

Chad's Aruba Playbook

Priority contacts. Step-by-step actions. 21 personalized emails.

Send everything from: chad@plateprepdemo.com

Sign as: Buddy Foy Jr. · Co-Founder, PlatePrep AI

Call from: +1 518-750-0925 (Zoho Voice)

GOAL

Book 15+ meetings by Day 10. Close 5 Founder's 50 pilots by end of month.

The Aruba visit already got us ~25% reply rate. This wave scales that.

Have a great service.

How to use this playbook

Read the three rules below first. They control everything.

- 1

WhatsApp is the primary channel in Aruba

Most operators run their day on WhatsApp, not email. If you have a WhatsApp number in a contact card, message there FIRST. Email is backup. Add every +297 number to your WhatsApp before you start.
- 2

Send emails as chad@plateprepdemo.com signed 'Buddy Foy Jr.'

You are the messenger. Buddy is the sender. Every email goes out from chad@plateprepdemo.com and closes 'Buddy Foy Jr. · The Chateau on the Lake · Bolton Landing, NY · Co-Founder, PlatePrep AI · plateprepdemo.com.' The peer-to-peer chef voice is what closed doors on the island.
- 3

Target 5 signed pilots

Not 5 meetings — 5 signed Founder's 50 pilots. Book 15+ meetings, close 5. Founder's 50 locks the Core rate at two hundred and ninety-nine dollars a month for life.

Chad's daily cadence — next 10 days

Every day, work Aruba during 9 AM–12 PM ET. That's early afternoon in Aruba — before dinner service. Aruba is one hour ahead of ET (AST year-round, no DST).

Day	Actions
Day 1 (Thu Jul 16)	Email: Screaming Eagle (Erwin), Gianni's (Andres+Gianni), Hyatt/Ruinass (aruba.hyatt@hyatt.com). WhatsApp:
Day 2 (Fri Jul 17)	Monitor replies. Send emails to the remaining Aruba 21 (skip #4 Elements). No LinkedIn — Buddy has already
Day 3 (Mon Jul 20)	Elements re-opens today — if no reply to Buddy's Jul 16 email, Chad sends short follow-up from chad@platep
Day 4 (Tue Jul 21)	Second-touch emails to Day 2 non-responders. WhatsApp Carolina at Driftwood if she hasn't replied.
Day 5 (Wed Jul 22)	Direct calls/WhatsApps to Papiamento (Ed), Driftwood (Carolina), Bucuti front desk (last-resort for Elements on
Day 7 (Fri Jul 24)	Follow-up WhatsApps to any still-silent Aruba 21 contacts. Ask Henry for referrals to any operators we haven't
Day 10 (Mon Jul 27)	Final follow-up wave. Move non-responders to 90-day nurture. Weekly report to Buddy at 5 PM ET Friday.

Tracking — how to see the numbers

Zoho Email tracking

Every email sent from Zoho is tracked automatically. To view metrics:

- Zoho CRM → **Analytics** (top nav) → **Reports** → **Email Reports** folder
- Filter by **Sender Email** = chad@plateprepdemo.com and **Date Range** = last 7 days
- Metrics that matter: **Opens** · **Clicks** · **Replies** · **Meetings booked**

If you can't find Email Reports in Zoho, the fallback is a Google Sheet — the Wave 1 Scorecard we built for Upstate NY has the same columns: Restaurant · Sent Date · Opens · Reply Y/N · WhatsApp Sent · Call Made · Meeting Booked · Outcome. Chad should fill one row per contact per day.

Zoho Voice call analytics

Zoho Voice → **Dashboard** for the top-line view, or Zoho Voice → **Logs** for the call-by-call detail from 518-750-0925. Every call is logged with duration and outcome.

Weekly report Chad sends Buddy (Friday 5 PM ET): emails sent · reply rate · WhatsApp threads · meetings booked · pilots closed. Text to +1 201-206-8442.

The 9 priority contacts — do these first

These are the people Buddy met in person, exchanged messages with, or has warm intros to. They come before the rest of the 21-list. Work them in order.

IMPORTANT — LinkedIn is already done. Buddy has personally sent LinkedIn messages to every contact in this playbook that has a LinkedIn link. Chad, do NOT send additional LinkedIn messages. Your channels are email (chad@plateprepdemo.com), WhatsApp, and phone.

Henry is on the team. Henry (Buddy's Aruba driver, WhatsApp +297 730 3152) is a warm-intro node AND our on-island print runner — anything we ship to Aruba for printing, Henry picks up and drops off. Always copy Buddy (+1 201-206-8442) on Henry threads.

1 Elements at Bucuti · Karla Sanclemente + Chef Nicolas

STATUS: HOLD. Buddy sent a follow-up email this afternoon (Jul 16). Do NOT touch until Monday.

Buddy had lunch with Karla and Chef Nicolas at Elements. They walked through the sustainability program and the food-cost operational reality (still manual, POS still a work-in-progress). Warm relationship — nurture only, never re-pitch. Buddy sent a second email this afternoon (Jul 16). Chad is on hold until Monday.

Email	reservations@bucuti.com
WhatsApp (only if directed)	+297 594 1333 (Karla)
Phone (last resort)	+297 583 1100 (Bucuti front desk)

Chad's steps:

- 1. DO NOTHING until Monday Jul 20.** Buddy's Jul 16 email needs room to breathe.
- 2. Watch the Zoho thread** — if Karla or Chef Nicolas replies, text Buddy at +1 201-206-8442 immediately. Do not respond to them yourself.
- 3. Monday Jul 20 — if still no reply:** Chad sends a follow-up email from chad@plateprepdemo.com signed as Buddy. Two-liner: *"Karla and Chef Nicolas — Buddy again. Wanted to make sure my note from last week landed. Happy to schedule twenty minutes on Zoom whenever works. Have a great service."*
- 4. Never re-pitch.** They already know the product. This is a nurture — light touches only.

