

Bey Bey Restaurant

Operations Plan

Bey_Bey Miami

1330 18th Street,
Miami Beach, FL 33139

I. Concept Statement

In the heart of the eccentric international enclave of Miami Beach beats Bey_Bey; a restaurant, a rendezvous, a collision of histories and flavours reimagined for now. A home for the globe trotting tribe who consider the island oasis a perennial stop on their annual circuit to the most beautiful and entertaining places on Earth. With international origins, its inspirations defy easy placement, yet resonate with rich detail. Drawing on more than a century of largely overlooked Lebanese-Mexican culinary traditions, renowned chefs Roberto Solis and Geoff Lee present a contemporary lens on a storied pairing of cultures, where smoky spices meet coastal brightness and heritage techniques find new expression. Bey_Bey channels the city's cosmopolitan rhythm into a dining experience that feels global yet personal, sophisticated yet alive. It's not nostalgia, it's reinvention—proof that good taste is universal.

The main restaurant and cocktail lounge is accompanied by the more casual adjoining Cafe Du Bey. By day it is hyper focused on the mastery of its specialty coffees and pan de cristal sandwiches, and the evenings open to walk-ins and approachable wines. Reminiscent of the traditional sidewalk counters that define European ease and the ventanitas of Miami, it's the perfect option for the walkability of the Sunset Harbour neighbourhood it calls home.

II. Hidden Dragon

Hidden Dragon is a growing hospitality organization founded in Miami in 2023 by an international group of passionate hospitality entrepreneurs. Bringing experiences from cultures around the world, they set out to channel their love of good times and great food into something new, inspired by the boundless energy of Miami yet wholly original. Referencing the common values and rituals of communal celebration through food and drink, they create experiences both universal and unique. By innovating on authenticity, the comforting sense of familiarity and the thrill of something new combine to inspire. Empowering diverse experts across disciplines to express their creative voices, each project is a collaborative exercise in concept, design, and culinary, equally more than the sum of its parts, giving guests something truly incomparable.

III. Leadership Team

Nemer “Tiger” Saliba

Founder and CEO

In August 2020, Beirut was rocked by a devastating explosion that shook the city to its core, changing countless lives forever. Tiger Saliba, a visionary entrepreneur and builder known for creating groundbreaking experiences in the hospitality and nightlife scene, was present in the city at the time of the incident. The explosion, which occurred at the Port of Beirut, a mere stones throw from his office, was a catastrophic event that instantly transformed the landscape of the city and deeply impacted its residents.

Tiger vividly recalls the moment of the explosion, describing it as feeling like he was "sucked into a vacuum." The force of the blast was unlike anything he had ever experienced, and in an instant, the world around him was thrown into chaos. Buildings crumbled, windows shattered, and the air was filled with dust and debris. The destruction was not only physical; it left emotional scars on all who witnessed it.

As the owner of several renowned venues such as The Gärten (The Temple), Überhaus (The Belly of the beast), B018 (The Bunker), Discotek,- Villa Badaro, The Speakeasy Hamra, Bodo Hamra, Tiger had built a significant presence in Beirut's nightlife. He presided over the iconic venue The Gärten for seven years, creating unforgettable experiences for guests. In the aftermath of the explosion, however, the sense of loss and despair permeated the streets of Beirut, and many of the businesses he had painstakingly developed were left in ruins.

Amidst the overwhelming chaos and uncertainty, Tiger faced a tough decision. With the future of Lebanon uncertain and a deep desire for a fresh start growing within him, he made the difficult choice to leave his homeland.

Seeking a new beginning, Tiger relocated to Miami. In this vibrant city, he sought to rebuild his life and career, drawing on his extensive experience in hospitality. In Miami, he met several creative innovators who, like him, had come from different parts of the world, each bringing their unique global visions to life in the city. In early 2023 he launched Bey_Bey and Café du Bey, which celebrate diverse cultures through culinary innovation and shared experiences.

While the memories of Beirut's explosion will always stay with him, Tiger Saliba has managed to channel his experiences into a renewed purpose. His journey reflects not just personal resilience but also the unbreakable spirit of a community that continues to strive for renewal in the face of adversity. Today, he is committed to making an impact in Miami, forging new connections and celebrating the rich heritage of his roots and those of his Bey_Bey family.

Sam Baum***Co-Founder and CMO***

Born and raised in Miami, Sam represents the local perspective for the team. With over 20 years of experience in hospitality and brand strategy, he connects concept, communication and experience. Having worked extensively across music industry, events, and nightlife as well as with global brands like Red Bull, F1, and Diageo, he has the ability to see how the finest of details work to form the big picture, and how major, long term plans are comprised of individual, personal wins. Above all, he believes in defining the brand, and protecting it all cost, but that the more creative and unique the ideas within that space, the more guests will fall in love with it.

Artur Khapov***Director***

Originally from Russia and a former professional soccer player, he relocated to the United States where he earned two master's degrees. Prior to entering the hospitality industry, he built a solid foundation in law and sports management. Over the past eight years, he has developed extensive expertise in hospitality, managing high-end venues internationally and spearheading the opening of several prominent establishments in Miami. He served as General Manager of The Gallery for three years before overseeing its acquisition and subsequent rebranding as Bey_Bey.

Raymond Brown***Head of Beverage***

Beverage Director Raymond Brown, CS CMS-A treats every pour like it belongs on the world stage. With over 15 years in hospitality, he's built beverage

programs that earn Michelin recognition, drive revenue, and, most importantly, make people feel something.

