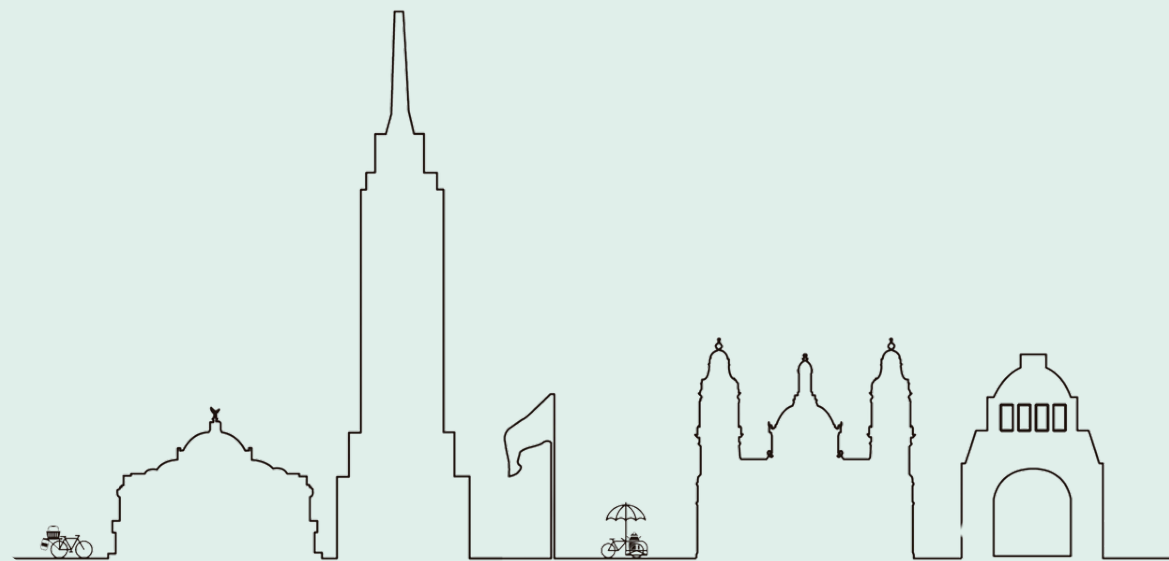


Restaurant Leadership Summit



CDMX 2024



Building tomorrow's
hospitality, **today.**



By: **L** CATTERTON

Local hosts: **mvt**
G R U P O

Table of Contents

Summit
Purpose

Agenda
Overview

Local
Hosts

Discussion
Dynamics

Post
Summit

Useful
Contacts

A note from LCatterton

"We partner with distinctive restaurant concepts across cuisine types and formats, who are committed to delivering authentic, superior consumer experiences at compelling value propositions to their guests.

"We believe we are the largest and most experienced consumer-focused private equity group in the world... we adapt our thinking, our capabilities, and our methodologies to the shifting market environment."

J. Michael Chu

GLOBAL CO-CEO



Summit Hosts



Event Hosts



Julio Babecki



Farah Khan



Roberto Ortiz



Bill Allen



**Evan
Einstein**



**Carlos
Mier y Terán**



**Alfredo
Mier y Terán**



Carolina Lomelí

Julio Babecki



Mr. Babecki is a Partner at L Catterton focused on Latin America. Previously, Mr. Babecki was a Managing Partner at L Catterton Latin America (LCLA II & LCLA III). Before that, he was a Partner at L Capital, responsible for overseeing the firm's activities in Spain, Portugal, and Scandinavia. Since joining L Capital in 2007, Mr. Babecki has been actively leading investment opportunities in brands and specialized retail distribution in Europe, including investments in Pepe Jeans, Hackett, and El Ganso. Prior to joining L Capital, Mr. Babecki spent 17 years in investment banking, primarily in mergers and acquisitions, in London.

He served as Managing Director of Corporate Finance Spain at BNP Paribas. Before BNP Paribas, Mr. Babecki served as Co-Head of Middle Market M&A for EMEA (Europe, Middle East and Africa) at Merrill Lynch in London. Earlier in his career, he worked at Morgan Stanley as a Vice President of the European Mergers and Acquisitions and Debt Capital Markets departments based in London. Whilst at L Capital Mr. Babecki has been a Board Member of El Ganso, Parfois, Pepe Jeans & Hackett and S.T. Lonia (Carolina Herrera and Purificación García).

Mr. Babecki received a degree in European Business Administration from ICADE in Madrid and Ecole Supérieure de Commerce de Reims (France). He also received a Post-Graduate Diploma in Business Analysis from Lancaster University (UK). Julio is fluent in Spanish, English, French and Portuguese.

Managing Partner L Catterton

Farah Khan



Ms. Khan is a Managing Partner at L Catterton focused on Latin America.

She started her career at the firm focused on North American growth equity and buyout investments. Prior to joining L Catterton, Ms. Khan was a Vice President at Sandler Capital Management where she focused on growth equity, leveraged buyouts and financings of middle market companies.

