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*Celia's book has been an invaluable source of information for hospitality business owners over the years and continues to help demystify the complex aspects of running a hospitality business. We have numerous copies at the head office and refer to this book regularly.*

Marisa Bidois  
Chief Executive, Restaurant Association of NZ

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For aspiring owners as well as managers and students of hospitality, this book is a must. Even the enthusiastic diner will discover interesting insights into the operation of a hospitality business and the origins of New Zealand's hospitality and tourism sector.

*How to Grow Your Hospitality Business* delivers comprehensive advice for establishing a successful café, bar or restaurant. It covers a wide range of topics, from characteristics required as a host through the financial, legal and compliance aspects of a business to menu development and costing, team building, marketing and customer service.

This fully revised third edition is full of real-life examples and interesting background information, and it draws on Celia Hay's extensive experience in hospitality, which has included growing a number of diverse and successful businesses. Celia manages to balance instruction with the readability that even the most experienced hosts will enjoy.

#### **Celia Hay, chef, BA, MBA, MEd, DipWSET**

Celia Hay qualified as a chef after completing a degree in history and a Master of Business Administration. She also holds the Master of Education (Distinction). Celia's great love of delicious food, fine wine and the art of hospitality led her to establish Hay's Restaurant in 1994 and the New Zealand School of Food and Wine in 1995 in Christchurch. Both businesses flourished and Celia went on to establish the Duvauchelle Store and Café in Akaroa and Celia's Pies, a concept for healthy pies. The devastating earthquakes of February 2011 forced the closure of Hay's Restaurant and the relocation of the School of Food and Wine to Auckland.

Celia holds the WSET (London) Diploma of Wine and is certified by the Society of Wine Educators. She is founding chairperson of the New Zealand Sommeliers and Wine Professionals Association. In 2014, Celia wrote and published the *New Zealand Wine Guide*, which was awarded the Gourmand World Book Awards, Best in the World for Wine and Tourism.



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A guide for owners and managers

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**H&H**

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FULLY  
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3RD  
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