2

Screaming Eagle · Chef-Owner Erwin Husken

STATUS: Warm. Sue (Buddy's sister-in-law) and her partner Steven hosted their rehearsal dinner there. Buddy already LinkedIn-connected with Erwin.

Sue Silano (Buddy's sister-in-law) and Steven hosted their rehearsal dinner at Screaming Eagle the week of July 4th. Buddy was a guest. During the night he watched the on-property Chef hustling in the kitchen — he told her he could show her how to work ten hours less a week. She laughed and said "let's go." He warned her he's a yeller — she laughed and said "me too." We do NOT know her name yet. Chef-Owner Erwin Husken hosted the family and deserves the direct thank-you and the pitch. Buddy has already sent Erwin a LinkedIn message — do not send another.

Phone	+297 587 8021
Email	info@screaming-eagle.net
LinkedIn	Already sent by Buddy — do NOT duplicate
Website	screamingeaglearuba.com

Chad's steps:

- 1. Email FIRST to info@screaming-eagle.net** — send from chad@plateprepdemo.com. Subject: *"Thank you for hosting the family — Buddy from the rehearsal dinner"*. Use the full-length email in section 15 further down (addressed to Erwin, with the Chef story inside).
- 2. Call the restaurant: +297 587 8021** — ask for Chef-Owner Erwin. If he's not there, ask for the Executive Chef by title (we don't have her name).
- 3. Do NOT address anyone as 'Chef Sue.'** Sue is Buddy's sister-in-law, not the chef. The Chef is unnamed — refer to her as "your Chef" until we learn her name.
- 4. Do NOT send another LinkedIn message.** Buddy has already sent one to Erwin. Do not double-touch on LinkedIn.
- 5. Bonus ask:** when Erwin replies, ask him for the Executive Chef's name so we can address her directly on follow-up.

3

Papiamento · Owner Ed (Eduardo Ellis)

STATUS: Warm. Buddy went back and forth with Ed the owner during the trip.

Ed runs Papiamento — a plantation-house dining concept the De Hartog family has operated across generations. Family-owned, chef-driven, exactly the profile Founder's 50 was built for. Ed's on WhatsApp — that's the fastest channel.

WhatsApp (PRIMARY)	+297 593 3967
Phone	+297 586 4544
Email	info@papiamentoaruba.com

Chad's steps:**1. WhatsApp Ed FIRST at +297 593 3967:**

"Ed — Chad from PlatePrep on Buddy's team. Buddy has been thinking about our conversation at Papiamento last month. He'd love a quick zoom to show you what we built. Do you have twenty minutes next week? Have a great service."

2. If no WhatsApp reply in 48 hours: email info@papiamentoaruba.com with the full chef-voice email (see section 3 of the 21-email set below).

3. If still nothing after 3 more days: call restaurant at **+297 586 4544** and ask for Ed by name.

4 Driftwood · Carolina Merryweather-Raven

STATUS: WARM — fellow fashion-to-restaurants operator. Buddy already LinkedIn-connected. Buddy copied Chad on a Jul 16 follow-up. Prior Zoom booked for Jul 8.

Carolina owns *Driftwood* — the Merryweather family's daily-catch operation. But the real hook: she also founded **Dress Code (2010-2015)**, which is a direct parallel to Buddy's own late-1990s e-commerce fashion company (*eFashionSolutions*). Both of them saw a category before it existed, built the operation, then came back to the restaurant business. That's a very specific kind of person — and it's the peer connection to lead with. The Jul 16 follow-up email now explicitly names this parallel. Buddy has already LinkedIn-connected — no duplicate LinkedIn touch.

Phone/WhatsApp	+297 583 2515
Email	info@driftwoodaruba.com
LinkedIn	linkedin.com/in/carolina-merryweather-raven-6a098895
Peer hook	Both founded early e-commerce fashion companies

Chad's steps:

1. Confirm whether the Jul 8 Zoom happened — ask Buddy directly or check his calendar.

2. Watch the Zoho thread for Carolina's reply to Buddy's Jul 16 email. Alert Buddy on reply.

3. If no reply by Jul 21: WhatsApp Carolina at **+297 583 2515**:

"Hi Carolina — Chad here from PlatePrep on Buddy's team. Buddy sent a note earlier this week — he mentioned you and he have almost the same fashion-to-restaurants path (his eFashionSolutions in the late 90s, your Dress Code 2010-2015). He'd love to pick up where you left off. Happy to schedule twenty minutes on Zoom whenever works. Have a great service."

4. On any live call: lead with Dress Code + eFashionSolutions before anything about PlatePrep. Peer bond first, pitch second.

5

Henry · Buddy's Aruba driver · ON-ISLAND TEAM

STATUS: TEAM MEMBER, NOT A PROSPECT. Reactivate first — he unlocks Bonefish AND handles print logistics.

Henry drove Buddy during the June trip and became a trusted on-island partner. He has a personal relationship with the Bonefish owner (see #6). He is ALSO our local print/logistics runner: any material we ship to Aruba for printing (leave-behinds, one-pagers, menus, business cards), Henry picks up from the print shop and drops off at the restaurants we're pitching. Chad copies Buddy on every WhatsApp thread with Henry — no exceptions.