Prior to Sandler, Ms. Khan worked at Apax Partners, a global private equity firm where she focused on growth capital and leveraged buyouts in the retail and consumer product sectors. Prior to Apax, she worked in the Investment Banking Division of Goldman Sachs, where she focused on corporate finance and M&A coverage of retail, media and technology companies based in both New York and Menlo Park.

Ms. Khan is a Phi Beta Kappa and summa cum laude graduate of Mount Holyoke College with a B.A. degree in Economics and Mathematics. She received an M.B.A from the Stanford University Graduate School of Business.

Carlos Mier y Terán



Carlos Mier y Terán is co-founder and CEO of Grupo Restaurantero MYT.

He holds a degree in Industrial Engineering from Universidad Iberoamericana and an MBA from Harvard Business School. In 1996, Carlos started with a crepe cart under the brand name "La Crêpe Parisienne" with the objective of introducing this Parisian craving to the Mexican market and in a few years, he managed to position this concept at a national level.

In 2003, Carlos and his brothers, Andrés and Alfredo, founded Grupo MYT with the vision of integrating a platform of multidisciplinary talent dedicated to the creation, operation and growth of innovative restaurant models that would positively impact people's lives through hospitality, design and gastronomy.

Grupo MYT has developed and grown outstanding restaurant concepts such as Moshi Moshi, La Imperial, and Cocina Abierta. In 2018, Carlos received the restaurant business merit award for "Restaurant Chain Manager of the Year" from CANIRAC, the national restaurant chamber.

In 2019, Grupo MYT partnered with L Catterton, one of the world's largest private equity funds in consumer industries. Currently, Grupo MYT operates over 80 points of sale in eight cities across the country through 11 brands, serving daily over 4,250 sit-down guests, over 3,100 counter transactions, and delivering over 1,300 orders.

Alfredo Mier y Terán



Alfredo is CFO and co-founder of Grupo MYT. Prior to joining Grupo MYT full time, Alfredo worked at Evercore Partners, an investment bank, at the World Bank's macroeconomic research group, and as Deputy Chief Economist of Mexico's Ministry of Finance.

At Grupo MYT, Alfredo has worked at different stages and capacities, including the early expansion of La Crêpe Parisienne in Mexico City; the inception of Moshi Moshi; and leading the development and operations of Cocina Abierta. Recently, Alfredo has led financing, administration, investor relationship, IT initiatives, and growth for Grupo MYT.

Alfredo received a B.A., magna cum laude, in Economics from CIDE in Mexico. He also earned a Master in Economics from UCLA, and a Ph.D in Business Economics from UCLA Anderson School of Management.

Carolina Lomelí



Carolina Lomelí is a passionate community-builder and the founder of Turista Local, a platform dedicated to collecting, organizing, and personalizing curated travel knowledge from the local creative community.

She played a key role in launching and managing the global Masters of Scale Members Community, from the acclaimed award-winning podcast hosted by Reid Hoffman. Carolina has a background in institutional development, marketing, strategic alliances, and communications, having previously served as the Director of Institutional Development at New Ventures, an organization focusing on accelerating and investing in social and environmental ventures in Latin America. Additionally, she created and launched Guía La Perla, the first locally designed guidebook for Guadalajara, her hometown.

Carolina holds a degree in International Business and has completed various programs and diplomas in entrepreneurship, community-building, leadership, digital marketing, public relations, and social communication.

Agenda Overview



Co-elevating Practices

We designed discussion dynamics to foster creative solutions, growth acceleration, and co-elevation in this community. These practices aim to spark innovative thinking, build bridges, and lead change.

We invite you to leverage this unique experience of the year for substantive, action-oriented dialogue among hospitality leaders.

Cultural and Gastronomical Journey

Welcome to Mexico City!

We've selected key iconic cultural & food spots that will allow you to have an immersive visit that expresses the rich mosaic of flavors, stories, and landscapes that Mexico has to offer.

Along with an extraordinary group of passionate people, you'll take a deep dive into the Mexican Hospitality.

Restaurant Leadership Summit Agenda

MONDAY
SEPTEMBER
16

Activity	Time	Location	Notes
Arrival and Check-In	4:00 pm	HOTEL PRESIDENTE INTERCONTINENTAL	
Meet at the hotel lobby to walk to Grupo MYT Offices	5:00 pm	LOBBY HOTEL PRESIDENTE INTERCONTINENTAL	L Catterton & Grupo MYT team members will wait for people in the lobby and can walk in groups. It's a 5 min walk.
Welcome Presentation by Julio Babecki & Farah Khan L Catterton & Local Hosts	5:30 pm	GRUPO MYT OFFICES	Summit purpose and objectives, curated teams, and introduce selected topics, Julio, Farah, Carlos, Alfredo, Carolina.
Walk to Casa Imperial	6:30 pm	CASA IMPERIAL	6 min walk
Mezcal, Bacanora, and Tequila tasting led by Ivan Saldaña, Mexico's most recognized Agave based spirits creator. (e.g. Almave: an alcohol free Agave drink JV with F1 pilot Lewis Hamilton)	6:45 pm	CASA IMPERIAL	
Dinner and Mingling Time @ Casa Imperial	7:30 pm	CASA IMPERIAL	Conversation Menu: Firestarters
Walk back to hotel	9:30 pm	HOTEL PRESIDENTE INTERCONTINENTAL	We recommend a good night's sleep!