Brown isn't a theorist; he's lived it. From cocktails to wine to the business of the bar, his programs balance creativity with discipline, blending craft and commerce without ever losing sight of the guest. Known for mentoring with both precision and heart, he creates service cultures that leave a mark long after the last glass is poured.

Michael “Redd” Guetaneh

Head of Operations

Michael Guetaneh is a seasoned hospitality and real estate professional with a unique dual background, holding degrees in both Finance and Marketing. With over 30 years of hands-on experience, Michael's career began in the hospitality sector, where he quickly developed a reputation for operational excellence and a keen understanding of guest experience.

Throughout his journey, Michael has launched several of his own successful hospitality concepts, including The Gates and the iconic 1Oak in the Hamptons. He has played a pivotal role in overseeing approximately 35 different venue openings, ranging from boutique restaurants to large-scale nightlife destinations. His leadership has been instrumental in training and mentoring thousands of staff members, fostering teams that deliver exceptional service and drive operational success.

Michael's expertise extends to high-profile hotel projects, having contributed to world-renowned properties such as Faena in Miami Beach and The Dream Hotel in New York City. His strengths lie in operational management, staff development, and creating seamless guest experiences—skills that have made him a trusted advisor and leader in both hospitality and real estate.

Known for his strategic vision and dedication to excellence, Michael continues to shape the industry through innovative concepts, rigorous staff training, and a relentless commitment to quality.

Total number of employees – 30:

- 4 Bartenders
- 4 Servers
- 3 Hostesses
- 2 Barbacks
- 7 Bussers
- 1 Dish washer/polisher
- 1 Bathroom attendant
- 8 Kitchen staff members
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IV. Hours of Operation

Indoor dining room and outdoor dining area as follows:

- Tuesday – Saturday: 5:00 PM – 2:00 AM (Outdoor dining service concludes at midnight)
- Sunday: 10:00 AM – 4:00 PM (lunch service only)
- Monday: Closed

- Café Operations will be Tuesday – Sunday from 8am – 11pm

Intended use for the above-mentioned dining areas of the venue is to provide food and beverages service to the guests.

V. Security Measures

- Video Surveillance:

The venue is fully equipped with 24/7 video recording security cameras. Coverage includes all entrances, exits, and interior/exterior corners of the property.

- Onsite Security Personnel:

During hours of operation, security guards are present on premises. Staffing ranges from 1 to 4 guards, depending on time of day, operational needs, and expected occupancy levels.

- Access Monitoring:

All patrons are monitored at entry, and staff are trained to ensure compliance with City of Miami Beach safety and hospitality standards.

VI. Draft Menu (Sample)

Appetizers & Salads

- Tempura Grape Leaves – 16
- Steak Tartare – 22
- Steak Kibbeh – 24
- Eggplant Croquette – 18
- Corn Salad – 18
- Tomato Salad – 18
- Habanero Crudo – 24
- Pork Belly – 24

Mains

- NY Strip (8 oz) – 90
- Skirt Steak (10 oz) – 75
- Lamb Shank – 60
- Paella – 38

- Honey Duck – 38
- Fideo Seco – 20
- Grilled Fish – 60
- Short Rib – 60
- Chicken Dish – 38

Vegetarian & Sides

- Roasted Cauliflower – 14
- Charcoal Sweet Potato – 14
- Veg Paella – 20

Desserts & Additions (examples under consideration)

- Eggplant/Carrot variations
- Watermelon & Feta Salad – 18
- Grilled Pineapple – 14

VII. Loading Location & Hours

- Location: Primary loading and unloading area is located directly across from the entrance of the venue on 18th Street. Please see marked on the map.

- Hours: Deliveries and loading activities are restricted to 8:00 AM – 4:00 PM, in compliance with City regulations.

VIII. Trash Pick-Up Schedule

Bey Bey Restaurant is under agreement with Waste Connections for commercial waste removal.

Trash is collected six (6) days per week, ensuring waste is promptly and consistently removed from the premises.

Refuse is stored in secured containers until pick-up.

IX. Entertainment Programming

- Outdoor Entertainment:

There is no outdoor entertainment programmed or scheduled. No music outdoor.

- Indoor Entertainment:

No entertainment. Limited to background music only, in full compliance with City of Miami Beach sound ordinances.

X. Storage and Service Station Areas

All storage areas within the venue will be designated exclusively for the organization and safekeeping of office materials, dry goods, and other approved restaurant supplies, in full compliance with the operational rules and regulations governing food and beverage establishments in Miami Beach, Florida.

All service stations will be designated for the organized storage of essential items, including plateware, glassware, linens, and other supplies required for daily restaurant operations. These stations may also feature decorative elements that complement the venue's interior design. No DJ booth or any other form of live entertainment will be present within the premises.

XI. Parking

There are street parking spots available on 18th Street, Bay Road and West Avenue. As well as Miami Beach parking garage located at 1900 Bay Rd, Miami Beach, FL 33139. There is a designated area for pick up and drop off right in front of the Bey Bey entrance on 18th Street.

XII. Compliance Acknowledgment

Bey Bey Restaurant is committed to operating in full compliance with the City of Miami Beach requirements. This operational plan reflects the venue's dedication to safety, hospitality, and responsible business practices within the neighborhood.