WhatsApp (PRIMARY)	+297 730 3152
Copy Buddy on thread	+1 201-206-8442
Role	On-island partner: warm-intro node + print/delivery runner

Chad's steps:

- 1. WhatsApp Henry at +297 730 3152** — and add Buddy to the thread (+1 201-206-8442). Do NOT message Henry without Buddy on it.
- 2. Opening message:**
"Henry — Chad from PlatePrep on Buddy's team, Buddy is on this thread too. Buddy said you had a great chat with the Bonefish owner about what we do. Any chance you can pass along a warm intro, or send me the owner's number and email? Also — Buddy told me you're our go-to guy on the island for anything we need dropped off. Thank you again for taking care of Buddy last month. Have a great service."
- 3. Ask Henry for referrals.** He knows every driver-and-restaurant node on the island. Which chef-owners should we be talking to that Buddy didn't meet?
- 4. Print logistics.** Any leave-behinds/one-pagers/menus we ship to Aruba — Henry picks them up at the print shop and delivers to the restaurants Chad is pitching. Coordinate every drop through the WhatsApp thread.
- 5. Keep Henry paid or thanked.** Buddy — confirm the arrangement (paid, tips per drop, or favor-based). Chad should know before he starts assigning tasks.

6 Bonefish · warm intro via Henry

STATUS: Warm intro sitting with Henry — unused. Reactivate #5 (Henry) FIRST to unlock this.

Henry personally talked to the Bonefish owner about PlatePrep on Buddy's behalf during the trip. That warm intro is still live but nobody has followed up. We do NOT have the owner's direct contact yet — Henry has to hand it over first.

Contact	To be provided by Henry via WhatsApp
Warm intro from	Henry (see priority contact #5)

Chad's steps:

- 1. Do #5 (Henry) FIRST.** Do not attempt to cold-reach Bonefish before Henry hands over the intro.
- 2. Once Henry sends the owner's number and/or email:** Chad messages the Bonefish owner directly, referencing Henry by name:
"Hi [owner name] — Chad from PlatePrep on Buddy Foy Jr.'s team. Henry (your friend who drove Buddy in June) told us the two of you had a great conversation about what we're building. Buddy owns Chateau on the Lake in Bolton Landing, NY and asked me to reach out. Twenty minutes on Zoom whenever works. Have a great service."
- 3. Follow up with an email** mirroring the WhatsApp — always send from chad@plateprepdemo.com, signed as Buddy Foy Jr.
- 4. Do NOT walk in cold** to the restaurant or call the main line without Henry's owner-level intro first.

7 JR — bartender at Buddy's Aruba hotel

STATUS: Networking asset. Not a prospect — a door-opener.

JR was the bartender at Buddy's hotel during the trip. Deep local network. This isn't a pitch — it's a relationship touch that unlocks referrals to bars, restaurants, and F&B; managers across the island. JR can also introduce us to the owner of whichever bar he works at now.

WhatsApp	+297 564 8771
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Chad's steps:

- 1. WhatsApp JR at +297 564 8771:**
"Hi JR — Chad from PlatePrep on Buddy's team. Buddy speaks highly of you from his stay last month. We're following up with a few operators he met on the island and thought of you. Two asks: (1) which bar do you work at these days? Buddy wanted me to reach out to the owner directly. (2) You know everyone on the island — any chef-owners we should be talking to who match Buddy's profile (family-owned, chef-driven, fine dining)? Coffee or a Zoom on us whenever you're free. Have a great service."
- 2. Whatever JR says next,** treat him as an inside referral partner. Note his bar name and any operators he mentions in Zoho.
- 3. Ask Buddy first** if he remembers the name of the bar JR works at — saves a step.

8

Ruinas del Mar · Hyatt Regency · Yvan Didelot

STATUS: Buddy dined there — setting was extraordinary, service was rough that night. Buddy already LinkedIn-messaged Yvan.

Buddy ate at Ruinas del Mar with the family. Waterfront setting is one of the most stunning in the Caribbean. Service that night was disappointing — no manager visible. Yvan Didelot is the listed F&B; contact, BUT — earlier trip note flags that Yvan may actually control Catering, not full property F&B.; Gabriel could be the real GM. Ask carefully. Buddy has already sent Yvan a LinkedIn message.

Email	aruba.hyatt@hyatt.com
Phone	+297 586 1234
LinkedIn	Already sent by Buddy — do NOT duplicate

Chad's steps:

- 1. Email aruba.hyatt@hyatt.com** — send from chad@plateprepdemo.com. Use section 8 of the 21-email set below. This often gets forwarded to F&B; leadership.
- 2. Do NOT send another LinkedIn message.** Buddy already sent one to Yvan. Wait for him to respond there.
- 3. Call as last resort: +297 586 1234** — ask for the F&B; office.
- 4. IMPORTANT:** if Yvan replies revealing he's Catering (not full F&B;), don't waste more time on him. Say "Yvan, thank you — who is the right person for property-wide F&B; strategy?" That's likely Gabriel. Get the intro from Yvan directly.

9

Gianni's Group · Andres Somellera + Gianni Ferrara

STATUS: Buddy has Andres's business card. Multi-concept operator (Gianni's + Daniel's + Azzurro). Uses Revel POS.

Buddy dined at Gianni's during the trip. The hostess gave him Andres's card. Andres Somellera is Director of Operations. Gianni Ferrara is the founder. Three concepts under one roof, Revel POS — this is exactly the multi-concept profile Founder's 50 was built for.

