

11TH ANNUAL · FORT WORTH, TEXAS

SHARPEN 2027

Thurs. Jan. 28 – Fri. Jan. 29, 2027 | Fort Worth, Texas

No B.S. Coaching for Food, Beverage & Hospitality Business Owners

Two days built for established food, beverage, and hospitality business owners who are done winging it. You'll work the levers that move money fastest (price, cost, and volume), decide who belongs in which seat so the business stops depending on you, and turn those decisions into a 90-day plan you can run the numbers on. Fifty seats, no fluff, and nobody selling you a course from the stage. You leave with a written plan for 2027, not a folder of notes you never open again.

DATES

Thurs. Jan. 28 –
Fri. Jan. 29, 2027
9:00 am – 5:00 pm (CT) daily

VENUE

Meacham International Airport
Conference Center, 3rd Floor
Fort Worth, TX

WHO IT'S FOR

Established culinary business
owners and culinary-adjacent
businesses, 1+ year in business

Your ticket includes · Both full workshop days · Coffee, tea, and snacks daily · Lunch daily · All worksheets and materials · The framework for your 2027 One-Page Strategic Plan

What you'll walk away with

- A written, prioritized 90-day and 12-month plan for your business
- A real step toward going From Behind the Stove to CEO® so you have a choice to work IN your business or ON your business
- A clear read on who should be in which seat, and how to stop being the bottleneck
- A profitability model you can actually run the numbers on
- A positioning statement that answers “why you and not the shop down the street”
- A room full of owners at your level who understand exactly what you're carrying

SAVE \$100

EARLY BIRD

\$395 ~~\$495~~

Available through November 30, 2026.

REGULAR

\$495

Opens December 1, 2026. Registration closes
January 6, 2027, or when the 50th seat is taken.

ONLY 50 SEATS. WHEN THEY'RE GONE, THEY'RE GONE.

Bringing your business partner or GM? Second ticket is half off **with code BAC.**

DAY ONE · THURSDAY, JANUARY 28

People & Strategy

Who's in the room, who's in which seat, and what's actually coming for this industry in 2027.

9:00 – 9:30 am

RELEASE

Opening Session: Let It Go to Move Forward

Release what no longer serves your business or your life.

9:30 – 11:00 am

BUILD

The People Decision: Right People, Right Seats

Hiring discipline, getting the right people into the right seats, and moving from an owner-dependent operation to a team-led one.

11:00 – 11:15 am

Break

11:15 – 12:45 pm

BUILD

Panel: How I Built My Team

Established owners share the real stories: hiring, delegation, and letting go of control in their own kitchens.

12:45 – 1:45 pm

Lunch (included)

1:45 – 2:45 pm

MULTIPLY

AI as Your Execution Multiplier

Building your “AI Brain” and treating AI as a force-multiplying team role. Automating SOPs, menus, and admin to buy back your time. *Speaker to be announced.*

2:45 – 4:15 pm

FORECAST

2027 Industry Forecast: What's Actually Changing

Menu contraction and efficiency. AI as an operational enabler. The shift from transactions to experience. GLP-1 and wellness-driven menu changes. Ingredient transparency. And where the catering and private-dining opportunity is headed.

4:15 – 4:30 pm

Break

4:30 – 5:00 pm

Breakout with Today's Speaker

Small-group time to apply the day's material directly to your own business.

Execution & Cash

Turning decisions into outcomes, and turning outcomes into money that reaches your pocket.

9:00 – 9:15 am		Welcome Back / Day 2 Kickoff
9:15 – 10:00 am		Q&A Recap Answering what came up on Day 1, plus an introduction to ongoing coaching for owners who want to keep going after SHARPEN.
10:00 – 10:15 am		Break
10:15 – 11:15 am	EXECUTE	The Execution Decision: Daily Huddles, Rocks & Accountability How to turn decisions into outcomes without you needing to be in the room.
11:15 – 12:15 pm	POSITION	Panel: Positioning & Differentiation Define your core customer, craft a brand promise, and answer the question every owner eventually has to: why you and not the business down the street?
12:15 – 1:15 pm		Lunch (included)
1:15 – 2:15 pm	POSITION	Marketing & PR Mastery Why earned visibility (not just paid ads) builds durable trust, press, and word-of-mouth in a crowded market. <i>Speaker to be announced.</i>
2:15 – 2:30 pm		Break
2:30 – 3:30 pm	PROFIT	The Cash Decision: Power of One & Profitability by Design How small shifts in price, volume, and cost transform your bottom line and put more money in your pocket.
3:30 – 4:30 pm	PROFIT	Bringing It Together: Your 2027 Roadmap Integrate everything into a One-Page Strategic Plan: your critical number, your goals, and your next 90 days.
4:30 – 5:00 pm		Breakout with Today's Speaker Small-group time to apply the day's material directly to your own business.

BEFORE & AFTER

Optional Events

Not included in your workshop ticket. RSVP required.

WED, JAN 27
6:00 pm

Welcome Dinner

An informal chance to connect the evening before Day 1. Location TBD.
Additional cost; RSVP deadline to be announced.

SAT, JAN 30
All day

Mastermind Day

Deep-dive masterminding with peers, plus a working session. *Current coaching clients only (not included in the general SHARPEN ticket price).*

Getting Here

Fly into **DFW International** (roughly 25 minutes from the venue, and typically cheaper in January than Dallas Love Field, about 45 minutes out).

Where to Stay

No room block, so book direct at whichever hotel suits you. The Hilton Garden Inn and DoubleTree at Fossil Creek start around \$128/night and are quieter and more cost effective. The Historic Stockyards, including Hotel Drover, run roughly \$270–\$340/night. Rates change daily, so please verify before booking. Several attendees also split an Airbnb each year.

Cancellation Policy

All tickets are non-refundable.

Contact

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Reserve your spot · \$395 through November 30

chefdeb.com/sharpen-2-day-workshop · Limited to 50 attendees