

PORTFOLIO · 作品集 · 2026

# NIL SHRESTHA

**HOSPITALITY LEADER | FOOD & BEVERAGE SPECIALIST**

## Hotel discipline. Independent spirit. Hospitality that performs.

酒店人的纪律，经营者的灵魂，让款待创造价值。

20 YEARS · FOUR SEASONS · ACCOR · IHG · MADAME CHING 美德卿 · SHANGHAI





# About Nil

Nil Shrestha is a hospitality leader with 20 years in luxury hotels, restaurants and bars. He started on the floor in Mumbai, at The Leela Kempinski and in the city's bars and nightlife, then earned an MBA in Hospitality Management at Les Roches, Switzerland, and built his career in China.

Roles across Sheraton, Marriott, Sofitel (Dongguan, Nanjing, Haikou, Sanya), Four Seasons Guangzhou (Forbes Five-Star; Michelin and Black Pearl restaurants Yu Yue Heen and Catch), IHG Lijiang, and Executive Assistant Manager at Pullman Shanghai Central.

In 2025 he became founding General Manager and Concept Lead of Madame Ching 美德卿 and its cocktail bar 卿库 Treasury in Shanghai. The venue was named New Restaurant of the Year (Editor's Pick) at the That's Shanghai Food & Drink Awards 2025.

He brings hotel-grade discipline to independent venues: numbers first, then the floor. He is a graduate of Accor's A'LIMITLESS executive development programme and founder of FAN Hospitality Consulting.

关于 · ABOUT

# 关于 Nil Shrestha

Nil Shrestha 拥有 20 年高端酒店、餐厅与酒吧管理经验。他从孟买的一线服务做起，曾任职于孟买 The Leela Kempinski 酒店及当地酒吧与夜生活场所；在瑞士理诺士酒店管理学院获得酒店管理 MBA 后，扎根中国发展。

他曾任职于喜来登、万豪，以及东莞、南京、海口、三亚的索菲特酒店；在福布斯五星 (2017 、 2018) 广州四季酒店担任餐饮经理，曾在米其林认可、黑珍珠获奖的餐厅环境中工作，包括愉粤轩与 Catch 餐厅；曾统管丽江洲际与英迪格酒店餐饮，并担任中港汇铂尔曼行政助理经理。

2025 年，他出任上海美德卿 Madame Ching 及其鸡尾酒吧「卿库 Treasury」的创始总经理及概念负责人。美德卿荣获 That's Shanghai 2025 餐饮大奖「年度新餐厅（编辑之选）」。

他把酒店级的管理纪律带入独立餐饮：先算账，再看现场。他完成了雅高 A'LIMITLESS 高管发展项目，并创立方叙酒店餐饮咨询（FAN Hospitality Consulting）。



# A career built on the floor and measured on the P&L.



**20**
years in hotel & independent F&B
年餐饮管理经验

**11**
senior roles across hotels & venues
个中高层管理职位

**7**
cities in China
座中国城市

**4**
global hotel groups: Four Seasons, Accor, IHG, Marriott
大国际酒店集团

**MBA**
Les Roches, Switzerland
瑞士理诺士 MBA

# 20 years, ten chapters.

## 2004–08
MUMBAI

### The Leela Kempinski · Sun-n-Sand · Polly Esthers

Trainee → Bar Manager → Nightclub Manager

## 2009–10
SWITZERLAND

### Les Roches

MBA, Hospitality Management

## 2010–13
DONGGUAN · BEIJING

### Sheraton Dongguan · Beijing Marriott Northeast

Restaurant Manager → Restaurants & Bar Manager

## 2013–15
BEIJING · DONGGUAN

### Shichahai Club & hotels · Sofitel Dongguan

Hotel & Club GM → Complex F&B Manager

## 2015–17
NANJING

### Sofitel Nanjing Zhongshan Golf Resort

F&B Manager (Acting Director)

## 2017–19
GUANGZHOU

### Four Seasons Hotel Guangzhou

F&B Manager, second-in-command

## 2019–20
LIJIANG

### InterContinental & Hotel Indigo Lijiang

Complex Assistant Director of F&B

## 2020–24
HAIKOU · SANYA

### Sofitel Haikou (pre-opening) · Sofitel Sanya

Director of F&B

## 2024–25
SHANGHAI

### Pullman Shanghai Central

Executive Assistant Manager

## 2025
SHANGHAI

### Madame Ching 美德卿 & 卿库 Treasury

Founding GM & Concept Lead

PERSONAL STATEMENT · 理念

# “Hospitality is a promise made on the floor and kept on the P&L.”

I have spent 20 years on both sides of that promise: the guest in front of you tonight, and the owner who needs the numbers to work next year. My job is to make those two agree, with clear standards, a team that owns them, and a weekly look at what the money is saying.