Restaurant Leadership Summit

Agenda

TUESDAY

SEPTEMBER
17

Activity	Time	Location	Notes
Suggested wake-up call	4:15 am	HOTEL PRESIDENTE INTERCONTINENTAL	Ready and on the vans at 4:50 AM SHARP. We need to arrive at 5.45 AM at the piers.
Transportation from hotel to ARCA TIERRA in XOCHIMILCO (UNESCO World Heritage Site in southern Mexico City)	5:00 am	ARCA TIERRA	We'll wait for you at the vans with warm tea & coffee. Remember to bring your tote bags with goodies (caps, notebooks, pens & water bottle will come in handy!)
Sunrise @ Arca Tierra	6:00 am	ARCA TIERRA	Bring comfortable shoes and warm layers, it's cold early in the morning. 45° F
Sustainable crops tour and talk around Chinampas	7:00 am	ARCA TIERRA	Learn about the centuries-old cropping system harvesting fresh produce for the world's best restaurants and creating a movement in agrotourism & sustainable produce.
Breakfast with locally-grown corn and ingredients. Conversation with Lucio Usobiaga, Founder of Arca Tierra.	7:30 am	ARCA TIERRA	Arca Tierra is a farm-to-table sustainable local supplier to Michelin star restaurants in CDMX
Hot topic discussions in curated groups & dynamics (later to present main take-aways)	8:30 am	ARCA TIERRA	
Breakfast wrap-up and head back to pier	10:15 am	ARCA TIERRA	
Transportation to Artz Pedregal Shopping Mall	11:00 am	ARTZ PEDREGAL	
Presentation by Grupo MYT on Insights on Mexico's Restaurant Industry	11:30 pm	ARTZ PEDREGAL	By Alfredo y Carlos Mier y Terán, Grupo MYT
Lunch @ Cocina Abierta with live Mexican music	12:15 pm	ARTZ PEDREGAL	Grupo MYT's multi-kitchen polished casual restaurant concept
Group Sharing on Hot Topics	1:30 pm	ARTZ PEDREGAL	Assigned groups for cross-pollination dynamics
L Catterton Portfolio Brand - surprise	3:00 pm	ARTZ PEDREGAL	Special treat for Summit attendees
Transportation back to hotel	3:40 pm	HOTEL PRESIDENTE INTERCONTINENTAL	
Catch-up or rest time	4:30 pm	HOTEL PRESIDENTE INTERCONTINENTAL	Prep solo reflection for dinner. Meet at lobby 5.50 PM
Transportation to Máximo Bistro, by renowned chef and restaurateur Eduardo García	6:00 pm	MAXIMO BISTROT	Best restaurants & restaurateurs in Mexico
Curated tables @ Maximo Bistro - Special omakase dinner	6:30 pm	MAXIMO BISTROT	
Transportation to TICUCHI Bar by Two Michelin Starred Chef Enrique Olvera	9:00 pm	TICUCHI BAR	Pujol's original site, now converted into an elegant & dark Mexican spirits sanctuary.
Drinks and mingling @TICUCHI BAR	9:30 pm	TICUCHI BAR	
Transportation back to hotel	10:45 pm	HOTEL PRESIDENTE INTERCONTINENTAL	

