

To whom it may concern,

My name is Charlotte Hui, CEO of Ying Ying Restaurant & Lounge, part of a renowned restaurant group owned by my family in Bergen, Norway. It is my pleasure to recommend Mateo Sánchez Téllez for his exceptional work in gastronomic consulting and strategic development.

When Mateo began working with us, we faced a critical challenge: our restaurant lacked a clear identity, both in concept and in its gastronomic offering. This created a disconnect between the customer experience and the high level of investment and status we represented, resulting in customer dissatisfaction and a lack of differentiation in a highly competitive market.

Thanks to Mateo's intervention, we achieved a comprehensive transformation that redefined our vision and elevated our restaurant's positioning. His work included:

- Defining a clear strategic roadmap, aligned with the group's vision and positioning.
- Reformulating the restaurant concept, establishing a solid and distinctive identity.
- Developing an innovative menu, optimized for both creativity and profitability.
- Providing training and capacity building for the operational team, ensuring that every staff member implemented the required quality standards and maintained coherence with the newly defined gastronomic proposal.


What truly sets Mateo apart is his exceptional creative ability and strategic approach, resulting in a highly differentiated offering in Bergen's culinary scene. His comprehensive vision impacted not only the concept and product development but also ensured that the operational execution aligned with the defined quality and innovation standards.

The results were evident:

- After 10 months of work, the restaurant gained significant public recognition. The newspaper Bergensavisen increased our rating from 2 to 5.
- Local influencers highlighted us as one of the city's top gastronomic revelations of the year.
- Loyal customers of our restaurant group praised the transformation, identity, and quality of the offering.
- We observed a generalized increase in customer satisfaction, solidifying our reputation as a premier gastronomic destination.

I highly recommend Mateo Sánchez Téllez to any restaurant or hospitality group looking to create a unique, innovative, and competitive concept, backed by a clear methodology and tangible results. If your goal is to elevate your gastronomic experience to the next level, working with Mateo is the best decision you can make.

Sincerely,


Charlotte Hui
CEO



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