

## EVOLUTION: REVOLUTION

### How Hotel and Restaurant Trends will Shape a New Reality in 2013

#### General Trends



**We're Really Open** - Break down the walls and eliminate the barriers between front and back of house. Open kitchens are back. Chefs are delivering food. Front desks are informal or completely missing. Move the "back of house" up front.

*Ex.: Open kitchen with noodle performances at Martin Yan's flagship M.Y. China (San Francisco, CA); Andaz hotels (international) feature complimentary lobby food & beverages*

**Blow Out the Bar** - Forget fine dining and blow out the bar, enhancing the menu with casual food for appetites of all sizes. Offer one menu of sophisticated, approachable and shareable food including enticing bar snacks and heartier options.

*Ex.: The special occasion Duck Club at the Monterey Plaza Hotel became Schooner's Coastal Kitchen + Bar (Monterey, CA)*

**Track Record** – Please don't pledge allegiance to every farmer for every ingredient. Educate cooks and servers so they know where things come from. Share favorite purveyors on the website or on facebook. But keep it out every dish description. People are tired of hearing it.

*Ex.: Braise Local Food (Milwaukee, WI) leads regular farm visits and foraging tours. Members can join their CSA and get regular farm deliveries. But you won't see every farm listed on the menu*

**Prove It** – Put credibility behind your claims with official certification: LEED, Monterey Bay Aquarium Seafood Watch Alliance, Demeter, EverBlue, LEAF, etc.

*Ex.: Blue Mermaid Chowder House and Café Pescatoré on San Francisco's touristy Fisherman's Wharf are certified under Monterey Bay Aquarium Seafood Watch Alliance; Proximity Hotel (Greensboro, NC) is certified LEED Platinum*

**HEALTHy Appetites** - Put the “well” in welcome with guestrooms designed with fitness in mind and healthy menus.

*Ex.: Even Hotels by IHG target health conscious guests with top of the line gyms, nutritious menus and guestrooms designed for workouts including coat racks that double as pull up bars, exercise bench/luggage stands, and yoga mats; Westin Boston Waterfront (Boston, MA) lends runners gear and leads regular running tours with their running concierge*



**Go Against the Grain** – With gluten free menus. Offer attractive options for this growing subset of the population. Feed their need.

*Ex.: Puccini & Pinetti (San Francisco, CA) offers a full gluten free menu; Asian Box (Palo Alto, CA) is a growing gluten free fast-casual restaurant concept*

**...and Juice Fix for All** – Fresh squeezed and cold processed juices offer unique flavor combinations and convenience as well as health benefits.

*Ex.: The Standard (Miami, FLA) offers a full day juice detox program they are expanding nationwide; Evolution Fresh is an expanding cold pressed juice and health food retail outlet*

**Keep On Truckin’** – Food trucks haven’t run out of gas, they’re becoming permanent fixtures. Take advantage of smaller build-out fees and increased mobility to increase brand awareness. Offer mobile outlets in destination areas or outsource food services to local vendors.

*Ex.: JW Marriott at LA Live (Los Angeles, CA) uses food carts to handle lunch business; SLS Hotel South Beach (Miami, FLA) has a stationary poolside food truck; the Auberge Saint-Antoine (Quebec City, Canada) has two trucks, one in a nearby vineyard another on the riverfront*

**Feeling Used** - Embrace adaptive reuse. Use retro found items, flea market finds, or materials leftover from your construction in unexpected ways. Get creative with menus, check presenters, hard collateral pieces, souvenirs, etc.

*Ex.: Little Serow’s vintage dress uniforms purchased from street markets; The Restaurant at Wente Vineyards (Livermore, CA) recycles used staves from their wine barrels as bread boards*

**Box Steals** - Package your party planning into special all inclusive deals. Offer out-of-the-box pre-packaged parties: weddings, birthdays, bar mitzvahs, etc. with inclusive pricing and all the details included.

*Ex.: Baker & Banker Bakery’s (San Francisco, CA) Cupcake Kit to Go gives you everything you need for your own cupcake decorating party; The Stanford Court Renaissance Hotel offers a special Wedding in the Box package including a ceremony “Under the Tiffany Dome,” cocktail reception, plated dinner, after party, a night for two in the Presidential Suite, and a bloody mary bunch for 50 the next day*

**Sound Off** - Take sound measures and incorporate sound absorption into the design; a critical measure for hotels, and a necessary consideration for restaurants.

