

# HOT TRENDS MEAN EVEN HOTTER KITCHENS.

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The hotel industry is flourishing as occupancy rates reach 66 percent, the highest in more than 30 years. That means now is the time to look for opportunities to grow your F&B offerings. Heritage can help you keep your kitchen ready for new challenges with 100% Genuine OEM parts for everything from ovens to blast chillers and dishwashing.

Here are three trends that can help you create a great culinary experience for your guests.

## 1. MORE BANQUET FOR YOUR BUCK

Banquets and meetings represent the largest portion of hotel F&B revenue, but hotels face stiff competition from restaurants in this segment, the largest growth area, according to a 2015 survey of restaurateurs.

Guests have higher standards for catering than ever before. Millennials, especially, expect high-quality food and unique menu options, as 40 percent of them identify as “foodies,” a term that means they see food as a form of entertainment and an opportunity to experience something new.

These factors have put pressure on hotels to upgrade their social and corporate banquet menus, creating a signature experience and serving local specialties to meet the high standards of increasingly discerning customers.

## 2. PM IS THE NEW AM

Managers’ receptions and other complimentary evening offerings have become standard lobby amenities for many hotels. The evening equivalent of complimentary breakfast buffets, such events let hotel management connect with guests, solicit feedback and encourage positive social media reviews as well as repeat business.

This trend has potential across all service levels, and the menu possibilities are virtually endless. For example, Four Points by Sheraton has reportedly had enormous success with its “Best Brews” program, in which the hotel serves complimentary barbecue in small portions alongside a variety of local craft beers.

## 3. TO MARKET, TO MARKET

Lobby pantries and markets are the second fastest-growing area of hotel foodservice, according to Hotel F&B Media Group. In a recent survey, 31 percent of hoteliers agreed by saying, “More of our business is becoming ‘grab and go.’”

This is another trend that can benefit every segment of the hotel industry. Further research from Marriott Moxy Hotels indicates that next-generation travelers prefer self-service to full-service options. “Guests want to feel welcomed but don’t want fussy service during their stay,” explains Vicki Poulos, global brand director for Marriott Moxy Hotels.

## TAKE ON NEW TRENDS WITH HELP FROM HERITAGE

As hotels continue to prosper, leaders in the industry have found innovative ways to change and expand F&B offerings, and mixing up your menu means increased strain on foodservice equipment that may not have been primary players previously.

You can count on Heritage to help you keep your kitchen running as you embrace fresh trends.

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