Email (Ops)	andres.somellera@giannisgroup.com
Email (Founder)	gferrara@giannisgroup.com
Phone	+297 586 7794
Note	Uses Revel POS · 3 concepts: Gianni's, Daniel's, Azzurro

Chad's steps:

- 1. Email Andres FIRST at andres.somellera@giannisgroup.com** — send from chad@plateprepdemo.com. Use section 14 of the 21-email set below.
- 2. CC Gianni Ferrara at gferrara@giannisgroup.com** — the founder should see this.
- 3. If no reply in 5 days:** Chad follows up on WhatsApp. Gianni's main line is **+297 586 7794**.

The Aruba 21 — personalized emails in Buddy's voice

Every email below is written in Buddy's peer-to-peer chef voice — the same voice that got 25% reply rate from the airport wave. Chad sends each one from **chad@plateprepdemo.com**, signed as Buddy Foy Jr. Copy the subject line and body exactly.

The 8 priority contacts above appear again below — this is the master email list. Use the priority playbook above for what to do BEYOND the email (WhatsApp, calls, LinkedIn, follow-ups).

#1 · Infini by Urvin Croes

Chef-Owner Urvin Croes

MISSED ON TRIP

Email: info@infiniaruba.com · Phone: +297 699 3982

SUBJECT: Fellow chef from upstate NY — quick note

Chef Urvin,

How are you? A fellow chef here from upstate NY, and a former tech gun in NYC.

I'll keep it short. I grew up in the kitchen — my father didn't want me in the business, so I left, went to college, started an e-commerce company, sold it, and got right back in. Once it's in your blood, it's in your blood.

After building three locations I got back into tech — but for us this time. I started a company for chefs and owners who love what we do but need a couple hours less a day.

My team was in Aruba last month and Infini was one of the venues I most wanted to see. Missed you on the trip. Your 8-course tasting is exactly the profile my tool was built for — a single ingredient move can flip the margin on a whole seating, and PlatePrep tracks that automatically.

The short pitch: it streamlines the kitchen, makes us a little more money (not a ton — but more), and the biggest thing for me is I work ten hours less a week. 55 hours instead of 65+.

If you have time for a Zoom I'd love to show you what we built.

All the best and have a great service.

Buddy Foy Jr.

The Chateau on the Lake · Bolton Landing, NY

Co-Founder, PlatePrep AI

<https://plateprepdemo.com>

#2 · Flying Fishbone

Owner Daniel Kameier

MISSED ON TRIP

Email: info@flyingfishbone.com · Phone: +297 584 2506

SUBJECT: Fellow chef from upstate NY — quick note

Daniel,

How are you? A fellow operator here from upstate NY, and a former tech gun in NYC.

I'll keep it short. I grew up in the kitchen — went to college, started an e-commerce company, sold it, and got right back into the business. Once it's in your blood, it's in your blood.

After building three locations I got back into tech — but for us this time. I started a company for chefs and owners who love what we do but need a couple hours less a day.

My team was in Aruba last month and Flying Fishbone was on my list. The over-water setup is one of the most photographed dining rooms in the Caribbean, and daily-catch operations are exactly what my tool was built for — a single bad food-cost week erases the margin.

The short pitch: it streamlines the kitchen, makes us a little more money (not a ton — but more), and the biggest thing for me is I work ten hours less a week. 55 hours instead of 65+.

If you have time for a Zoom I'd love to show you what we built.

All the best and have a great service.

Buddy Foy Jr.

The Chateau on the Lake · Bolton Landing, NY

Co-Founder, PlatePrep AI

<https://plateprepdemo.com>

#3 · Papiamento

Eduardo "Ed" Ellis (De Hartog family)

WARM INTRO · REPLIED

Email: info@papiamentoaruba.com · Phone: +297 586 4544 · WhatsApp: +297 593 3967

SUBJECT: Ed — following up from our conversations in Aruba

Ed,

How are you? Buddy from The Chateau in Bolton Landing — the fellow chef you went back and forth with while I was on the island last month.

I kept thinking about our conversations after I got back. What your family has built at Papiamento — running a plantation dining room across generations — is exactly the family-owned, chef-driven profile my team built PlatePrep for.

I'll keep it short. I grew up in the kitchen. Left, started an e-commerce company, sold it, came back to the business. After three locations I got back into tech but for us this time — a tool that streamlines the kitchen, makes us a little more money, and let me work ten hours less a week. 55 hours instead of 65+.

When you have twenty minutes I'd love to jump on Zoom and show you what we built. Or WhatsApp is often faster on the island — I can send it there.

All the best and have a great service.

Buddy Foy Jr.

The Chateau on the Lake · Bolton Landing, NY

Co-Founder, PlatePrep AI

<https://plateprepdemo.com>

#4 · Elements at Bucuti & Tara

Karla Sanclemente (F&B; Coord) + Chef Nicolas Nermalceff

MET IN PERSON · LUNCH

Email: reservations@bucuti.com · Phone: +297 583 1100 · WhatsApp: +297 594 1333

SUBJECT: Elements + PlatePrep — following up on lunch

Karla and Chef Nicolas,

Buddy from The Chateau. Following up on our lunch at Elements last month.

Been thinking about our conversation ever since. The sustainability story you're running at Bucuti is one of the best in the world — and the operational reality Nicolas walked me through (still doing food cost and ordering by hand, POS still a work in progress) is exactly why we built PlatePrep. Sustainability programs only pencil out when the food cost side is tight.

A quick reminder on my story: I grew up in the kitchen. Went to college, started an e-commerce company, sold it, came back to the business. After three locations I got back into tech but for us this time. The tool streamlines the kitchen, makes us a little more money, and I work ten hours less a week now. 55 hours instead of 65+.