*Ex.: Comal (Berkeley, CA) took many different measures to diffuse sound including special sound absorbing artwork; the Pierre (New York, NY) guarantees quiet with double pane windows and two doors entering into guestrooms*

## HOTel Trends



**Brand New** – International hotels are partnering with high-fashion designers to introduce new design-driven spin off brands. Make brand loyalty “second” nature.

*Ex.: Marriott Edition with Ian Schraegar; Kenzo Takada for Sofitel Luxury Hotels*

**Oh Yes it’s Ladies’ Night** – Cater to female travelers with women’s only areas. Don’t be surprised to see unisex spas, pools, and guest floors or special rooms and amenities that cater just to women.

*Ex.: On the ladies’ only floor at Bella Sky Hotel (Copenhagen, Denmark) rooms include full bodied mirrors, high-powered hair dryers, cosmetic mirrors, and healthy rooms service menu items; London Dukes Hotel’s “Duchess Rooms” (London, England) are for women only*

**Somm Thing Special Going On** – Hotels are hiring dedicated wine directors and skilled sommeliers to oversee independent wine programs and special educational events for guests. Look for hosted tastings in the lobby, casual wine bars which may include cheese and charcuterie, and someone always on hand to make a recommendation, even when you aren't dining in the restaurant.

*Ex.: The Lodge at Sonoma (Sonoma, CA) has three sommeliers for their lobby café and wine bar; The Little Nell (Aspen, CO) has an award winning wine cellar overseen by three sommeliers*

**Game Time** – Make it fun! Offer games and gaming services in the lobby and for meetings and break-out sessions. Fun for the kids, more fun for the adults.

*Ex.: Hotel Monaco Seattle offers Guitar Hero for meetings; Mohonk Mountain House (New Paltz, NY) offers Human Ice Bowling; Hotel Mama Shelter (Paris, France) has a pool table in their meeting rooms*

**Coop de Ville** – Forget hotel gardens, now even urban hotels have chickens for that eco-urban chic, or is it chick?

*Ex.: Crosby St. Hotel (NY, NY); Fairmont Le Château Frontenac (Quebec City, Canada)*

**Padding the Offer** – High tech hotels offer in-room iPads for flexibility and functionality. Customized apps let guests order room service, a spa treatment, a wake-up call and more with the touch of the screen.

*Ex.: Use the in room iPad at the Eccleston Square Hotel (London, England) to control heating, lighting, curtains, TV and music; Order room service or book a spa treatment at Hotel Bel-Air (Beverly Hills, CA)*

**Boot-Up Call** – Hotels are providing extras for all those gadgets everyone forgets: chargers, power cords, flash drives, camera batteries, and connection cords for all the most common devices. Guests can rent them for for a small fee. Brand them with your logo for those times when they aren’t returned.

*Ex.: Parc 55 Hotel plans to offer a tech menu including phone and laptop chargers for a small daily fee*

## **Food Ease: Restaurant & Food Trends**



**Call for a Toast!** – Everyone’s “toast”ing. Not just for breakfast, you could call it crostini but why; toast it, slather it with sweet or savory items and watch guests enjoy any time of day. Perfect for snacking and for sharing.



*Ex.: The Bachelor Farmer (Minneapolis, MN) and Park Tavern (San Francisco, CA) offer an entire section of “Toasts” on their menu*

**On a Roll** – Ultra-serious sandwich-focused restaurants aren’t loafing around; instead they are creating their own customized rolls designed just-so to show their stuff-ings.

*Ex.: Sfilatino Italian Gourmet (New York, NY) makes the crusty “sfilatino” roll; Baco Mercat (Los Angeles, CA) makes “baco” flatbread for its sandwiches*

**Get Board** – Boards are the new baskets. Offer a selection of house made breads and custom flavored spreads served straight from a bread board.