款待，是在现场许下的承诺，在损益表上兑现。 20 年来，我始终在两端之间工作：眼前的每一位客人，与需要长期回报的业主。



# Six things owners hire me for.

01

## Openings from zero
从零开业

Pre-opened Sofitel Haikou's full F&B division, the Shichahai Club in Beijing, and Madame Ching & 卿库 Treasury.

02

## Commercial discipline
经营纪律

Revenue, GOP and cost control: a record RMB 208.84M F&B year at Four Seasons Guangzhou (team result) and budget met in year one at Sofitel Haikou.

03

## Standards & reputation
标准与口碑

LQA, Forbes, HACCP and Medallia. Tripadvisor #54 → #25 at Pullman; brand audit 73% → 91% at Sofitel Nanjing.

04

## Bars & beverage
酒吧与酒水

From Mumbai nightclubs to a creative fusion cocktail bar in Shanghai: specs, costing and margin per drink.

05

## Concepts that create demand
以概念创造客流

Le Pavillon pop-up, DJ-led weekends, Dim Sum Disco, guest-chef series and festive retail.

06

## Leading teams in China
在华团队管理

Seven cities and multi-outlet teams (128 at Beijing Marriott Northeast), plus owner and government relations.

# Shanghai: from Executive Assistant Manager to founding GM.

2025

## Founding General Manager & Concept Lead
创始总经理及概念负责人

**Madame Ching 美德卿 & 卿库 Treasury · Shanghai**

Restaurant and cocktail bar, built from pre-opening with chef-founder Derek 'Dali' Wong

— Built the operation from zero: licensing, SOPs, hygiene, kitchen and bar systems, team structure

— Led the launch, KOL campaign and brand rollout

— Created 卿库 Treasury's creative fusion cocktail programme with bartender Jackie Ho

— Built weekend demand with DJ nights, Dim Sum Disco and industry nights

IMPACT

New Restaurant of the Year (Editor's Pick), That's Shanghai 2025 (venue honour); No.1 Creative Cuisine on Dianping

SEP 2024 – JUN 2025

## Executive Assistant Manager
行政助理经理

**Pullman Shanghai Central · Accor**

Second-in-command to the GM of a 52-storey upscale hotel near Xintiandi

— Ran hotel operations, financial performance and service quality alongside the GM

— Repositioned F&B: Chinese-restaurant promotions, banquets, refreshed bar and all-day dining

— Launched 'Le Pavillon', a pop-up bistro and bar

IMPACT

Tripadvisor #54 → #25 · F&B revenue +6.3% · RPS 93 → 95 · LQA +17% YoY

SEP 2023 – SEP 2024

## Director of F&B · A'LIMITLESS
餐饮总监 · 雅高高管发展项目

**Sofitel Sanya · Accor**

F&B Director plus GM-track rotations in Rooms, Sales & Marketing, Finance and HR

— Shadowed the GM on guest-journey design, revenue and cost control

— Led cross-functional service-quality and hygiene initiatives

IMPACT

LQA 93.2% · HACCP 90% · completed A'LIMITLESS as Executive Leader (2024)

Results achieved with the employer teams during Nil's tenure. Venue honours belong to the venues.

# Hainan: openings, standards, executive track.

NOV 2020 – SEP 2023

## Director of F&B, pre-opening
开业餐饮总监

**Sofitel Haikou · Accor**

Whole F&B division: Kweezeen, Le Chinois, Lemon 1900 Bistro Bar, Garden Bar, Le Lounge, IRD and banqueting

— Pre-opened and led every outlet, from recruitment to launch

— Created Sofitel 'art de vivre' activations, including Sofitel Wine Days

— F&B Lead, APAC GQ event at Raffles Hainan (2021)

IMPACT

Budget revenue and GOP met in year one · LQA F&B 90.2% · Kweezeen named Meituan Best Buffet 2021 & 2022 (venue)

MAY 2019 – NOV 2020

## Complex Assistant Director of F&B
区域餐饮副总监（餐饮总负责）

**InterContinental & Hotel Indigo Lijiang · IHG**

Overall F&B in charge for a luxury resort and a lifestyle hotel

— Led FSMS and brand audits: +6% InterContinental, +8% Indigo

— Ran the Dianping and Meituan review strategy for the outlets

IMPACT

Highest combined F&B revenue since opening · Indigo +11%, InterContinental +6% · Indigo #1 in Greater China for F&B on Medallia (2019)