We can wait on Bucuti's POS decision — the moment you have one, PlatePrep sits right on top. In the meantime, if it makes sense, twenty minutes on Zoom lets me walk you both through what your numbers would look like inside it.

Happy to schedule whenever works.

All the best and have a great service.

Buddy Foy Jr.

The Chateau on the Lake · Bolton Landing, NY

Co-Founder, PlatePrep AI

<https://plateprepdemo.com>

#5 · Terra by Jeremy Ford (Bucuti)

Jessika Theysen (GM, Terra)

MISSED ON TRIP

Email: reservations@bucuti.com · Phone: +297 749 3967

SUBJECT: Terra — sorry I missed you at Bucuti last month

Jessika,

How are you? A fellow operator here from upstate NY. I was at Bucuti for lunch at Elements last month but didn't get across to Terra — sorry to have missed you.

I'll keep it short. I grew up in the kitchen — my father didn't want me in the business, so I left, went to college, started an e-commerce company, sold it, and got right back in. Once it's in your blood, it's in your blood.

After building three locations I got back into tech but for us this time. Running a celebrity-chef concept on-island where the culinary team owns the menu but you own the P&L; is a specific challenge — you need live food cost without pinging Miami every time an invoice changes. That's exactly the seat my team built PlatePrep for.

The short pitch: it streamlines the kitchen, makes us a little more money (not a ton — but more), and I work ten hours less a week. 55 hours instead of 65+.

If you have time for a Zoom I'd love to show you what we built.

All the best and have a great service.

Buddy Foy Jr.

The Chateau on the Lake · Bolton Landing, NY

Co-Founder, PlatePrep AI

<https://plateprepdemo.com>

#6 · 2 Fools and a Bull

Owner Rutger Herber

MISSED ON TRIP

Email: info@2foolsandabull.com · Phone: +297 586 7177

SUBJECT: Fellow chef from upstate NY — quick note

Rutger,

How are you? A fellow chef here from upstate NY, and a former tech gun in NYC.

I'll keep it short. I grew up in the kitchen. Went to college, started an e-commerce company, sold it, and got right back into the business. Once it's in your blood, it's in your blood.

After building three locations I got back into tech but for us this time. I started a company for chefs and owners who love what we do but need a couple hours less a day.

My team was in Aruba last month and 2 Fools was on the list — an intimate open-kitchen chef's-table concept is exactly the profile PlatePrep was built for. Missed you on the trip.

The short pitch: it streamlines the kitchen, makes us a little more money (not a ton — but more), and I work ten hours less a week. 55 hours instead of 65+.

If you have time for a Zoom I'd love to show you what we built.

All the best and have a great service.

Buddy Foy Jr.

The Chateau on the Lake · Bolton Landing, NY

Co-Founder, PlatePrep AI

<https://plateprepdemo.com>

#7 · Atardi (Aruba Marriott Resort)

Ruthline Theysen (Marriott Complex F&B; Director)

LINKEDIN SENT

Email: atardi.aruba@marriott.com · Phone: +297 520 6537

SUBJECT: Marriott Aruba F&B; — following up on my LinkedIn

Ruthline,

Buddy Foy Jr. from The Chateau on the Lake. I sent you a LinkedIn message last month while my team was in Aruba — not sure if it landed.

Quick backstory: I grew up in the kitchen. Left, started an e-commerce company, sold it, came back to the business. After building three locations I got back into tech but for us this time.

Running the whole Marriott complex F&B; on-island means multiple concepts, multiple menus, multiple invoice streams — that's the exact scenario my tool was built to consolidate into one view. Two inputs, no spreadsheets, one dashboard across the whole property.

The short pitch: it streamlines the kitchen, makes us a little more money (not a ton — but more), and I work ten hours less a week now. 55 hours instead of 65+.

If you have twenty minutes for a Zoom I'd love to show you what we built.

All the best and have a great service.

Buddy Foy Jr.

The Chateau on the Lake · Bolton Landing, NY

Co-Founder, PlatePrep AI

<https://plateprepdemo.com>

#8 · Ruinas del Mar (Hyatt Regency)

Yvan Didelot (Hyatt F&B;,, verify title)

BUDDY DINED · MET STAFF

Email: aruba.hyatt@hyatt.com · Phone: +297 586 1234

SUBJECT: Thank you for the night at Ruinas — Buddy from The Chateau

Yvan,

Buddy Foy Jr. from The Chateau on the Lake. My team ate at Ruinas del Mar during our trip to Aruba last month. Thank you for the night — the setting is one of the most stunning waterfront rooms in the Caribbean, and my family enjoyed the meal.

Quick reason for reaching out: I grew up in the kitchen. Left, started an e-commerce company, sold it, came back to the business. After building three locations I got back into tech but for us this time.

My team built PlatePrep — a food-cost automation tool for kitchens. On a multi-outlet property like the Hyatt it consolidates recipe cost, ordering, and menu pricing into one view. Two inputs, no spreadsheets.

The short pitch: it streamlines the kitchen, makes us a little more money (not a ton — but more), and I work ten hours less a week now. 55 hours instead of 65+.

If you have twenty minutes for a Zoom I'd love to show you what we built. If F&B; strategy isn't in your remit, I'd appreciate a quick pointer to whoever owns it property-wide.

All the best and have a great service.

Buddy Foy Jr.

