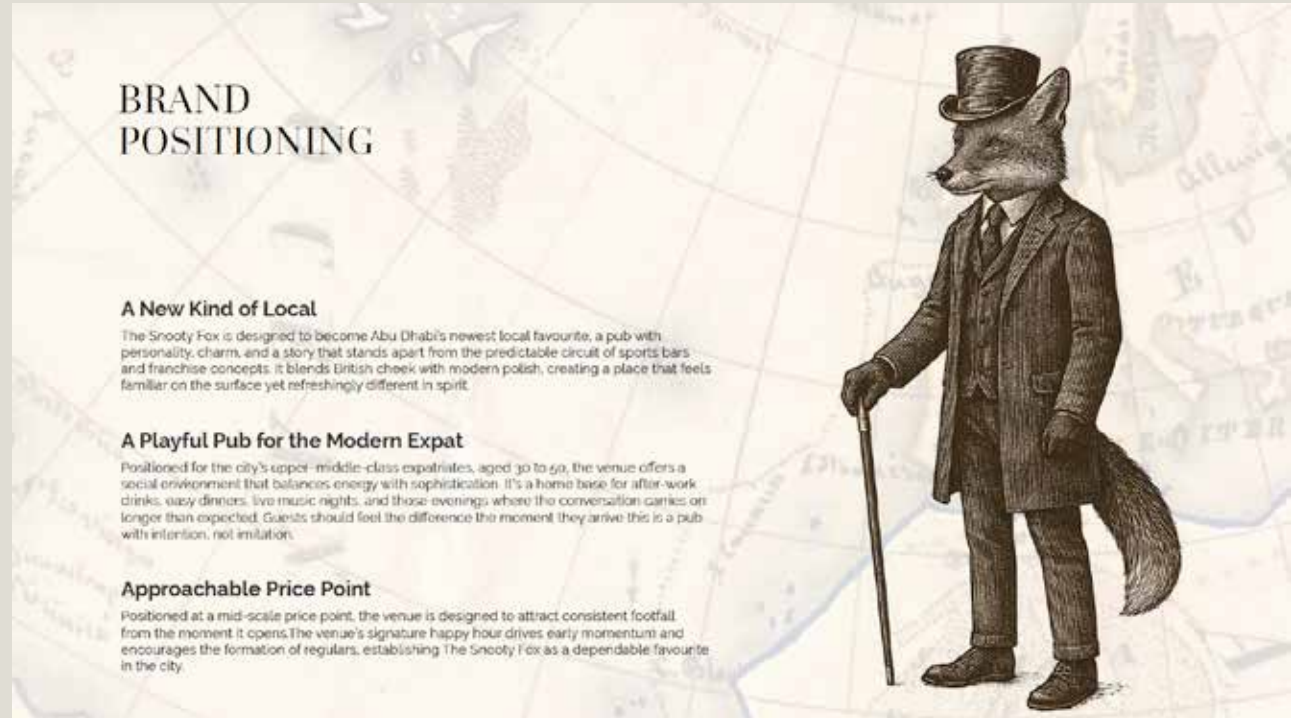
Project: Branding an English Pub

Location: Abu Dhabi

The Work: The Snooty Fox is his home, a bar for those who appreciate a good story, a fine pour, and the company of equally mischievous minds. Within these walls, old-world charm meets modern swagger.

The setting feels like a British club with a playful edge, polished wood, leather, brass, and a wink of eccentricity. The drinks are refined yet adventurous; the menu takes classic English pub food and refines it just like Ferdinand himself.

Every element, from the banter at the bar to the tailoring of the décor, reflects a personality that's bold, mischievous, and unapologetically stylish.





