

Hertebos' secret to growth: An accountant who lives and breathes hospitality

Client: Hertebos
Sector: Hospitality

About Hertebos

Yoshi and Yasmine are the founders of restaurant Hertebos, an intimate and homely restaurant rooted in 's Gravenwezel and soon moving into their own building in Wommelgem. They love a challenge and decided in 2025 to buy their own property to bring their dream to life.

Hertebos stands out not only for its refined cuisine, but also for the warm and personal atmosphere they create. They expected the same from their accountant: a personal approach, transparent communication, and a fresh style.

Before working with ADE Consultants, they had already experienced two other firms. Those were fine, but lacked the connection that is essential for Yoshi and Yasmine. They discovered ADE through Ellen, a true fan of their restaurant who dined there regularly.

Yoshi was looking for a firm that:

- Truly understands the hospitality sector
- Doesn't have a stiff, corporate image but instead focuses on warm, modern communication
- Works with a future-oriented, proactive mindset

"I expect the same energy from my accountant as from my restaurant: professional, but never boring." – Yoshi

The Challenge

The switch to ADE Consultants came at a pivotal moment for Hertebos. In 2025, Yoshi and Yasmine bought their first building—an important milestone for any hospitality entrepreneur. ADE immediately jumped on board with their story.

A good accountant doesn't just bring structure, but also peace of mind and trust. ADE does that for us." – Yoshi



Why ADE Consultants?

What made ADE stand out for Yoshi:

- Expertise in hospitality: ADE knows the challenges and opportunities of a restaurant inside and out.
- Future-oriented approach: With ADE, Yoshi learned to look at entrepreneurship in a different way.
- Clear structure: There is one dedicated contact person, but the whole team is available and responses come quickly.
- Digital tools via Yuki: Uploading documents is smooth and user-friendly.

The biggest advantages for Hertebos:

- Timely and personal follow-up, even when Ellen is busy
- A system (Yuki) that works intuitively, even for non-accountants
- Insight into numbers and clear guidance on fiscal and financial matters
- The combination of expertise with a human, approachable team

“The communication, the monthly client newsletter, and the proactive follow-up make all the difference for us.” – Yoshi

Lessen voor andere ondernemers

Yoshi's experience shows how valuable it is to have an accountant who truly understands your sector and thinks along with you.

His advice to fellow entrepreneurs:

- Choose a firm with experience in your industry
- Go for a personal connection, not just the numbers
- Use tools that make your life as an entrepreneur easier

“With ADE, our entrepreneurship really got a boost.” – Yoshi

Yoshi also greatly values the fact that ADE showcases their team on social media. This way, he stays connected with the people behind the firm.

Conclusion

Thanks to ADE Consultants, Yoshi feels supported and inspired as an entrepreneur. Not just because of their expertise, but also due to their human approach and the right tools ADE brings to the table.

“We chose ADE because they understand hospitality and dare to innovate. That's exactly what we do in our kitchen as well.” – Yoshi
The collaboration with ADE provides more structure, clarity, and trust.