The Chateau on the Lake · Bolton Landing, NY

Co-Founder, PlatePrep AI

<https://plateprepdemo.com>

#9 · BLT Steak (Ritz-Carlton)

Ray Malmberg (F&B; Mgr) + Chef Awanish Joshi

MISSED ON TRIP

Email: rc.auaca.fb@ritzcarlton.com · Phone: +297 527 2399

SUBJECT: BLT Steak — Buddy from The Chateau, sorry we missed you

Ray (and Chef Awanish if this reaches you),

A fellow operator here from upstate NY. I grew up in the kitchen. Left, started an e-commerce company, sold it, came back to the business. After building three locations I got back into tech but for us this time.

My team was in Aruba last month meeting resort F&B; leadership. BLT Steak was on my list but we didn't get to sit down — sorry to have missed you.

High-protein steakhouse volume with luxury guest expectations is a specific food-cost challenge — prime yield swings and suppliers move. My tool tracks every vendor invoice against your recipes automatically and adjusts pricing to protect margin, no spreadsheets.

The short pitch: it streamlines the kitchen, makes us a little more money (not a ton — but more), and I work ten hours less a week now. 55 hours instead of 65+.

If you have twenty minutes for a Zoom I'd love to show you what we built.

All the best and have a great service.

Buddy Foy Jr.

The Chateau on the Lake · Bolton Landing, NY

Co-Founder, PlatePrep AI

<https://plateprepdemo.com>

#10 · L.G. Smith's (Renaissance Wind Creek)

Merrill Van Trigt (GM)

MISSED ON TRIP

Email: info@lgsmiths.com · Phone: +297 523 6195

SUBJECT: L.G. Smith's — sorry we missed you in Aruba

Merrill,

A fellow operator here from upstate NY. I grew up in the kitchen. Left, started an e-commerce company, sold it, came back to the business. After building three locations I got back into tech but for us this time.

My team was in Aruba last month meeting resort F&B; leadership. L.G. Smith's was on my list — running full P&L; authority on a chophouse of that caliber inside a resort is exactly the profile PlatePrep was built for.

On a room with your check average and cover count, a tenth-of-a-point movement in food cost matters. My tool reads your invoices, keeps recipe cost live, and adjusts menu pricing dynamically. Two inputs, no spreadsheets.

The short pitch: it streamlines the kitchen, makes us a little more money (not a ton — but more), and I work ten hours less a week now. 55 hours instead of 65+.

If you have twenty minutes for a Zoom I'd love to show you what we built.

All the best and have a great service.

Buddy Foy Jr.

The Chateau on the Lake · Bolton Landing, NY

Co-Founder, PlatePrep AI

<https://plateprepdemo.com>

#11 · Madame Janette's

Ramon Helgers (Co-Owner, surviving co-owner of Kasi)

HANDLE WITH CARE

Email: madamejanettearuba@gmail.com · Phone: +297 587 0184

SUBJECT: Madame Janette's — a note from a fellow chef-owner

Ramon,

A fellow chef-owner here from upstate NY. My team was in Aruba last month, and Madame Janette's came up in every conversation — the reputation and continuity of that room is remarkable, and I know Kasi built something extraordinary that you've carried forward.

I'll keep it short. I grew up in the kitchen. Left, started an e-commerce company, sold it, came back to the business. After building three locations I got back into tech but for us this time — a tool for family-owned, chef-driven restaurants.

The short pitch: it streamlines the kitchen, makes us a little more money (not a ton — but more), and I work ten hours less a week now. 55 hours instead of 65+.

If and when the timing works, I'd welcome a twenty-minute Zoom — no pitch, just the product. Whenever you're ready.

All the best and have a great service.

Buddy Foy Jr.

The Chateau on the Lake · Bolton Landing, NY

Co-Founder, PlatePrep AI

<https://plateprepdemo.com>

#12 · Ocean Z

Eva Zissu (Owner, Miami-based)

MISSED ON TRIP

Email: info@oceanz.com · Phone: +297 586 9500

SUBJECT: Ocean Z — sorry I missed you on the island

Eva,

A fellow operator here from upstate NY. Running properties remotely (in your case from Miami, in mine from New York to Florida) is where a tool like this pays for itself the fastest.

Quick backstory: I grew up in the kitchen. Left, started an e-commerce company, sold it, came back to the business. After three locations I got back into tech but for us this time.

My team was in Aruba last month meeting operators. Ocean Z was on my list — I know what it's like to try to run a property when you're not standing in the kitchen. My tool gives you a live dashboard from anywhere: food cost per plate, waste, ordering, menu margin. Two inputs, no spreadsheets.

The short pitch: it streamlines the kitchen, makes us a little more money (not a ton — but more), and I work ten hours less a week now. 55 hours instead of 65+.

If you have twenty minutes for a Zoom I'd love to show you what we built.

All the best and have a great service.

Buddy Foy Jr.

The Chateau on the Lake · Bolton Landing, NY

Co-Founder, PlatePrep AI

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#13 · Driftwood

Carolina Merryweather-Raven (Owner — also founded Dress Code, 2010-2015)

ZOOM BOOKED (JUL 8)

Email: info@driftwoodaruba.com · Phone: +297 583 2515

SUBJECT: Driftwood — picking up where we left off (fellow fashion-to-restaurants operator)

Carolina,

Buddy from The Chateau. Following up on our conversations and the Zoom we booked back in July.

One thing I didn't get to tell you when we talked — you and I have almost the exact same path. Before I got back into the restaurant business, I was one of the first people building e-commerce for fashion. I ran eFashionSolutions in the late 1990s — back when nobody thought you could sell clothes online. You founded Dress Code from 2010-2015. Different decades, same instinct: seeing a category before it existed and building the operation to serve it. Then both of us ended up back in the restaurant world, which is a very specific kind of person.