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LEADERS BIOS



ANDREW MORROW
CRAFT CO-FOUNDER

Craft Hospitality Group
Dubai, United Arab Emirates
2024



BIOGRAPHY

With over 25 years in hospitality, Andrew Morrow has built a career spanning kitchen operation, concept development, and large-scale F&B management. Beginning as a chef, he transitioned into operations, overseeing restaurant openings, brand expansions, and hotel F&B strategy across Australia, North America, Europe, and the Middle East. Since 2008, he has played a key role in the Middle Eastern hospitality landscape, contributing to major projects such as Studio One Hotel, Emirates Palace, and Sofitel, Ras Al Khaima. He has also developed and launched restaurant concepts such as Asia De Cuba Abu Dhabi, Leopold's of London, The London Project, Smoking Doll, Laluz DIFC, and Duo Gastrobar.

Andrew has led brand acquisitions and negotiations, bringing concepts like LARTE, Illy Caffè, and Andina to market. His experience extends to operator selection, franchise agreements, and hotel F&B planning, solidifying his expertise in launching and managing successful hospitality ventures.

Career Highlights

Director of Operations & Global Expansion
The Firmament Group (The London Project), Dubai

Group Director of Operations
Iconic Hotels Group (Part of GEOCON), Australia

General Manager of Operations & Development
Roya International, Dubai

Founder & Operations Director
Star Corporation (Leopolds of London, Smoking Doll, Wildfire)



DUNCAN FRASER-SMITH

CRAFT CO-FOUNDER

Craft Hospitality Group
Dubai, United Arab Emirates
2024



BIOGRAPHY

The author of CREATE TO PLATE and a recognised innovator in the global hospitality industry, with over three decades of experience across the Middle East, Africa, Asia, Europe, and Australia, he has held senior roles with leading brands such as Hyatt, IHG, and Accor, as well as independent operators.

In 2008, Duncan took on the role of General Manager of Hospitality Operations at Qatar Sports City. Since 2010, he has been based in Dubai, where he was named the No 1 Influencer in the Middle East's Food and Beverage Industry. His journey includes serving as Group Director of Design, Food and Beverage for IHG.

In 2013, Duncan founded The Cutting-Edge Hospitality Agency, launching venues, including Marina Social with Michelin-starred chef Jason Atherton, CLE Dubai with Greg Malouf, and Intersect by Lexus. He partnered with Endemol Shine Group to bring MasterChef, the TV Experience to life—a unique 'screen-to-plate' concept.

Career Highlights

30 + Years creating restaurants, cafes, bars & clubs

Over 250 Hospitality concepts worldwide including the world's first "MasterChef, the TV Experience" restaurant.

Voted No: 1 Influencer "Caterer Middle East Power 50"

Voted 'Leading F&B Director' in "Hotel & Catering News"

Founding Member of Global Restaurant Investment Forum (GRIF) and a regular Moderator and panelist for International Trade Associations – Future Hospitality Summit and To the Table



CHRISTIAN ABELL
CRAFT CO-FOUNDER

Craft Hospitality Group
Dubai, United Arab Emirates
2024



BIOGRAPHY

Christian Abell has over 35 years of hospitality experience, marked by a commitment to excellence, innovation, and leadership. Beginning his career as a chef, culminating with the prestigious title of Marriott's Global "Chef of the Year," before transitioning into hotel operations. His executive journey included key roles as head of Concept Development at Marriott's Asia Pacific regional office and Vice President of Experience Design at the company's global headquarters in the United States.

Christian relocated to Dubai to serve as Vice President of Food and Beverage for Marriott in the Middle East and Africa, where he played a pivotal role in shaping the brand's regional dining and service strategies. In 2020, he founded Architaste, a food and beverage development consultancy focused on creating and implementing restaurant and bar concepts across the globe. In 2025, Architaste merged with the Craft Hospitality Group, forming one of the region's leading hospitality companies.

Christian continues to be a driving force in the industry, known for his strategic insight, creative vision, and passion.

Career Highlights

Global Excutive Chef of the Year

Marriott International - 2000

Head of Concept Development

Marriott International, Asia Pacific

Global Vice President Experience Design

Marriott Corperate Office Washington US

Middle East & Africa Vice President, Food & Beverage

Marriott International



Thank You

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