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Hotel How-To's

Build a hotel restaurant
brand like pros
Chris Cosentino,
Andrea Reusing, and
Erik Bruner-Yang.

DESTINATION DINING

BY LAURA ZOLMAN KIRK

KILLING IT AT THE ON-SITE FOOD AND BEVERAGE GAME, THESE ARE THE HOTEL BRANDS TO LOOK OUT FOR AND LEARN FROM.

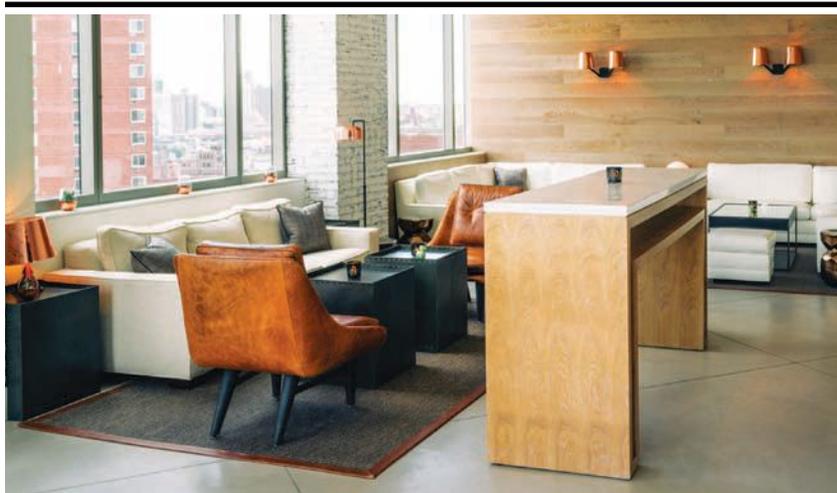
SEARED VERLASSO SALMON FROM 21C'S METROPOLE IN CINCINNATI, OHIO.

The hotel brands in this list are acclaimed for their exceptional food and beverage programs and are thriving now more than ever because of them. Their restaurants are dedicated not just to guests, but also to locals, hoping to reflect the neighborhoods they've taken up residence in as honestly as possible. Many also offer chefs independence to serve based on their own expert knowledge and creative forces. The results, then, are unique concepts—many working in conjunction with one another on the same property—that compete with not just other hotel restaurants, but independent local restaurants, too. Suffice it to say, if one of these brands asks for help on a project, it might be worth getting into the hotel hospitality business.

ZIC MUSEUM/HOTELS

Much like the chefs at the Kimp-ton, Omni's chefs band together once a season to flex their creatives muscles. "We have numerous culinary programs where we feature a special ingredient, and our chefs across the country create a unique and delicious menu of food and drink options using that ingredient. From morel mushrooms to mangoes, our chefs are always innovating for our guests," Burns says. This fall, Omni is celebrating cooking with smoke, ash, and open fire with its Season of Smoke series.

Omni's goal is to create a lasting dining experience for guests that takes them out of their typical routines. "When people travel, they are more open when it comes to food," Burns says. "Our ultimate success is striking a balance with what's trending and adventurous, with what's comforting and traditional." Guests love the classics like steak, but they may be willing to take more risks with the wine or dessert. "We want to make sure that the experience is the best it can be for our guests," he says.



JOIE DE VIVRE

Joie de Vivre Hotels

18 U.S. HOTELS

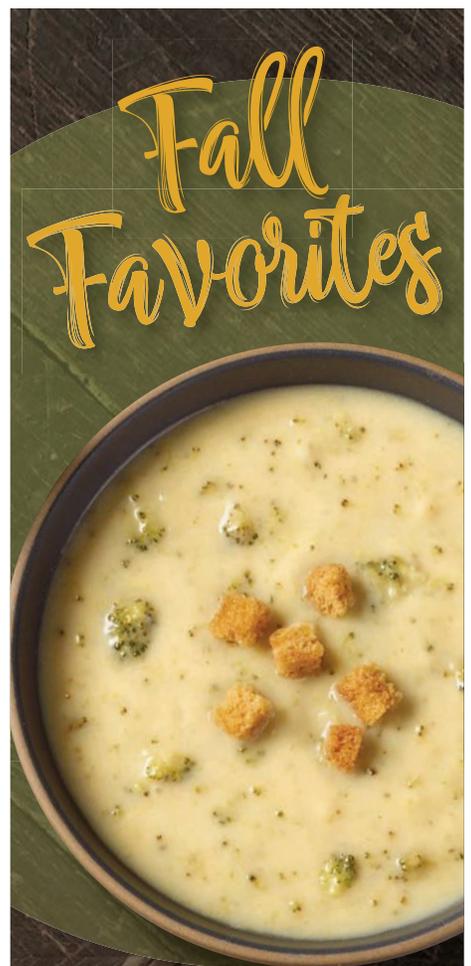
PARENT COMPANY: TWO ROADS HOSPITALITY

WITH HOTELS LIKE CHICAGO'S HOTEL LINCOLN or Baltimore's Hotel Revival that are not distinctly branded by the Joie de Vivre name, the company's restaurants lean into independent personas, too. "Our mission is to give the neighborhoods where our hotels are located a unique and complementary restaurant or bar—something that has a sense of celebration and joy," says Matt Stuhl, vice president of restaurants, bars, and events at

Two Roads Hospitality. "All of our restaurants and bars tend to have a genuine sense of place."

The restaurant Rice & Gold fits right into Hotel 50 Bowery in Chinatown, New York, and the Americano Restaurant & Bar's sprawling patio in San Francisco gives locals and visitors alike a great view of the Bay Bridge lights.

"As a brand, Joie de Vivre Hotels attracts a guest that wants to feel the energy of the city and neighborhood they chose to stay in. They want to feel like they are taking part in a community rather than just gazing at it," Stuhl says. "If we make our guests and the locals feel comfortable while continuing to evolve our restaurant and bar concepts, they'll return." ■



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