That's exactly why I think Driftwood is a perfect fit for what my team built. The Merryweather family's daily-catch operation is one of the most dynamic, ingredient-driven concepts on the island — when the menu changes based on what the boats bring in, static food-cost spreadsheets fall apart in a week. My tool reads invoices as they hit and keeps recipe cost live. Two inputs, no spreadsheets.

Quick reminder on the story: I grew up in the kitchen, left to start the e-commerce company, sold it, came back to the business. Three locations later I got back into tech but for us this time — a tool that streamlines the kitchen, makes us a little more money, and let me work ten hours less a week. 55 hours instead of 65+.

Let's pick up where we left off. Happy to schedule the next Zoom whenever works.

All the best and have a great service.

Buddy Foy Jr.

The Chateau on the Lake · Bolton Landing, NY

Co-Founder, PlatePrep AI

<https://plateprepdemo.com>

#14 · Gianni's Group

Andres Somellera (Dir of Ops) + Gianni Ferrara (Founder)

BUSINESS CARD · REVEL POS

Email: andres.somellera@giannisgroup.com; gferrara@giannisgroup.com · **Phone:** +297 586 7794

SUBJECT: Gianni's Group + PlatePrep — following up from Aruba

Andres (and Gianni if this reaches you),

Buddy Foy Jr. from The Chateau on the Lake. My team was at Gianni's during our Aruba trip last month and the hostess gave me your card. Great meal, and I've been thinking about what you're building across Gianni's, Daniel's, and Azzurro since I got back.

Quick backstory: I grew up in the kitchen. Left, started an e-commerce company, sold it, came back to the business. Three locations later I got back into tech but for us this time.

Running three concepts on Revel POS is exactly the multi-concept operator profile my tool was built to consolidate. Two inputs — recipes, then sales and invoices — and it runs food cost, ordering, and menu pricing across all three restaurants automatically. One dashboard, three concepts.

The short pitch: it streamlines the kitchen, makes us a little more money (not a ton — but more), and I work ten hours less a week now. 55 hours instead of 65+.

If you have twenty minutes for a Zoom I'd love to show you what your numbers would look like inside it. Founder's 50 locks the Core rate at two hundred and ninety-nine dollars a month for life — first fifty operators nationwide.

All the best and have a great service.

Buddy Foy Jr.

The Chateau on the Lake · Bolton Landing, NY

Co-Founder, PlatePrep AI

<https://plateprepdemo.com>

#15 · Screaming Eagle

Chef-Owner Erwin Husken + Executive Chef (name TBD)

HOSTED BUDDY'S FAMILY

Email: info@screaming-eagle.net · Phone: +297 587 8021

SUBJECT: Thank you for hosting the family — Buddy from the rehearsal dinner

Erwin,

Buddy Foy Jr. here — my sister-in-law Sue and her partner Steven hosted their rehearsal dinner at Screaming Eagle earlier this month. I want to say thank you again. The room, the food, the service — my family is still talking about it.

A quick note for whoever runs your kitchen day-to-day: I spent part of that night watching your Chef work. Ten minutes in I told her I could show her how to work ten hours less a week. She laughed and said "let's go." I warned her I'm a yeller in the kitchen — she laughed and said "me too." I meant every word — please pass this along.

Quick backstory on why I'm reaching out: I grew up in the kitchen. Left, started an e-commerce company, sold it, came back to the business. Three locations later I got back into tech but for us this time — a tool that streamlines the kitchen, makes us a little more money, and let me work ten hours less a week. 55 hours instead of 65+.

If you or your Chef have twenty minutes for a Zoom, I'd love to show you what we built. If it makes sense, Screaming Eagle gets in on Founder's 50 — two hundred and ninety-nine dollars a month for life on the Core plan, first fifty operators nationwide.

All the best and have a great service.

Buddy Foy Jr.

The Chateau on the Lake · Bolton Landing, NY

Co-Founder, PlatePrep AI

<https://plateprepdemo.com>

#16 · Senses Fine Dining

Bas Kruisselbrink (Founder) / Kelt Hugo Maat (Owner)

MISSED ON TRIP

Email: info@sensesaruba.com · Phone: +297 736 5655

SUBJECT: Senses — Buddy from The Chateau, sorry we missed you

Bas,

Your website literally says "reach out to Bas," so — here I am.

A fellow chef here from upstate NY. I grew up in the kitchen. Left, started an e-commerce company, sold it, came back to the business. After three locations I got back into tech but for us this time.

My team was in Aruba last month meeting chef-owners. Senses is one of the most interesting concepts on the island — an intimate tasting-menu format is a specific food-cost challenge where a single ingredient move can flip the margin on a whole seating. That's exactly what my tool was built to track automatically.

The short pitch: it streamlines the kitchen, makes us a little more money (not a ton — but more), and I work ten hours less a week now. 55 hours instead of 65+.

If you have twenty minutes for a Zoom I'd love to show you what we built.

All the best and have a great service.

Buddy Foy Jr.

The Chateau on the Lake · Bolton Landing, NY

Co-Founder, PlatePrep AI

<https://plateprepdemo.com>

#17 · Lima Bistro

Chef-Owner Teddy Bouroncle

MISSED ON TRIP

Email: info@limabistroaruba.com · Phone: +297 280 5560

SUBJECT: Fellow chef from upstate NY — quick note

Chef Teddy,

A fellow chef here from upstate NY, and a former tech gun in NYC.