Restaurant Leadership Summit

Agenda

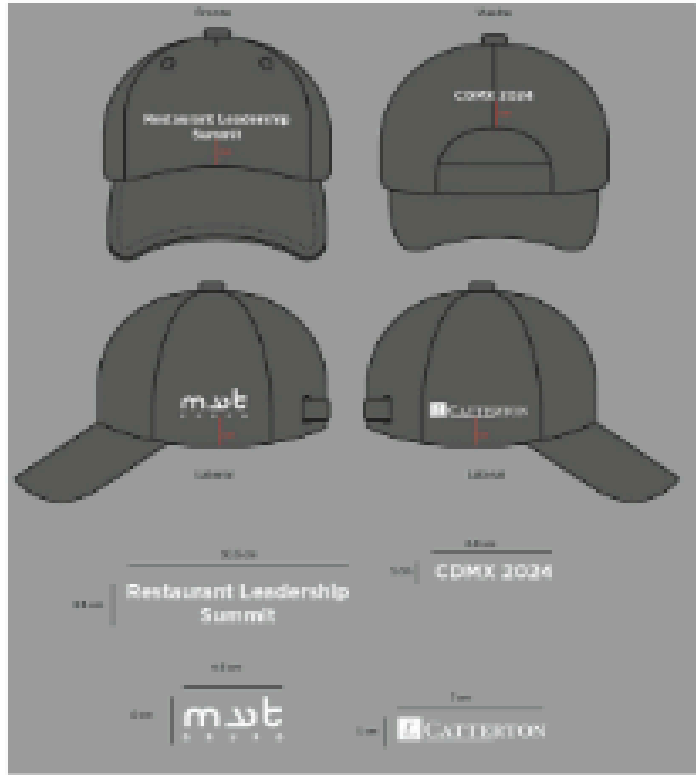
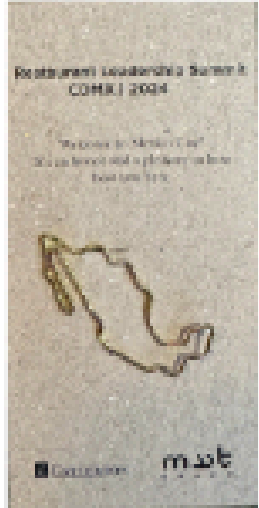
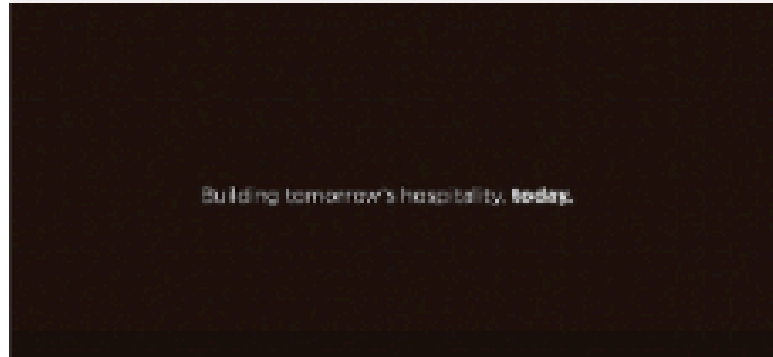
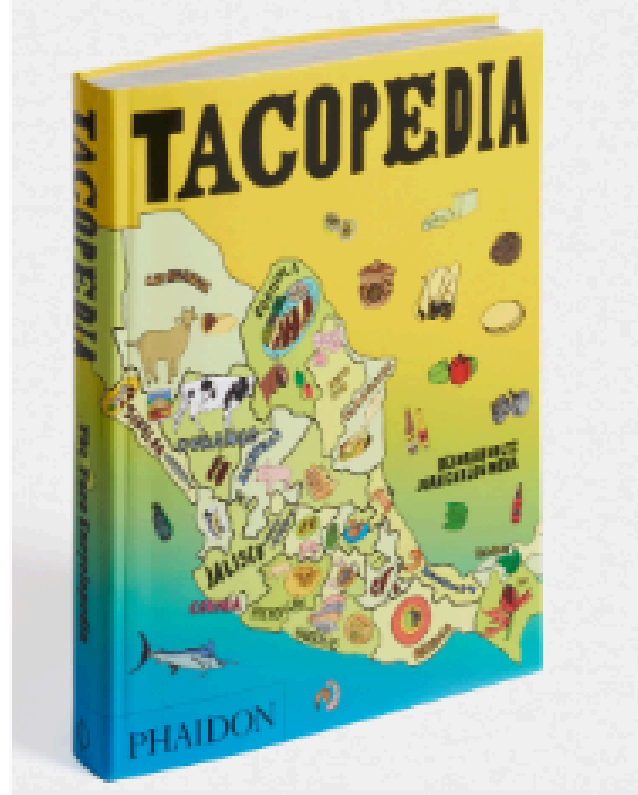
WEDNESDAY

SEPTEMBER

18

Activity	Time	Location	Notes
Meet at lobby - recommended check out	7:30 am	HOTEL PRESIDENTE INTERCONTINENTAL	Pre-check out service from hotel + receive luggage
Walk to Casa Imperial	7:50 am	CASA IMPERIAL	3 min walk from hotel
Collective Reflection by L Catterton	8:00 am	CASA IMPERIAL	Share Key Summit Takeaways. Initial collective conclusions.
Transportation to Historical Center for Cultural & Gastronomical Tour	9:30 am	HISTORICAL CENTER CDMX	
Mexico City’s Downtown Tour: Unique Architectural & Historical Gemstones + Iconic Foodie Spots	10:00 am	BELLAS ARTES	Special tour hosted by Lorena Vázquez, renowned archeological expert making in situ discoveries at historical & architectural Aztec sites, and Alejandro Escalante, a gastronomic journalist and the researcher & author of Tacopedia.
OFFICIAL SUMMIT CLOSURE - Conclusions & Next Steps by Evan Einstein L Catterton	12:30 pm	CIRCULO MEXICANO HOTEL	Good bye drinks on the rooftop of Circulo Mexicano Hotel by renowned local boutique hotel group Grupo Habita at an iconic building behind the Cathedral & amazing views to the Zocalo.
Transportation to airport	1:30 pm	CIRCULO MEXICANO HOTEL	
Optional lunch at Caracol de Mar	2:00 pm	CARACOL DE MAR	Highly recommended final mingling moment for those who stay a bit longer. Caracol de Mar is part of Contramar's Group, one of the most cherished restaurants in Mexico.

