



DIAGEO RESERVE™
THE LUXURY PORTFOLIO OF DIAGEO


VISTA ALEGRE
1824


R TEATRO REAL



**What is the perfect service?
How can we achieve it?**

PROBLEM



**People struggle to find dining experiences
with cultural connections.**

Authentic culinary traditions are at risk.

**Planning a special culinary experience
can be complicated and time-consuming.**



VALUE PROPOSITION





We bring you on a **cultural journey through**

**Preserving traditions and bringing you culturally
immersive dining moments.**

We make it simple.



SERVICE



Personal chefs share the **cultural stories**
behind each dish.

Unique gastronomic adventures immerse yourself in a
cultural journey.

A blend of gastronomy with music, art, and
performances.





CUSTOMERS

Market Size: The global experiential dining market is valued at approximately

\$1.2 trillion.

Growth Potential: Annual growth rate of

7% revenue growth.

IMPACT





Searchchef stands out by combining personalized culinary experiences with art, music, and cultural elements, setting us apart from traditional event companies.

85%
customer
satisfaction
rate

30%
annual
increase in
revenue

70% +
of repeat
clients



BUSINESS MODEL





Multiple Income Streams

Partnerships and sponsorships to boost revenue.

Unique Approach

Blending gastronomy with art, music, and culture in our experiences.



MARKET VALIDATION



Sandra Andújar
President of The Elite
Excellence Federation

Searchef understands how to create experiences and understand what clients look for



Lisha Zang
Expert in traditional Chinese tea

Searchef connections go beyond borders and expectations. It has been a pleasure to work and collaborate with



**María Laura Ortiz
Chiavetta**

Academy Director at The World's Best Vineyards, Member of the GWC International Panel of Experts, Member of the OIV ECOMAR Expert Group.



UNWTO & Sommet Education

Awarded in 2021 as one of the three most innovative projects carried out by entrepreneurs granted by Eurazéo (Hospitality Challenge).

TEAM THE HEARTBEAT OF SEARCHCHEF



José Luis Nieto

CEO

Steers the ship with his strategic vision and vast knowledge of business owning companies that all over Europe



José Luis Egas

COO & Founder

His knowledge was acquired while working for luxury hotel brands around the world.



Ramiro Ochoa

Partner & Co-founder

Business development as an advisor for several international food and beverage brands all over the American continent



Laura Prieto

Commercial representative

Was named Nariz de Oro and was a hospitality leader with broad knowledge of the Spanish Luxury market



Pelayo y Javier

Marketing & PR

18 years of experience in the luxury market having connections with the most luxurious brands





SEARCHCHEF



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