MAR 2017 – MAR 2019

## F&B Manager, second-in-command
餐饮经理（餐饮部副职）

**Four Seasons Hotel Guangzhou**

Seven outlets at a Forbes Five-Star 2017 & 2018 hotel, in a Michelin-recognised, Black Pearl-awarded restaurant environment (Yu Yue Heen and Catch)

— Redesigned mooncake retail: 17,000 → 35,000 boxes

— Ran 'Taste of Artistry' guest-chef collaborations

— Menu engineering, WeChat marketing and Dianping branding

IMPACT

Record F&B revenue RMB 208.84M, +6.5% YoY (team) · mooncake revenue +65%, GOP +31% · Forbes F&B 93.6% (2018)

Results achieved with the employer teams during Nil's tenure. Venue honours belong to the venues.

# Nanjing, Dongguan, Beijing: scale and standards.

JUN 2015 – MAR 2017

## F&B Manager (acting Director of F&B)

餐饮经理（代理餐饮总监）

**Sofitel Nanjing Zhongshan Golf Resort · Accor**

Full responsibility for resort F&B during a brand-elevation period

— Festivals, galas and a regional guest-chef series

— F&B Lead, Greater China GM Conference (2015) and F&B Academy (2016)

IMPACT

Brand audit 73% → 91% (contributed; F&B 95%) · F&B guest score 63% → 89%, highest in Sofitel Greater China at the time

MAY 2014 – JUN 2015

## Complex F&B Manager

综合餐饮经理

**Sofitel Dongguan Royal Lagoon & Golf Resort · Accor**

Ten outlets across two hotels

— Cross-venue dining promotions

IMPACT

2014 F&B budget achieved · revenue +3.2% YoY

2013 – 2014

## Hotel & Club General Manager

酒店及会所总经理

**Shichahai Club & two heritage hotels · Beijing**

Two boutique hotels and an exclusive club in Houhai

— Pre-opened the club: wine bar, tapas lounge, Chinese restaurant, banqueting

— Owner, embassy and government liaison

IMPACT

Improved ADR, occupancy and online revenue

Results achieved with the employer teams during Nil's tenure. Venue honours belong to the venues.

# The foundations: Dongguan, Beijing, Mumbai.

AUG 2011 – MAR 2013

## Restaurants & Bar Manager
餐厅及酒吧经理

**Beijing Marriott Hotel Northeast**

Team of 128 across all-day dining, Indian fine dining, IRD and lounge

— Led multi-outlet service and guest satisfaction

IMPACT

GSS +7.8% YoY · highest F&B GSS among Marriott hotels in Asia Pacific (2012)

APR 2010 – AUG 2011

## Restaurant Manager
餐厅经理

**Sheraton Dongguan Hotel**

Promoted from management trainee to run all-day dining

— Theme nights and seasonal promotions

IMPACT

Revenue +6.8% YoY

2004 – 2008 · MUMBAI

## Where it started

F&B Industrial Trainee, The Leela Kempinski (2004) · Bar Manager, Sun-n-Sand Beach Resort (2005–07) · Nightclub Manager, Polly Esthers, Gordon House Hotel (2007–08)

IMPACT

Nightclub revenue +18%

Results achieved with the employer teams during Nil's tenure. Venue honours belong to the venues.

# Education & credentials

## MBA, Hospitality Management

Les Roches, Bluche, Switzerland · 2009–2010

## Wine studies

Wine Scholar Guild programme, Geneva, Switzerland · 2009

## B.Sc. Hotel Management & Catering Technology

University of Mumbai, India · 2002–2005

## A'LIMITLESS Talent Development Program: Executive Leader

Accor Greater China · completed Jun 2024

## Languages

English (fluent / professional) · Hindi · Nepali · Mandarin Chinese (basic conversational)



# Measured results, role by role.

## #54 → #25

Tripadvisor ranking in Shanghai

PULLMAN SHANGHAI CENTRAL · EXECUTIVE ASSISTANT MANAGER

## +6.3%

F&B revenue growth

PULLMAN SHANGHAI CENTRAL · EXECUTIVE ASSISTANT MANAGER

## 93 → 95

RPS review score · LQA +17% YoY

PULLMAN SHANGHAI CENTRAL · EXECUTIVE ASSISTANT MANAGER

## RMB 208.84M

Record F&B revenue, +6.5% YoY (team result)

FOUR SEASONS HOTEL GUANGZHOU

## 73% → 91%

Brand audit (contributed); F&B guest score 63% → 89%

SOFITEL NANJING

## Year 1

Budgeted revenue & GOP achieved after opening

SOFITEL HAIKOU · PRE-OPENING

## +11%

Hotel Indigo F&B revenue YoY; InterContinental +6%

IHG LIJIANG

## 93.2%

LQA score, with 90% HACCP compliance

SOFITEL SANYA

Results were achieved with the employer teams during Nil's tenure in each role.

