

Patrick Kleinmann

He's driven, adventurous, and a passionate culinary professional with a disciplined work ethic fit for an entrepreneur. And the energy he injects into running marathons, is the same energy he infuses into running a successful restaurant business today.

As the owner of La Petite France restaurant in West Toronto, and the President of A La Carte Restaurant Management Inc. (ALaCarteRM), Patrick Kleinmann is realizing a dream that was just a seedling planted in a young mind many years ago. Patrick took over La Petite France in 2007, revamped the décor, added a personal flavour to the menu, and drew a strong customer following just weeks after its opening.



A true Frenchman by culture, Patrick is fuelled by his passion for style, warmth, and a blend of perfection and down-to-earth hospitality.

Given his characteristically rolling French accent, he is anything but reserved. He is known for his inviting and friendly ways. In demand for his strategic collaborations and highly skilled efforts in developing world-famous restaurants, he is no stranger to being courted by the likes of acclaimed restaurateurs Umberto Menghi, Jean-Paul Bucher (brasseries in France), and Uli Prager (started Mövenpick in Europe). Patrick has served Hollywood's best including actors Halle Berry and Al Pacino, sports legend Wayne Gretzky, Jim Balsillie (former CEO and Board Chair of RIM), the Prince of Monaco, and R & B singer Usher.

Born in Alsace, France in 1963, Patrick's love for food began at a young age. He was an energetic and motivated Boy Scout leader in France who always impressed his friends with how quickly he could put a meal together. Patrick's father was a World War II veteran and a recipient of the Legion d'honneur medal, the highest honour in the French Army, and also owned and maintained a farm and a thriving vineyard. At age nine, Patrick learned how to bake from his stepmother who hosted many receptions at the family home where quality food was at the center of it all. He observed, absorbed, and learned to do the same.

Patrick began his career as an apprentice for well-known Maître Pâtissier François Masson. Serving as paratrooper in the French National Military Service in 1982, he continued his culinary craft by night as an Assistant Food and Beverage Manager. He commanded over 100 paratroopers to cook in the kitchen and fed over 500 high-ranking military officers daily. In 1984, his career took a detour when he ventured into car sales with Renault. A year later, he returned to work at a brasserie that served fine Alsacien Cuisine, but was soon lured into the world of travel, exotic sights and foods, and hospitality at its peak. Patrick became the Restaurant Manager for Club Med, travelling to exotic locales including Vittel, France, Cairo, Egypt, and Turks and Caicos. There he took up construction contracting, eventually moving the business to Switzerland. But his passion for the food industry prevailed. He returned to the restaurant business as Chef De Rang for a fine dining Italian restaurant in Switzerland followed by a post as Restaurant Manager at Mövenpick in Zurich in 1997. Here, Patrick acquired many skills that would ultimately shape his career in the food industry. While at Mövenpick in Switzerland, he attended many management courses and also got his certification as a Sommelier. He then moved to Toronto where he became the restaurant Manager and Assistant Director of Operations for Mövenpick. But in 1999, Patrick was presented with an opportunity to work with one of Canada's most celebrated chefs and fine dining restaurateurs, Umberto Menghi—

overseeing operations for two of his restaurants, Il Caminetto and Trattoria in Whistler, British Columbia.

Equipped with years of knowledge and skills to own, operate and manage restaurants, Patrick soon started a consulting company called A la Carte Restaurant Management in Toronto. Serving full and quick serve restaurants, he provides a valuable service that helps start-up restaurants succeed. He shows clients how to increase their profits and establish strength in the marketplace by "pursuing one niche."

La Petite France is no exception to this belief. The restaurant specializes in fresh, tantalizing French food that delivers quality in every morsel.

Considering his extensive loyal customer following, Patrick believes that client service excellence and satisfaction leads to the success of the restaurant. But it is how that satisfaction is delivered that makes the greatest impact.

"It's about how you make people feel," says Patrick. "We sell food, but we're only as good as the last meal that was served. The food can be good, but the place has to be fun, and the employees have to be up and accessible to the customers." He says "people want warmth and love infused in their meals. I'm in it for that, no matter how many people I serve."

A self-proclaimed "crazy Frenchman," Patrick takes a bite out of life by living stress-free. He maintains work-life balance by waking up early each day and eating well--mostly live, fresh food. An avid marathon runner, he has raised money for many charitable causes. Patrick is also a wine connoisseur and a bookworm (his favourite book is *The Alchemist*). He bikes, skis and plays tennis to keep his competitive spirit juiced up.

"I never forget how I got this far in business," says Kleinmann. "When I look back on my journey, I remember the people, the opportunities, the chances and risks I took, and things that shaped my career." A little stainless steel pastry knife (from his years as an apprentice) is one such reminder. It signifies his commitment to his craft, and his ability to stay grounded in his grass roots way of doing business—with warmth, quality, and style.



"A restaurant is a place to celebrate... to laugh... to exchange romantic glances... where business delicately unfolds... And we are here to support and facilitate a unique and wonderful experience."

"All the years of perfecting my craft, helping to improve other restaurants, and perseverance paid off," says Patrick. "But having the best employees, mentoring them, treating them nice, and being genuine added to this success." But it is Patrick's warm hospitality and his exuberant approach to doing business that paves the way for clients. Keeping him at the forefront of the industry is his roll-up-your-sleeves kind of work ethic and authentic ability to give his customers a "silver platter treatment."

"I work hard to exceed expectations quickly and consistently," says Patrick. "I ensure that meals are made with first-class ingredients and with an artistic flare that is flavourful."



A LA CARTE

Patrick Kleinmann, President of A La Carte Restaurant Management & Owner of La Petite France