*Ex.: Bread & Butter Board w/ a selection of house jams, conserves, yogurts, spreads, schmears, dips, butters & rendered fatty animal love served w/ grilled bread, pain d’epi, house crackers & country bread at The Greenhouse Tavern (Cleveland, OH)*

**Nex Mex** – With an increasingly savvy world-traveling clientele, skilled native cooks and a bevy of people who love Mexican food; expect more restaurants to focus on the sophisticated side of Mexican cuisine and the melding of Mexican home cooking with local ideals. It’s the new state of New Mexican.

*Ex.: Copita (Sausalito, CA); Emepellón Cocina (New York, NY); Jaguar by Ferran Adria (Barcelona, Spain)*

**The New ABCs:** Argentina, Brazil and Chile! Or Asados (Argentine barbeque), Borgoña (Chilean beverage of chilled red wine and strawberries), and Chimichurri (Argentine salsa verde). Or perhaps: Alfajores (dulce de leche cookies), Brigadeiros (Brazilian chocolate and condensed milk candies), and Cachaça/Caipirinhas (Brazilian cocktails). Whatever you do, don’t forget the Cheese Buns (Brazil)!

*Ex.: Lolinda (San Francisco, CA); Ox (Portland, OR)*

**From Rush-In with Love** – Chefs trained in fine dining are speeding things up with new fast-casual restaurants featuring counter service, speedy delivery, and a really concise menu focusing on one narrowly defined concept.

*Ex.: Hi Lo BBQ (San Francisco, CA) features BBQ in many styles; Brasa (Berkeley, CA) focuses on Peruvian roast chicken*

**Counter Culture** – Guests are sitting front and center at kitchen counters, watching and interacting directly with the chefs who serve them. Chefs are showing off with 20 or more courses spread out over multiple hours. It’s a one of a kind experience that lasts a lifetime, or maybe it seems like it.

*Ex.: Blanca at Roberta’s (Brooklyn, NY); é by Jose Andres (Las Vegas, NV)*

**The Perfect Fixe** – Restaurants are returning to fixed price menus, and not just for fine dining. Reap the rewards of an improving economy, manage costs and tables better, and improve returns.

*Ex.: Eleven Madison Park (New York, NY) moved to an all fixed-price menu; Aubergine at L'Auberge Carmel (Carmel, CA) is only fixed price*

**Couples' Kitchen** - Culinary couples are opening exciting new restaurants; sharing a common dream and making it a reality. Benefits include: shared work and responsibility, labor savings, and a more personal home-spun feel. It's the new mom & pop shop.

*Ex.: State Bird Provisions (San Francisco, CA); MiLa (New Orleans, LA)*

**Space Not Waste** – Capitalize on extra space, in spare rooms or outdoors. Create a reservation only, distinctly unique pop-up experience within. Do something new and different you've always wanted to. Guests relish the free-wheeling freedom and exclusivity. Make room!

*Ex.: NoMad Hotel rooftop dinner series (New York, NY); La Boulange (San Francisco, CA) opens their mother bakery at night on weekends for three-course prix-fixe Baker's Dinner*



**What's Your Type?** - Vintage typewriters (and other period collectibles) are the new taxidermy in restaurant design.

*Ex.: Local Edition (San Francisco, CA); Café China (New York, NY)*

**Road Scholars** – Chefs are tripping out, traveling the world and bringing back stories, ingredients and new menu dishes inspired directly by their travels – regardless of the types of food they serve. Pair with the appropriate wine, beer or other beverage and share the back stories with your guests bringing the experience alive.

*Ex.: After returning from Italy, Poggio (Sausalito, CA) chef Peter McNee offered a special menu and wine pairings recreating dishes and memories from his trip. After visiting Malaysia, FIVE (Berkeley, CA) chef Banks White added a crispy fish with Malay curry sauce to his otherwise American menu.*

**InGrained Knowledge** – Explore ancient grains for unique flavors, textures and health purposes. New ideas are sprouting. Now is the time to go with the grain. Let it ferment a bit.

*Ex.: Sorghum "Popcorn" at Maverick (San Francisco, CA); Lamb with Sprouted Wheat Berries at Atera (New York, NY)*

**Drunken Bar Snacks** – The bar and the snacks are coming together with drunken bar snacks featuring classic bar foods flavored with ingredients from the bar. Just make sure to ask twice if you order the Scotch Egg.