# Honours earned by the venues and teams I served.

| | | |
|---|---|---|
| 2025 | New Restaurant of the Year (Editor's Pick)<br>That's Shanghai Food & Drink Awards 2025 · Madame Ching | VENUE HONOUR |
| Dianping | No.1 Creative Cuisine ranking<br>Madame Ching | VENUE RANKING |
| 2024 | Meituan Best Chinese Restaurant 2024<br>Siyan 丝筵 , Pullman Shanghai Central | VENUE HONOUR |
| 2021 & 2022 | Meituan Best Buffet 2021 & 2022<br>Kweezeen, Sofitel Haikou | VENUE HONOUR |
| 2024–25 | Tripadvisor #54 → #25 in Shanghai<br>Pullman Shanghai Central | TEAM / HOTEL RESULT |
| 2019 | #1 Hotel Indigo in Greater China for F&B on Medallia (89.40)<br>Hotel Indigo Lijiang | TEAM / HOTEL RESULT |
| 2017–19 | Yu Yue Heen 愉粤轩 : Michelin One Star 2018 & Two Black Pearls 2018<br>Four Seasons Hotel Guangzhou | VENUE HONOURS |
| 2017–19 | Catch 餐厅 : Michelin Plate 2018 & One Black Pearl 2018<br>Creative fusion restaurant, Four Seasons Hotel Guangzhou | VENUE HONOURS |
| 2015–17 | Highest F&B Guest Experience Score among Sofitel hotels in Greater China at the time<br>Sofitel Nanjing | TEAM / HOTEL RESULT |
| 2024 | Selected for and completed Accor's A'LIMITLESS programme (Executive Leader)<br>Accor Greater China | PERSONAL |

The venues and teams Nil worked with have won more than five trophies. Venue and team honours belong to those venues and teams; Nil does not claim them personally.




CHAPTER ONE · 2025

# MADAME CHING

## 美德卿 · 卿库 Treasury

Founding General Manager & Concept Lead · Shanghai







MADAME CHING 美德卿

# Built from zero. Named New Restaurant of the Year.

Contemporary-Cantonese tapas and nightlife on Yanping Road, Jing'an, with chef-founder Derek 'Dali' Wong. Nil built the operation from zero — SOPs, licensing, hygiene, kitchen and bar systems, team — then led the launch and brand rollout.

与主厨创始人 Derek 'Dali' Wong 共同打造。 Nil 从零搭建运营体系：SOP 、证照流程、卫生合规、厨房与吧台系统和团队架构，并主导开业与品牌推广。













# The table

Contemporary Cantonese, made to share · 当代粤菜，为分享而生



CHAPTER ONE · THE BAR

# 卿库 TREASURY

鸡尾酒吧 · Creative fusion cocktail bar

Founding Concept Lead · inside Madame Ching










# Creative fusion cocktails

Built around the brand's South China Sea story · 围绕品牌南海故事打造








BEVERAGE PROGRAMME · 酒水项目

# The highest-margin line deserves the most control.

- Cocktail programme with bartender Jackie Ho and the bar team
- Every recipe costed; menu built on margin per drink and speed of service
- Stock counts and bar operating systems from day one
- Beverage pairing and upselling programmes in hotel roles (Pullman, Four Seasons)
- Wine studies: Wine Scholar Guild programme, Geneva

配方标准化、逐杯成本核算，以每杯毛利与出品速度设计酒单。











EVENTS & PROGRAMMING · 活动策划

# Reasons to come back.

DJ weekends, Dim Sum Disco, industry nights, a live mural and Burger Month at Madame Ching. In hotels: festivals and galas at Sofitel Nanjing, guest-chef series at Four Seasons, Sofitel Wine Days at Haikou.

