

Dreaming of your own restaurant?

Here's all you need to know!

A note before we begin

FT. **ABHISHEK VERMA**, FOUNDER OF SPEZIA

Between the sizzle of a skillet and the glow of a dining-room chandelier is a spreadsheet full of margins, lease terms, and line items most diners never see.

We asked **Spezia's founder, Abhishek Verma**, to pull back the curtain for anyone who's ever dreamed of opening a restaurant—or simply wondered what really keeps the lights (and the pizza oven) on.

Grab a coffee and take five; you're about to tour the back office of your favourite bistro.



1. The spark

Q: What inspired you to enter the restaurant business, and how did Spezia come to life?

Abhishek: My dad always wanted to open a restaurant, and I thought, "How hard can it be?" (Spoiler: very hard.) After our first mis-steps, my competitive side kicked in. That's when passion met determination—and Spezia had to succeed.

2. The truth no one tells you

Q: What should a first-time restaurateur know that isn't on the brochure?

Abhishek: Passion is great, but this is a numbers game. Treat it like any other business. If the math doesn't work, the dream won't either.

3. Creativity vs. Profitability

Q: How do you balance menu creativity with the need to stay profitable?

Abhishek: True creativity is surprisingly inexpensive. When an idea is genuinely fresh, it tends to be efficient—and profitability follows.

4. The three pillars

Q: Name the three essentials for success in today's crowded market.

1. Location.: Go where footfall already exists—or where the ecosystem will create it.

2. A product customers want (not just what you want).

3. Systems over people. Great processes outlive great pep-talks.

5. The evolving guest

Q: How has the Indian diner changed, and how does Spezia keep up?

Abhishek: Guests once read only the right side of the menu (prices). Now they linger on the descriptions first. They're braver, more vocal, and quick to champion brands that tick every box. Customer acquisition has honestly never been easier—if your offering delivers.

6. One lesson learned the hard way

Q: What early mistake taught you the most?

Abhishek: You can change a menu, interiors, even hospitality—location is almost impossible (and expensive) to fix. Spend the most time, energy, and money getting that right the first time.



Parting bite

Running a restaurant is equal parts romance and ruthless arithmetic. If **Abhishek's** journey proves anything, it's that passion lights the stove—but process keeps the service window open. Whether you're plotting your own place or just love seeing how the sausage (or garlic knot) is made, we hope this peek behind Spezia's pass has fed your curiosity.

See you next month—same inbox, new stories. And as always, tables are open if you'd like to taste the theory in practice.