*Ex.: Campari infused popcorn at Perbacco (San Francisco, CA); Pigskin in a Blanket with house made Kielbasa, wrapped in pastry served with Dogtown Pale mustard and pickles along with a Dogtown Pale Ale at Aurea at the Renaissance Stanford Park Hotel (San Francisco, CA)*

**One Bite Wonders** – Pay per the piece pre-appetizer courses priced less than \$5 each, start to add up.

*Ex.: Lapsang souchong tea deviled eggs with Chinese bacon at E&O Asian Kitchen (San Francisco, CA); Corkbar tastes (Los Angeles, CA) “Test Kitchen Tuesdays” with \$2 items like stuffed skate wing or a ricotta raviolo*

### **“In”redients: Food**



Out on a **Lamb – breast, riblets and belly**

*Ex.: Lamb Belly with Labne and Orval-Brasied Beluga Lentils (Resto, NY); Lamb Riblets with Tamarind Sauce from Plum Alley (Salt Lake City, UT)*

The Secret’s Out Pork **Secreto** is the hot spot of the pig

*Ex.: Pork Secreto at The Purple Pig (Chicago, Ill.)*

Get your **Freekah** on!

*Ex.: Freekah risotto at Northern Spy Food Co.*

How **Bulgar!**

*Ex.: Pan seared trout over bulgur wheat tabbouleh at Ruxbin (Chicago, IL)*

**Ricotta A Lotta** – Homemade of course

*Ex.: homemade ricotta garnishing gazpacho at Congress (Austin, TX)*

Show me some **skin!**

*Ex.: chicken skin tacos at Woodshed Smokehouse (Fort Worth, TX); Pig Skin Spaghetti at Incanto (San Francisco, CA)*

Heavy **Necking!**

*Ex.: Poutine with chickpea fries, yogurt curds, and lamb neck gravy at Ink. (Los Angeles, CA); Kin Shop’s (New York, NY) Massaman Curry braised goat neck*

**NO-dles** – vegetable “noodles”

*Ex.: Pan Roasted Snapper with Squash Noodles and Carbonara Sauce at Picán (Oakland, CA)*

**Push-Pop Stars**

*Ex.: Saint Cupcake (Portland, OR); Pop Cycle (Sacramento, CA) delivers artisan ice cream push pops by bicycle*

Who you calling **Pig Headed?**

*Ex. Fat Dragon Bar-B-Q (Vancouver, Canada) serves smoked roasted half pig head to share; Confit and Roasted Milk-Fed Pig Head for two at Craigie on Main (Cambridge, MA)*

## Beverage Trends

**The New Amari Can** – Bitter herbs are taking root as herbal fortified spirits are taking over the cocktail lists, call it the bitter-sweet revenge.

*Ex.: Balena (Chicago, Ill) offers an entire list of 16 bitter based cocktails; Artusi (Seattle, WA) built their cocktail list around grappa, bitters and vermouth*

**Put your money where your vermouth is** - Offer distinctive small batch and homemade vermouth.

*Ex.: Amor y Amargo (New York, NY) serves house-made vermouth on tap; Scala's Bistro's (San Francisco, CA) Apertivo Hour offers vermouth flights*

**Before & After** – Apertifs and digestifs are back! Lower alcohol fortified wine cocktails are re-establishing themselves before, after, during, and any time in between meals.

*Ex: Both Proof (Washington, DC) and AQ (San Francisco, CA) offer categories of aperitifs and digestifs*

**Do the Can Can** – Premade canned cocktails are cool, casual and quick.

*Ex.: 15 Romolo (San Francisco, CA) cans signature cocktails*



**Spin the Bottle** – Premade cocktails, **carbonated**, and bottled are ready to serve. Bottled for one and for fun (enough to serve a group)! Call it the new bottle service.

*Ex.: Bottled negronis at Interurban (Portland, OR); Jasper's Corner Tap & Kitchen serves seasonally changing bottled cocktails from the Paloma to the Pimm's Cup*

**Barreled Over** - It started with private label wine; then they barrel aged cocktails, now restaurants with serious bar programs are working with distillers to custom blend spirits and getting an entire barrel; blended just for them. It's a barrel of fun.

