

REINVENTING THE F&B EXPERIENCE

TALK SERIES TAKEAWAYS WITH INDUSTRY EXPERTS:

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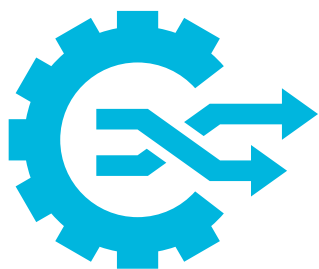


FACT VS FICTION

Set attendees minds at ease and demystify the "theater" of F&B safety by communicating the legitimate precautions and safety standards you are implementing - from menu selection to front-of-house procedures - the more guests know, the better.

CURATE THE EXPERIENCE

Long gone are the days of leftover sliders, deliver what guests will consume, safely, and avoid waste. Balance the higher costs tied to safety by curating a more focused and tailored F&B experience. Solicit guest's feedback on menu selections in pre-planning to establish a more efficient and sustainable on-site experience.

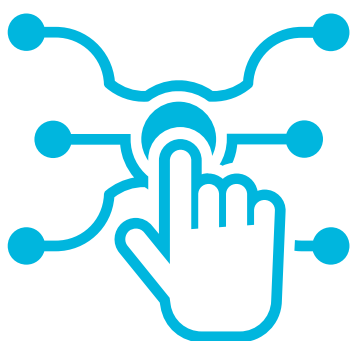
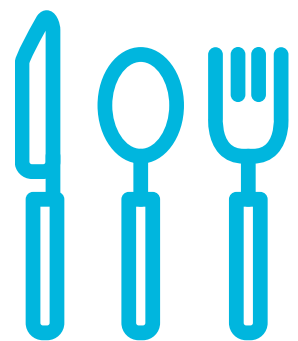


MANAGE CHANGES

The display and delivery of food will need to change - the physical dining layout + more dedicated points of service and mini-stations to encourage social distancing and reduce waste. Walk through every step of your plan with your F&B provider to make necessary changes and reduce.

FOOD STORYTELLING

Build an F&B experience focused on food storytelling, guest preferences and reduced waste. Through apps and digital signage guests can better understand, appreciate and select the F&B they want while increasing opportunities for locally sourced menu items that tell a story. Provide menu content that guests want to read to reduce "wait fatigue" in an appropriately spaced F&B queue.



EMBRACE TECHNOLOGY

Consider a data-driven approach to F&B, including:

- Pre-orders and pick-up areas
- Indoor wayfinding and ibeacons to identify specific F&B
- Touchless dispensers
- Creating a wait line experience through F&B storytelling (see above) ... remember guests eat with their eyes - quality F&B photography or video will enable selection and satisfaction

OPPORTUNITY AHEAD

We can't do this all right away, but we have a rare opportunity to introduce long-term, disruptive F&B solutions that will benefit guests for years to come. Work with your catering partner to strategically design purpose and sustainability into your menu. Showcase the F&B, minimize waste & optimize opportunity for rescued food.