DJ 周末、 Dim Sum Disco 、行业之夜、现场壁画与汉堡月；酒店期间的节庆、客座主厨与 Sofitel 生活方式活动。









RECOGNITION · 荣誉

# New Restaurant of the Year

## Editor's Pick

That's Shanghai Food & Drink Awards 2025 · Madame Ching

That's Shanghai 2025 餐饮大奖「年度新餐厅（编辑之选）」

A venue honour, shared by the whole Madame Ching team. Pictured: Nil with chef-founder Derek 'Dali' Wong and the team, February 2026.



CHAPTER TWO · 2010–2025

# HOTEL LEADERSHIP

酒店管理 · Four Seasons · Accor · IHG · Marriott

Running F&B and hotels across China



PULLMAN SHANGHAI CENTRAL · EXECUTIVE ASSISTANT MANAGER · 2024–25

# Reputation, rebuilt.

Executive Assistant Manager — second to the GM at Accor's Pullman near Xintiandi. Rebuilt service and digital reputation, repositioned F&B, and launched 'Le Pavillon', a pop-up bistro and bar.

中港汇铂尔曼行政助理经理：猫途鹰 #54→#25，餐饮收入 +6.3%， RPS 93→95， LQA 同比 +17%。

| #54→#25 | +6.3% | 93→95 | +17% |
|---|---|---|---|
| Tripadvisor, Shanghai | F&B revenue | RPS score | LQA audit, YoY |








SOFITEL SANYA · DIRECTOR OF F&B, A'LIMITLESS · 2023–24

# The executive track.

F&B Director with GM-track rotations in Rooms, Sales, Finance and HR. Shadowed the GM on revenue and cost, then completed A'LIMITLESS as Executive Leader.

**93.2%**
LQA score

**90%**
HACCP compliance

**2024**
A'LIMITLESS Executive Leader









SOFITEL HAIKOU · DIRECTOR OF F&B, PRE-OPENING · 2020–23

# Opening a whole F&B division.

Pre-opened and led the full F&B division — Kweezeen, Le Chinois, Lemon 1900, bars, IRD and banqueting. Sofitel 'art de vivre' activations; F&B Lead for APAC GQ at Raffles Hainan (2021).

## Year 1

Budget revenue & GOP

## 90.2%

LQA F&B

## 2021–22

Kweezeen, Meituan Best Buffet (venue)







IHG LIJIANG · COMPLEX ASST. DIRECTOR OF F&B · 2019–20

# Two hotels, one F&B standard.

Ran F&B across a luxury resort and a lifestyle hotel. Led FSMS and brand audits (+6% InterContinental, +8% Indigo) and the review strategy. Lobby Lounge #1 Best Service; 7 Colors #2 Best Yunnan Cuisine.

**+11%**
Indigo F&B revenue YoY

**+6%**
InterContinental F&B

**#1**
Indigo Greater China F&B, Medallia 2019









FOUR SEASONS HOTEL GUANGZHOU · F&B MANAGER · 2017–19

# Luxury at scale.

Seven outlets at a Forbes Five-Star hotel (2017 & 2018), including Michelin and Black Pearl restaurants Yu Yue Heen and Catch (2018). Redesigned mooncake retail, led guest-chef series, and drove menu engineering and digital marketing.