I'll keep it short. I grew up in the kitchen. Left, started an e-commerce company, sold it, came back to the business. Once it's in your blood, it's in your blood.

After three locations I got back into tech but for us this time. My team was in Aruba last month and Lima Bistro was on my list — Peruvian fine dining with your reputation on the island is exactly the peer conversation I wanted to have. Sorry we missed you.

Rotating menus mean food cost drifts every week — the only way to hold margin is to re-cost constantly. My tool does that automatically. Two inputs, no spreadsheets.

The short pitch: it streamlines the kitchen, makes us a little more money (not a ton — but more), and I work ten hours less a week now. 55 hours instead of 65+.

If you have twenty minutes for a Zoom I'd love to show you what we built.

All the best and have a great service.

Buddy Foy Jr.

The Chateau on the Lake · Bolton Landing, NY

Co-Founder, PlatePrep AI

<https://plateprepdemo.com>

#18 · Quinta del Carmen + Barefoot

Owner Luc Beerepoot (Quinta + Barefoot)

MISSED · MULTI-CONCEPT

Email: info@quintadelcarmen.com · Phone: +297 587 7600

SUBJECT: Quinta + Barefoot — one conversation, two concepts

Luc,

A fellow operator here from upstate NY. My team was in Aruba last month meeting independents. You're on my list twice — Quinta del Carmen and Barefoot — which is why one email covers both.

I grew up in the kitchen. Left, started an e-commerce company, sold it, came back to the business. After three locations I got back into tech but for us this time.

Multi-concept ownership is where PlatePrep pays for itself the fastest. Two recipe books, two invoice streams, two food-cost sheets — my tool consolidates all of it into one live view. Two inputs per concept, then it all runs itself.

The short pitch: it streamlines the kitchen, makes us a little more money (not a ton — but more), and I work ten hours less a week now. 55 hours instead of 65+.

Twenty minutes on a Zoom and I can show you how one dashboard covers both restaurants.

All the best and have a great service.

Buddy Foy Jr.

The Chateau on the Lake · Bolton Landing, NY

Co-Founder, PlatePrep AI

<https://plateprepdemo.com>

#20 · The Kitchen Table

Owner Jan van Nes

MISSED ON TRIP

Email: Via website contact form · Phone: +297 280 7117

SUBJECT: Kitchen Table Aruba — sorry we missed you

Jan,

A fellow chef here from upstate NY, and a former tech gun in NYC.

I grew up in the kitchen. Left, started an e-commerce company, sold it, came back to the business. After building three locations I got back into tech but for us this time.

My team was in Aruba last month meeting chef-owners. Kitchen Table was on my list — an intimate open-kitchen tasting concept is exactly the profile PlatePrep was built for. Missed you on the trip.

A fixed-menu tasting format lives and dies on ingredient cost — my tool reads invoices as they arrive and keeps every course's cost live. You know exactly when a supplier is squeezing you, in real time.

The short pitch: it streamlines the kitchen, makes us a little more money (not a ton — but more), and I work ten hours less a week now. 55 hours instead of 65+.

If you have twenty minutes for a Zoom I'd love to show you what we built.

P.S. Your website is contact-form only, so LinkedIn is often the fastest — happy to message you there instead.

All the best and have a great service.

Buddy Foy Jr.

The Chateau on the Lake · Bolton Landing, NY

Co-Founder, PlatePrep AI

<https://plateprepdemo.com>

#21 · Fred Royal

Chef Ashwin Maduro (on-island) / Roy Engelen (Netherlands owner)

MISSED · ABSENTEE OWNER

Email: info@fredaruba.com · Phone: +297 565 2324

SUBJECT: Fred Royal — a note for the kitchen team

Chef Ashwin (and Roy if this reaches you),

A fellow chef here from upstate NY. My team was in Aruba last month meeting operators. Fred Royal was on my list — the room and the menu ambition are exactly what we look for.

Quick backstory: I grew up in the kitchen. Left, started an e-commerce company, sold it, came back to the business. After three locations I got back into tech but for us this time.

I understand ownership is Netherlands-based and Chef Ashwin runs the day-to-day. That absentee-owner / on-island-chef arrangement is where my tool pays for itself the fastest — owner gets a live dashboard from anywhere, chef gets an automated food-cost system without spreadsheets.

The short pitch: it streamlines the kitchen, makes us a little more money (not a ton — but more), and I work ten hours less a week now. 55 hours instead of 65+.

Happy to include ownership on a Zoom — or start with you first, Chef. Whichever works.

All the best and have a great service.

Buddy Foy Jr.

The Chateau on the Lake · Bolton Landing, NY

Co-Founder, PlatePrep AI

<https://plateprepdemo.com>

Chad's daily checklist

Print this. Tape it above the monitor. Use it every day.

- Log into Zoho CRM as chad@plateprepdemo.com
- Log into Zoho Voice — dialing number 518-750-0925
- Open WhatsApp on phone with all +297 contacts saved
- Review priority 8 first — is there a Buddy-sent thread I'm cc'd on that got a reply?
- Send today's batch of emails (5-8 per day from Aruba 21)
- Send today's WhatsApp follow-ups
- Log every email/call/WhatsApp in Zoho as an activity on the Lead
- Update the tracking sheet: sent · opened · replied · meeting booked
- Text Buddy at +1 201-206-8442 for any reply that comes in
- 5 PM ET Friday: send Buddy the weekly report (emails, opens, replies, meetings, closes)

Remember: the goal is **5 signed Founder's 50 pilots**. The Aruba trip proved the market is warm. The peer-to-peer chef voice proved it converts. Execute.

Have a great service.