Restaurant Leadership Summit WELCOME KIT



Summit CDMX: 3 C's Invitation

connect

community

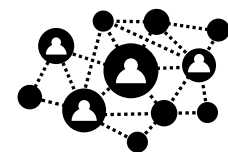
challenge



Power of connections

Connections that create value within this community and the societies you serve.

Mexican Hospitality: warmth & openness



Power of networks

Peer-to-peer learning
Leverage each other's growth curves & innovative skills
Cross-pollinating exercises



Leading change

Exponential Impact: How many lives do you touch? What does the future of hospitality look like for you in 5-10 years? Bold envisioning to bring positive change

Meet your local hosts

Local Hosts



Iván Saldaña
Casa Lumbre



Lucio Usobiaga
Arca Tierra



Eduardo García
Máximo Bistro



Lorena Vázquez
Archeologist



Alejandro Escalante
Food journalist

Iván Saldaña



Iván Saldaña was born in Jalisco, a region known for its rich biodiversity and agave cultivation. He nurtured a fascination with nature from a young age, leading him to earn a PhD in biology with a focus on agave from the University of Sussex. Iván returned to Mexico to work with Pernod Ricard on R&D and sustainability initiatives, launching over 60 products across various spirit categories.

In 2011, Iván co-founded Casa Lumbre with Tequila Milagro founders Moises Guindi and Daniel Schneeweiss. The company aims to craft spirits that embody the biological, cultural, and sensorial heritage of Mexico, emphasizing sustainable, traditional production methods. Iván's passion for his homeland's heritage inspired the creation of several notable spirits, including Montelobos Mezcal, Ancho Reyes, Abasolo Ancestral Corn Whisky, Nixta Licor de Elote, Contraluz Cristalino Mezcal, and Nocheluna Sotol. His recent launches in 2024 include Alma Finca Orange Liqueur and Almave, a non-alcoholic blue agave spirit.

A prominent figure in the spirits education sector, Iván has been recognized as a top entrepreneur in Mexico and has taught at major international events. He has authored scientific papers and the book *Anatomy of Mezcal*, continuing to explore the biological heritage of spirits.

Founder, CEO & Host at Arca Tierra

Lucio Usobiaga



Born and raised in Mexico City, Lucio Usobiaga studied English in England and philosophy in France before earning his bachelor's and master's degrees in philosophy, graduating with honors from UNAM.

In 2009, inspired by sustainable agriculture, he co-founded Productos de la Chinampa, supplying organic goods to restaurants and stores. This sparked his passion for peasant farming, fair trade, and land regeneration.

In 2011, Lucio founded Yolcan, reviving traditional farming techniques in Xochimilco. His agricultural knowledge grew through courses with Latin American experts and fieldwork in the U.S. and Brazil. In 2020, he launched Arca Tierra, a project focused on soil regeneration and supporting small farmers. He believes peasant farmers are vital for food security, climate change reversal, and cultural preservation.

As CEO of Arca Tierra, Lucio has built strong partnerships with farmers and top chefs, positioning the project as a leader in regenerative agriculture in Mexico City.

Archeologist & cultural tour host

Lorena Vázquez



Lorena Vázquez holds a degree in Archaeology from the prestigious Escuela Nacional de Antropología e Historia (ENAH), where she also taught from 2007 to 2014. Her academic career is marked by extensive research and fieldwork across Mexico, participating in significant excavations at sites like "Casas Grandes" in Chihuahua, Monte Albán in Oaxaca, and key urban digs in Mexico City.

Since 2011, Lorena has dedicated herself to investigating the remains of Tenochtitlan, the capital of the Aztec Empire, beneath modern Mexico City. As a principal investigator with the Templo Mayor Museum's Urban Archaeology Program, she has led groundbreaking discoveries, including the unearthing of monumental structures like the Cuauhxicalco, the Ball Court, and the Temple of Ehecatl-Quetzalcoatl. One of her most notable achievements is directing the ongoing excavation of the Huei Tzompantli—a massive skull rack, where over 650 skulls from Aztec sacrificial rituals have been recovered since 2015, offering unprecedented insights into Aztec cosmology and religious practices.

A respected voice in her field, Lorena has contributed to numerous publications and conferences, advancing our understanding of Aztec archaeology. Her work is widely regarded as pivotal in expanding knowledge of pre-Hispanic civilizations and reshaping our view of Mexico's rich cultural heritage.