*Ex.: Hog & Rocks (San Francisco, CA) has two barrels of custom-blended bourbons; SOL Cocina (Scottsdale, AZ) has a barrel of SOL Single Barrel Reposado Tequila custom blended with Casa Noble's tequila*

**Cocktail-Duo-Do!** – Stimulate and educate with cocktail progressions, pairs, and flights. Give guests the opportunity to taste multiple drinks to see how they interact and enhance one another. Guests are drinking it in.

*Ex.: Locanda (San Francisco, CA) explores the flavors of three different spirits in their Old Fashioned Flight; Bar 1886 (Pasadena, CA) offers a flight of a fresh, four month barrel aged, and eight month old barrel aged Caprice cocktails*

**Pairing Back** – Restaurants are realizing that some prefer cocktails throughout the meal, and are preparing custom designed cocktails to complement their menu.

*Ex.: Rouge Tomate (New York, NY) offers a choice of cocktail or wine pairing with its tasting menu; 12 Mile Limit (New Orleans, LA) offers shots of high-end spirits paired with special doberge cakes made in-house*

**Feeling List Less** – Go off menu and freewheel it completely. Guests never know what you're going to get, but do it well, and they all come back for more.

*Ex.: Milk & Honey (New York, NY); Library Bar (Los Angeles, CA)*

**Drink Your Veggies** - Veg out with new vegetable flavored cocktails with unexpected savory flavors. Just don't drink five a day.

*Ex.: Fifth Floor (San Francisco, CA) serves the "Beet & Bruised" with beet infused applejack, and the "Dram at Mt. Tam" flavored with kale; The Trencherman (Chicago, IL) adds celery juice to a gin & tonic*



**Growing Domestic** – Winemakers are experimenting with introducing foreign varietals and savvy sommeliers are taking note.

*Ex.: Adelsheim Auxerrois; Zocker Gruner Veltliner*

**Of Corse!** – Corsican wines are offering unique varietals and a distinctive stylistic appeal.

*Ex.: Telegraph (Chicago, IL) and Vin Sur Vingt (New York, NY) both carry a selection of Corsican wines and hold Corsican wine dinners*

**Mon Sherry** – Following on sherry's rebirth, guests and sommeliers are finding new favorites in oxidized wines.

*Ex.: Má Pêche (New York, NY) and Trestle on Tenth (New York, NY) are both known for a selection of wines from the Jura including well oxidized whites*

**Price is Right** – Budget savvy and clever sommeliers will devise new and innovative pricing structures and service styles to make wine more fun and accessible.

*Ex.: St. Vincent (San Francisco, CA) offers any bottle for half price, if you drink two glasses; Cotogna (San Francisco, CA) charges \$10 for every glass and \$40 for every bottle; Rich Table (San Francisco, CA) groups 5-6 wines for each category in the same price*

**Cicer-Own** – Chefs and hoteliers are partnering with brewers to create beers thoroughly integrated into the meal, sharing the same ingredients and inspiration; thus creating a unique experience that enhances brand identity.

*Ex.: Linden Street Brewery makes Our Daily (B)red beer using Tartine Bakery's sourdough starter, it's served in the restaurant and used to preserve the pickles at Bar Tartine (San Francisco, CA); Fairmont hotels (around North America) partner with local brewers to brew beer made with honey from each hotel's hive*

**Proper SkoIDing** - Thanks to rising trend of Scandinavia's food renaissance it's time to shine the northern lights on Scandinavian beers.

*Ex.: Norwegian farmhouse brew at Monk's Kettle (San Francisco, CA); The Copper Gate (Ballard, WA) serves a number of Scandinavian beers*

### "In"redients: Drink



**Chartreuse:** It's The Last Word in cocktails

*Ex: Chartreuse on tap at Grand Café Brasserie & Bar (San Francisco, CA); Strongman Cocktail at Coppa (Boston, MA) with green chartreuse, yellow chartreuse and Coors Light*

**Root of the matter**

*Ex.: Grass Roots at Eastern Standard (Boston, Mass)*

**Cynar**

*Ex: Apothecary 12 at The Mortimer Bar (San Francisco, CA) with Makers 46, Cynar, Snap and Angostura bitters*

