

SERVICES DOSSIER FOR BUSINESS

Strategic Hospitality

The table as an extension of corporate judgement: discretion, protocol and technique in service of boards, committees and institutional meetings.

When hospitality is part of the strategy

The table communicates as much as any other corporate gesture. Whoever designs it should understand cooking, but also protocol, discretion and brand coherence.

Corporate hospitality is often bought like any other service: rotating staff, a generic menu, one supplier among several. That works for a team lunch. It stops working when what's on the table is a negotiation, a board meeting or a diplomatic visit.

In those settings, the margin for error is different. There's no second chance for a schedule that slips, a dietary protocol handled badly, or a service that doesn't match the tone of whoever is hosting.

Strategic Hospitality was born from that distinction. It isn't another tier of catering: it's a working method that brings the same technical rigour as fine dining to a setting where discretion, operational precision and brand coherence matter as much as the food itself.

This dossier sets out how that method translates into four service formats, each built for a specific corporate need.

Four principles, one standard

Every service — from the most demanding commission to a committee lunch — is governed by the same four principles.

01 Discretion

Every commission is handled with confidentiality. Staff, the produce's journey and the logistics are all designed to leave no visible trace beyond the table.

02 Coherence

The menu reflects the character of whoever is hosting. There's no fixed menu repeated from client to client — each proposal is built from the initial briefing.

03 Operational precision

Timing, access, allergens and protocol are confirmed before the service, never improvised during it. Reliability is as much a part of the product as the menu itself.

04 Technical identity

Fermentation, curing, smoking and pickling, all made in house, with verified provenance on every ingredient. This isn't generic catering with a signature attached — it's research-driven cooking applied to a corporate setting.

THE FORMATS

Four formats, one standard

An overview before the detail: each format answers a different context, with its own capacity, billing model and guideline investment.

FORMAT	IDEAL FOR	CAPACITY	BILLING	GUIDELINE PRICE
Atelier	Commission with no fixed limits	Bespoke	Bespoke budget	Per briefing
Vanguardia	Corporate event of scale	From 10 people	Per person	€195 / person
Esencia	Entry point to the method	From 8 people	Per person	€135 / person
Gabinete	Executive meeting at client premises	4–12 people	Closed rate	From €800

What each format includes, and how its investment is calculated, is set out on the following pages.

Atelier

The commission with no fixed limits.

A complete experience design — menu, setting, pairing and team — for commissions that don't fit a standard version: institutional openings, state dinners, singular family-office requirements.

Every proposal is built from zero, from the briefing; there's no catalogue rate, because no two Atelier commissions are alike.

INCLUDES

- Full experience design, start to finish
- Bespoke setting and pairing
- A team dedicated exclusively to the commission

INVESTMENT

Set exclusively after the briefing

No reference figure — the investment depends entirely on the scope agreed at the briefing.

Vanguardia

The benchmark format for corporate events of scale.

Client dinners, institutional celebrations and multi-day programmes. A signature menu built on in-house fermentation techniques, full table service and complete event coordination, start to finish.

INCLUDES

- Signature menu with in-house fermentation techniques
- Full table service
- Complete event coordination

INVESTMENT

€195 / person

Guideline minimum of 10 people · final figure subject to briefing.

Esencia

The entry point to the method, without losing technical rigour.

The same technical rigour as every other tier, in a more agile format. Built for team lunches, client visits or meetings that don't call for the full scale of Vanguardia.

INCLUDES

- Signature menu, agile format
- Essential table service
- Basic logistics coordination

INVESTMENT

€135 / person

Guideline minimum of 8 people · final figure subject to briefing.

Gabinete

The executive format: discretion and brevity, at the client's own premises.

Built for the working environment: board meetings, leadership committees, due-diligence sessions. Delivered at the client's own premises, with no event set-up, with the discretion and brevity a meeting demands.

INCLUDES

- Service at the client's premises, no event set-up
- Closed billing: the figure doesn't change even if the meeting runs long
- Total discretion, no visible event protocol

CLOSED RATE PER SERVICE	
Up to 4 people	From €800
Up to 6 people	From €1,150
Up to 8 people	From €1,550
Up to 12 people	From €2,300
Up to 16 people	From €3,100
Up to 18 people	From €3,450
<i>Includes produce, staff and travel within the city of Madrid. Travel outside Madrid is quoted by distance, and any kitchen equipment the venue doesn't already have (oven, bain-marie, induction hob...) is assessed at the briefing and reflected in the closed proposal.</i>	

RECURRING AVAILABILITY

Annual Contract

For organisations with a recurring need for executive hospitality — monthly committees, partner lunches, frequent visits — the Annual Contract reserves priority availability and groups several Gabinete services a month under one fixed fee.

MONTHLY FEE

From €1,800 / month

Includes 2 Gabinete services for up to 6 people. Additional services outside the fee are billed at the current Gabinete rate. Terms and capacity extensions are set after the initial briefing.

TRANSPARENCY

How the investment is set

Every figure in this dossier reflects a real calculation: produce of verified origin, qualified staff and service logistics. We don't apply flat catering rates or generic quotes.

The final figure for each commission is always confirmed after a short briefing — guest numbers, venue, dietary and protocol requirements — and is closed in writing before the service. Any last-minute change is discussed directly with the client, within what the service allows.

The engagement process

Five steps, from first contact to the close of service.

01 Briefing

30–45 MINUTES

An initial conversation about the commission: the occasion, guest numbers, venue, restrictions and the level of protocol required.

02 Proposal

WITHIN 48 HOURS

A closed menu and budget, delivered within 48 hours of the briefing.

03 Confirmation

IN WRITING

Written acceptance and a 50% deposit of the total, which secures the date. The balance is settled once the service is complete, as set out in the contract.

04 Service

AGREED PROTOCOL

Delivery of the commission with the team and protocol agreed at the briefing.

05 Close

FOLLOW-UP

A follow-up after the service and, where relevant, a conversation about ongoing availability under the Annual Contract.

Every corporate commission is treated for what it is: an extension of the reputation of whoever puts their name to it.