Foodie spots & taco stories tour host

Alejandro Escalante



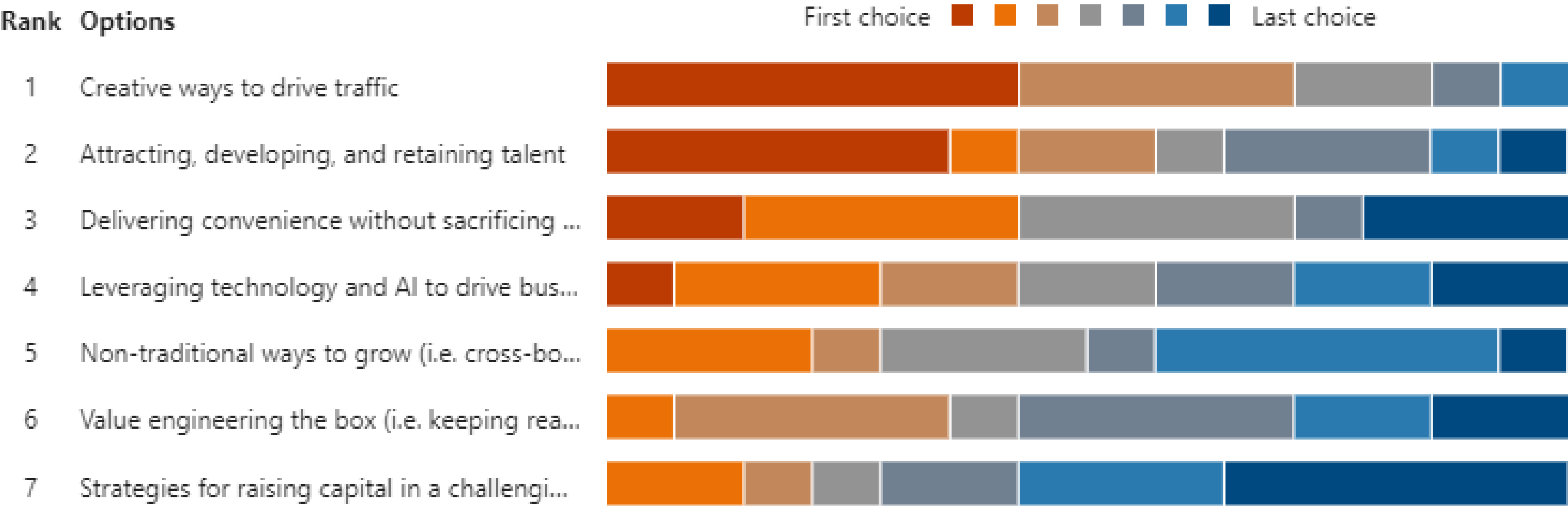
Since the 1990s, Alejandro Escalante has been a key player in Mexico's culinary scene, contributing as a journalist, author, speaker, chef, and advisor. His work has been featured in Reforma, Milenio, El Herald de México, and other top publications. He is the author of LA TACOPEDIA: Encyclopedia of the Taco (2012) and co-author of ACRIDOFAGIA and Other Insects (2016).

On TV, Alejandro co-authored and hosted Taco de Ojo on Food Network Latin America, and he has been a prominent radio voice with Charros vs Gánsters and Por Amor Al Arte. He's also presented at major culinary events, including Mexico Now (NYU) and Trompo Fest Berlin.

As a chef, Alejandro has cooked at Taco Libre in Dallas and Hot Luck Festival in Austin. He's also owned several restaurants in Mexico City and served as a consultant for notable projects like Revolver Taco Lounge in Dallas and Metate Festival in CDMX.

Alejandro's deep expertise in Mexican cuisine has cemented his reputation as a leading voice in the industry.