**Super Tonic** - House made tonic

*Ex: Tonique (New Orleans, LA)*

Fit as a **Fennel**

*Ex.: The Frescura cocktail with pear, fennel, gin and ginger liquor at Gitane (San Francisco, CA)*

Czech your inhibitions about **Becherovka**

*Ex.: Eastern Standard (Boston, MA) makes a Becherovka sour called the Kysely*

Can you **Clarify** that – clarified juices

*Ex.: Booker & Dax uses clarified juices for a number of cocktails (New York, NY); Mojitos with distilled lime juice at Harry Denton's Starlight Room (San Francisco, CA)*

**Honey Beerest**

*Ex.: Dogfish Head Bitches Brew*

**Cider** house rules

*Ex.: Upcider (San Francisco, CA) specializes in cider; Bushwacker Cider (Portland, OR) does too*

### To Market, To Market

**Up, Up and Away** - Hotels are taking cues from the airlines. Look for optional a la carte upgrades to add on to your experience. Expect an email days before your trip offering special perks like airport transfers, upgraded rooms, club lounge access and other perks priced per selection.

*Ex.: Guests at the J.W. Marriott San Francisco Union Square can add-on a Club Lounge Package which includes access to the 21<sup>st</sup> floor Club Lounge, deluxe continental breakfasts, afternoon/evening cocktails and hors d'oeuvres, and free Wi-Fi; Kimpton Hotels offers upgrades a la carte*

**Go-rmet** – Enjoy gourmet meals at home with high-quality restaurant-caliber food, packaged to finish preparing at home. Leave the cooking to those at home at the range.

*Ex.: Luella (San Francisco, CA) offers a number of dishes to prepare at home; Public Express at Public Hotel (Chicago, IL) offers quick, healthy, gourmet food to go; barbacco (San Francisco) just launched barbacco a casa including food from and wine to take home*



**Skype Dreams** – Ever wanted to meet the experts one-on-one? Skype virtually brings them to you as hotels and restaurants offer curated opportunities for exclusive tastings, art tours, and more one-on-one online guided experiences.

*Ex.: David Bouley's "Chef Pass" dinners where guests communicate with artisans over skype*

**Square Deal** – New technologies like Square (and many others) are making mobile payments much easier, and more cost effective. You never need cash, soon you'll never need a credit card either.

*Ex.: Guests at Ushuaia Ibiza Beach Hotel (Ibiza, Spain) can register their fingerprints upon arrival to pay for anything on property with a swipe of their hand*

**Show Don't Tell** – A picture is worth a thousand words... or at least page views. Use Instagram and Pinterest to give fans and followers something to look at.

*Ex.: Four Seasons Hotel Vancouver uses Instagram to promote private events, local scenery, and their food services, etc.*

**Feastival!** - Every major city is celebrating what makes their food culture unique. It boosts tourism, highlights local business, and showcases local producers and regional foodways.

*Ex.: SF Chefs (San Francisco, CA); Charleston Wine & Food (Charleston, SC)*

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*Andrew Freeman & Co. is a high-energy hospitality agency with a unique blend of expertise in marketing, publicity and creative services. The AF&Co team will do whatever it takes to build awareness for clients and ultimately increase sales. AF&Co offers tailored, flexible programs that include: creative/concept development, branding, recruiting, graphic design, public relations, sales/marketing, training, event management, and more depending on the clients' needs. The AF&Co team is creative, direct and fun, and focuses on the areas that they are passionate about: restaurants and beverages, travel and hotels, and lifestyle personalities and products. For more information, visit [afandco.com](http://afandco.com) or follow them on [facebook](https://www.facebook.com/afandco) or [twitter](https://twitter.com/afandco).*

*An industry veteran, prior to opening AF&Co. six years ago, Andrew worked at legendary New York venues including Windows on the World, the Russian Tea Room and the Rainbow Room. Eventually Andrew left New York to become the Vice President of Public Relations and Strategic Partnerships for Kimpton Hotels and Restaurants, based in San Francisco. He spent ten years with Kimpton, launching the global brand and over 40 hotels and restaurants. Andrew is currently the head of a dynamic hospitality agency offering full service marketing, public relations and consulting for hotels and restaurants.*