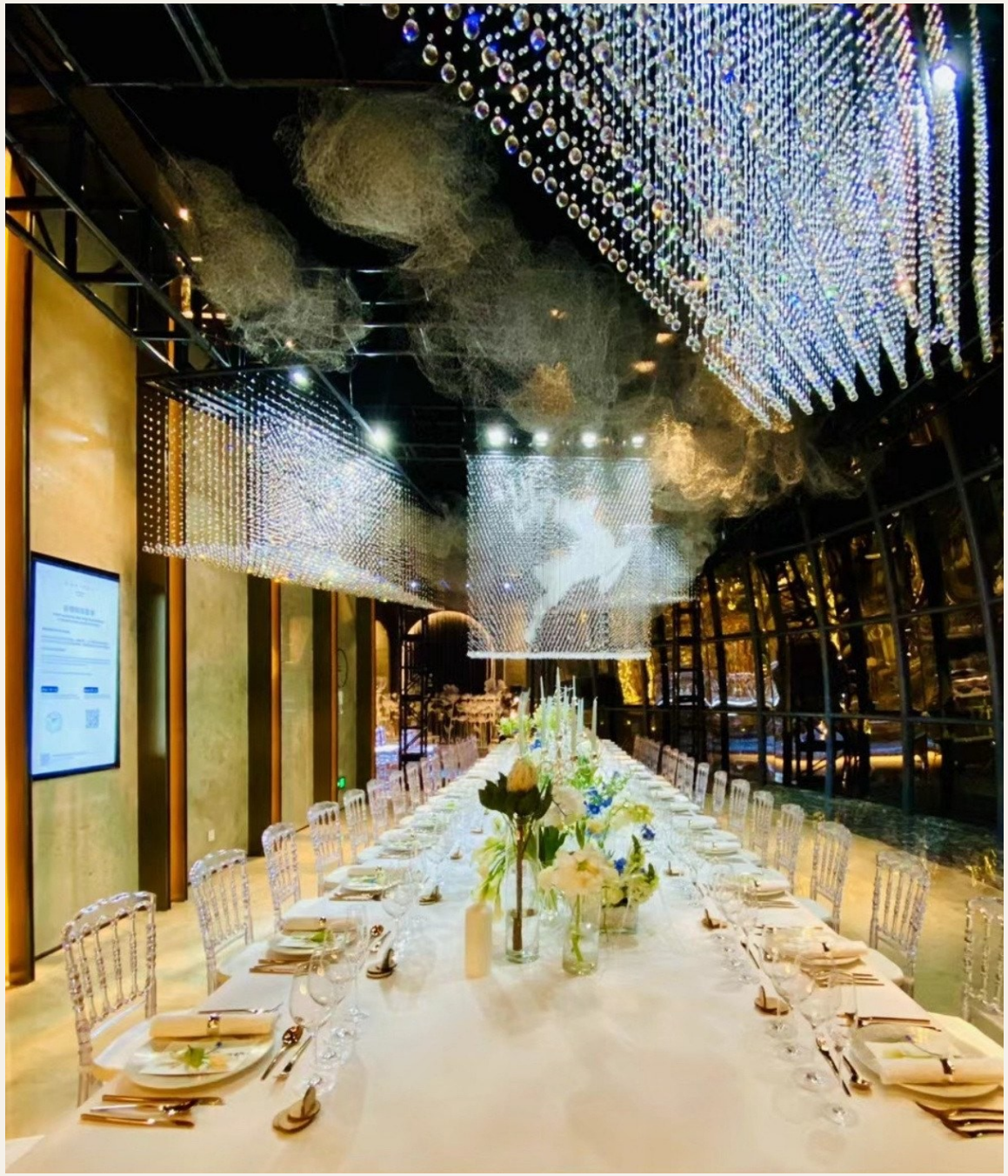
**RMB 208.84M**
Record F&B revenue (team)

**+65%**
Mooncake revenue

**93.6%**
Forbes F&B score, 2018







NANJING · DONGGUAN · BEIJING · 2011–17

# Building the foundations.

At Sofitel Nanjing (acting Director of F&B): brand audit 73%→91%, F&B guest score 63%→89%. Ran ten outlets across two Sofitel Dongguan hotels (+3.2% revenue), opened Shichahai Club in Beijing, and led a 128-strong team at Beijing Marriott Northeast.

**73%→91%**
Brand audit, Nanjing

**63%→89%**
F&B guest score

**128**
Team members, Beijing Marriott







# Food & dining

From the hotel years to Madame Ching · 从酒店到美德卿











LEADERSHIP & TEAM · 领导力

# Teams that can run it on a busy Saturday.

- Built and led multi-outlet F&B teams in seven Chinese cities, including a team of 128 at Beijing Marriott Northeast
- Pre-opening recruitment, training, mock service and SOPs (Sofitel Haikou, Shichahai Club, Madame Ching)
- Brand standards: LQA, Forbes Travel Guide, Coyle, HACCP/FSMS, Medallia
- Owner, landlord, embassy and government relations
- Graduate of Accor's A'LIMITLESS executive development programme (Executive Leader, 2024)

FaN

HOSPITALITY CONSULTING

方叙

酒店餐饮咨询

NOW · 现在

# FAN Hospitality Consulting

## 方叙酒店餐饮咨询

A founder-led restaurant, bar and hotel F&B consultancy in Shanghai. 方 echoes FAN and stands for method and direction; 叙 means telling a story, because every venue has a story to tell.

| Openings | Turnaround | Bar & Beverage | China support |
| --- | --- | --- | --- |
| 开业 | 改善 | 酒水 | 中国开店 |

The Floor-to-P&L Method: Diagnose · Design · Build · Execute · Optimise



FaN HOSPITALITY CONSULTING
方叙 酒店餐饮咨询

# Let's talk.

期待与您交流

nil@fanhospitalityconsulting.com
fanhospitalityconsulting.com
Shanghai, China