Key Discussion Topics



Key Discussion Topics

**Attracting,
Developing
& Retaining Talent**

**Creative Ways
to Drive Traffic**

**Delivering Convenience
without Sacrificing
Quality**

**Leveraging Technology
& AI to Drive Business
Performance**

Group Dynamics: Liberating Structures

Flexible Structure

Self-discovery within a group
Curiosity

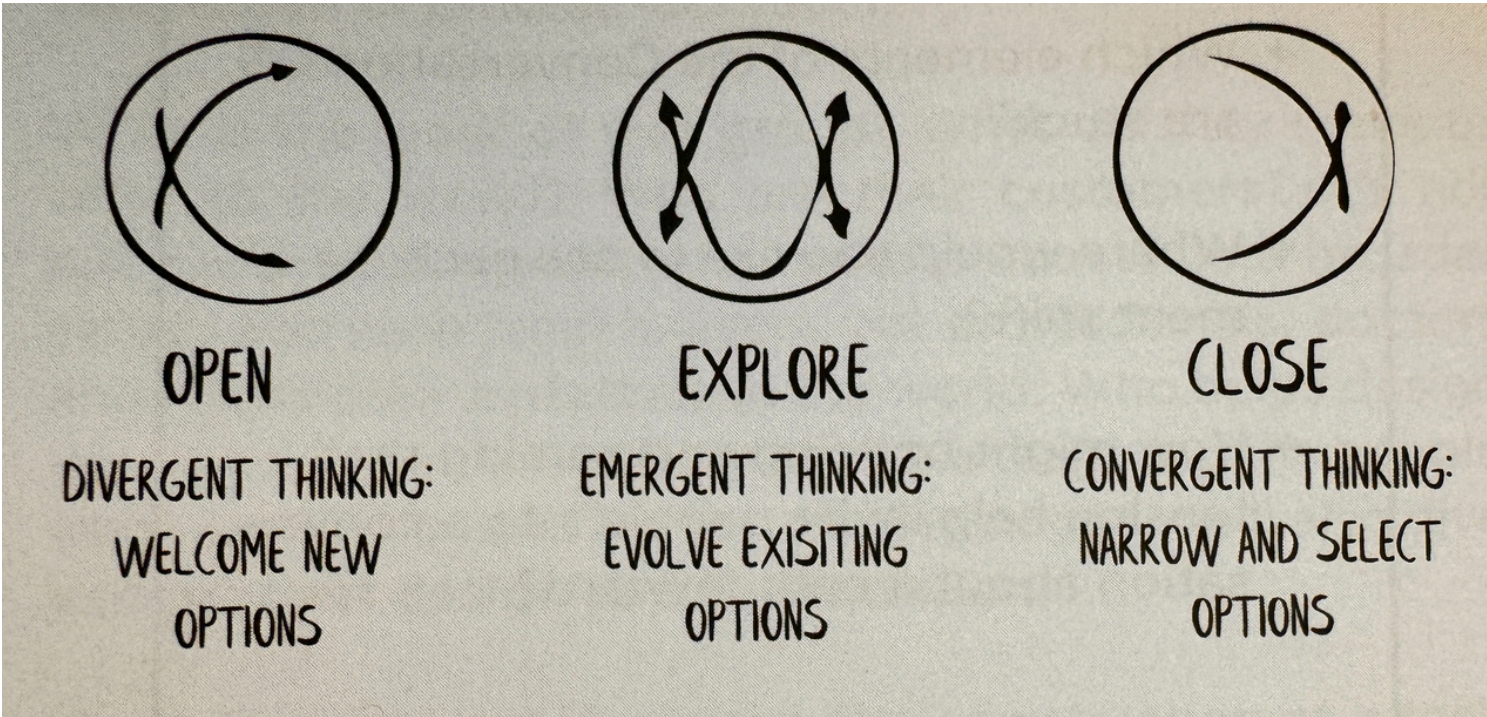
Amplify freedom &
responsibility

Unleash Everyone

Emphasize possibilities

Trust-building

Invite Creative Destruction to
Enable Growth



Groups:

Arca Tierra

Tuesday,

Sept. 17

AM



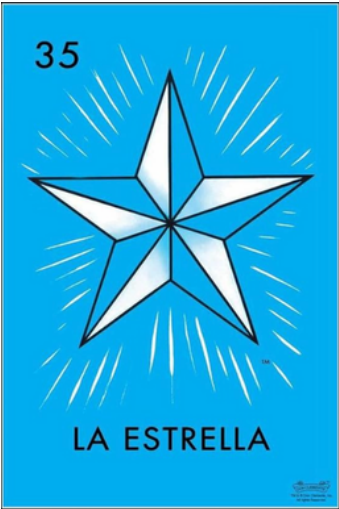
Chris Roberts
Alfredo Mier y Terán
Randy DeWitt
Nick Marsh
Tony Smith
Scott Lawton
Salvador Ochagavia



JJ Johnson
Julio Babecki
Tony Shure
Mario Del Pero
Randy Price
Evan Einstein



Jeff Drake
Mark Augarten
Colin McCabe
Jeff Chandler
Clayton Dover
Farah Khan



Adam Halberg
Carlos Mier y Terán
Lance Juhas
Jack Gibbons
Ellen Del Pero
Roberto Ortiz

Groups:

Cocina

Abierta Artz

Tuesday,

Sept. 17 PM

- 1

Adam Halberg
Jeff Drake
JJ Johnson
Chris Roberts
Salvador Ochagavia

- 2

Carlos Mier y Teran
Mark Augarten
Julio Babecki
Randy DeWitt

- 3

Lance Juhas
Colin McCabe
Tony Shure
Alfredo Mier y Terán

- 4

Jack Gibbons
Jeff Chandler
Mario Del Pero
Nick Marsh

- 5

Ellen Del Pero
Clayton Dover
Tony Smith
Evan Einstein

- 6

Roberto Ortiz
Farah Khan
Randy Price
Scott Lawton

Groups:

