

# F+B TOOLS + RESOURCES FOR SUCCESS

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This toolkit provides instant access to key resources, tools and strategies that drive success across the F+B discipline, elevating guest experiences and performance. In the spirit of innovation, we will treat this toolkit as a Proof of Concept (POC), iterating and refining structure and content based on feedback. To ensure relevance, we will update and deploy versions of this document on a regular cadence going forward.

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## GLOBAL OPERATIONS / F+B / OUR ROAD TO EXTRAORDINARY

**F+B VISION**  
Compelling, evolving, locally relevant drinking and dining experiences PEOPLE TALK ABOUT.

**MISSION**  
Achieve industry leadership in F+B through creativity, entrepreneurship and exceptionally executed F+B experiences which drive RELEVANCE and RETURNS for guests, associates, industry partners and shareholders.

**STRATEGIC PATHWAYS**

**FOUNDATION**  
Challenge structural and industry fundamentals that may limit performance and growth.

**REVENUE**  
Drive profitable growth and topline revenue.

**INDEPENDENT R+B**  
Adopt independent R+B / Restaurant + Bar mindset: unlock innovation, entrepreneurship, and responsiveness to the local market.

**STORYTELLING**  
Go bold to win customer love (internal and external channels).

**TALENT**  
Attract and nurture top artisan talent.

**INNOVATION**  
Boldly innovate our guest experiences (from platform to bespoke).

### CLICK ON THE ICON TO GO DIRECTLY TO THE DESIRED TOOLS

#### RESTAURANTS + BARS

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| <b>GLOBAL R+B STRATEGY RESOURCES</b><br>Resources for designing locally minded, uniquely compelling restaurants | <b>CONCEPT DATABASE*</b><br><small>*For access to Concept Database, please contact <a href="#">Lisa Kelly</a></small><br>Global examples of our best restaurant and bar concepts | <b>OPPORTUNITY ASSESSMENT TOOL</b><br>How to (re)invest, reposition, or refresh a restaurant   | <b>THE RESTAURANT PLAYBOOK</b><br>Best standards and practices for hotel restaurants   | <b>INTERIOR DESIGN PLAYBOOK</b><br>Develop unique spaces that resonate with locals and guests                   |
| <b>MARKETING CAPSULES</b><br>"Quick and easy" marketing guideline tools that capture key marketing objectives   | <b>MARKETING PLAYBOOK</b><br>Comprehensive marketing guidelines to attract locals and drive revenue  | <b>GLOBAL RECRUITMENT STRATEGY AND TOOLKIT</b><br>Program resources that enable us to become the place where most talented artisans want to work | <b>CULINARY STORYTELLING PLAYBOOK</b><br>How to tell a compelling culinary story across the menu, food, and overall experience | <b>CASE STUDIES</b><br>Seven market case studies showcasing best practices for reinventing existing restaurants |

#### CULINARY

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| <b>FOOD SAFETY</b><br>Tools and standards for quality and safe food handling | <b>FOOD COST TOOLKIT</b><br>For chefs to improve current practices and implement additional cost savings | <b>COOKSMART</b><br>Training tools for delivering simple, fresh, chef-crafted food | <b>ROUXBE</b><br>Online culinary school with cutting edge training resources | <b>GLOBAL RECIPE DATABASE</b><br>Web-based access to global recipes, photos, nutrition and how to videos |
| <b>SPECIFICATIONS DATABASE</b><br>Work in progress                           | <b>MENU ENGINEERING</b><br>Understanding sales mix and maximizing menu profitability                     |  |  |  |

#### BEVERAGE

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| <b>BAR ARTS</b><br>Maximizing bar revenues through intelligent design, superior product, and execution | <b>ALCOHOL AWARENESS TRAINING (TIPS)</b><br>Skills-based training program designed to prevent alcohol abuse | <b>BEVERAGE EXCHANGE PROGRAM</b><br>Website hosting beverage programs and information for full service hotels | <b>COCKTAIL COSTING TOOL</b><br>Accurate costing, competitive analysis and suggested selling prices | <b>BUSINESS OF BEVERAGE</b><br>How to maximize beverage revenue |
| <b>CREATING BALANCED MENUS</b><br>Tips for creating a balanced cocktail/beer/wine menu                 | <b>COMPLETE GUIDE TO BEVERAGE</b><br>Study guides covering a wide range of beverage products and topics     |   |   |   |

#### MEETINGS + EVENTS

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| <b>WEDDINGS</b><br>Tools and resources for successful weddings                              | <b>EVENT DIAGRAMMING</b><br>Innovative and efficient software for easily planning and visualizing events                                 | <b>MEETING SPACE DESIGN GUIDELINES</b><br>Inspiring good design and smart spaces that elevate the meeting experience | <b>MEETINGSIMAGINED.COM</b><br>Inspiration and tools for great events | <b>MEETINGS SERVICES APP (MSA)</b><br>Enhancing the service provided by hotel event staff before, during & after events |
| <b>WIFI SIMPLIFIED</b><br>Industry-leading approach for presenting meeting internet options | <b>EVENT SATISFACTION SURVEY (ESS) REDESIGN</b><br>Designed to measure event planner's satisfaction within each premium and luxury hotel | <b>TRAINING</b><br>Comprehensive, industry-leading learning curriculum for event management associates               |   |   |

#### TRAINING

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| <b>LOBSTER INK F+B</b><br>Multimedia R+B education platform teaching international standards, skills/product knowledge | <b>LOBSTER INK BAR PROFESSIONAL</b><br>Training for bar professionals           | <b>LOBSTER INK F+B SERVICE PROFESSIONAL</b><br>Training for F+B service professionals            | <b>LOBSTER INK WINE SHORT COURSE</b><br>Training courses all about wine | <b>LOBSTER INK WHISKY SHORT COURSE</b><br>Training courses all about whiskey |
| <b>BEVERAGE TRAINING</b><br>Industry-leading curriculum for beverage associates  | <b>CULINARY TRAINING</b><br>Industry-leading curriculum for culinary associates | <b>MEETINGS + EVENTS TRAINING</b><br>Industry-leading curriculum for event management associates |   |  |

#### TRENDS, NEWS + INNOVATION

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| <b>DESIGN THINKING</b><br>5-step innovation process | <b>INNOVATION KIT STARTER</b><br>Self-starter kit to put design thinking into practice | <b>M BETA*</b><br><small>*For access to M Beta, please contact <a href="#">Lisa Kelly</a></small><br>Interactive website showcasing innovations at M Beta – Charlotte Marriott City Center |
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#### BRAND PROGRAMS

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| <b>LUXURY</b><br>F+B programs for Bvlgari, Edition, JW Marriott, The Ritz-Carlton, St. Regis, The Luxury Collection & W Hotels | <b>PREMIUM</b><br>F+B programs for Delta, Gaylord, Marriott Hotels, and Renaissance | <b>SELECT</b><br>F+B programs for Courtyard, Four Points, Fairfield, SpringHill Suites, Residence Inn, Townplace Suite, AC, Aloft, Moxy, and Element |
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