Máximo

Tuesday,

Sept. 17

PM



Carlos Mier y Teran
Jeff Chandler
Clayton Dover
Farah Khan
JJ Johnson
Mario Del Pero
Evan Einstein
Nick Marsh



Jack Gibbons
Ellen Del Pero
Colin McCabe
Julio Babecki
Alfredo Mier y Terán
Salvador Ochagavia
Tony Shure



Adam Halberg
Roberto Ortiz
Mark Augarten
Chris Roberts
Tony Smith



Lance Juhas
Jeff Drake
Randy DeWitt
Randy Price
Scott Lawton

Meet your local hosts

Summit Team



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Office Manager



Bernie Zaldívar
MYT Team



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Editor & Author



Florencia Franco
Photographer

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Post Summit

L CATTERTON

Member Directory (to be created & shared)

for continuous engagement (leveraging one:one relationships throughout the year)

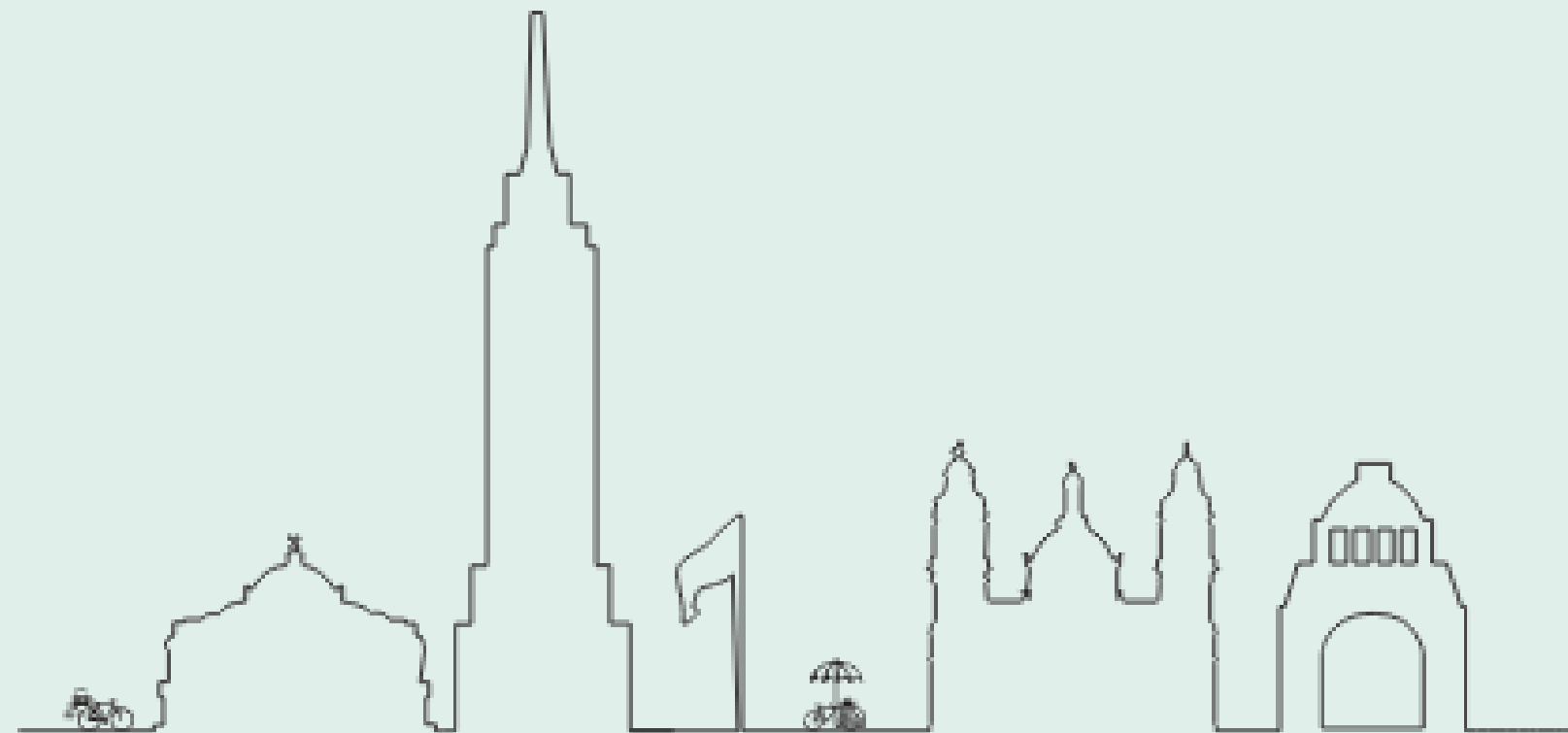
Summit Highlights - Post Event PDF

to be shared in email

Closing Sessions - Future Objectives

potential virtual gatherings, led & non-led discussions, higher frequency

Send your suggestions to Evan Einstein



Restaurant Leadership Summit

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