

For Hotel, Resort, and Casino Food & Beverage Professionals

# Hotel F&B Executive



Official  
Publication

Las Vegas,  
February 27, 2005

SEPTEMBER/OCTOBER 2004

## WEDDING MAGIC

*Details that Dazzle*



love, labor, low-carb ...  
F&B leaders speak out at  
HF&BE industry event p.8

kitchen trompe l'oeil p.23  
gourmet burger menus p. 27  
Autumn cocktails p.37

**31** new china & glassware  
designs p.48



**UPDATE: 2004 MIXIE Awards Hotel Cocktail Competition! p.42**

## BEVERAGE

### POTPOURRI continued from page 34

#### ■ HOME TO THE TRILOGY

BY FRED TIBBITTS

I recently spent a week in New Zealand traveling from south to north, and it was often difficult to remember I was on business. I felt the tourist in New Zealand—the wonderful people, the climate, the magnificent mountains.

I had pretty much thought of New Zealand in terms of Sauvignon Blanc and Pinot Noir, but as a result of this first-hand update, I realize Cabernet-Merlot, Riesling, Chardonnay, and many other varietals and blends play an important role in describing New Zealand wines.

Composed of a North Island and a South Island, in contrast to the Northern Hemisphere, the further south one ventures the colder the climate. The most important grape-growing appellations on these islands and the grape varietals/blends for which they are best known are:

#### NORTH

- Auckland & Waiheke Island—Chardonnay, Cabernet and Merlot
- Gisborne—Chardonnay
- Martinborough—Chardonnay & Pinot Noir
- Hawkes Bay—Chardonnay, Cabernet-Merlot (Bordeaux-style blended reds)

#### SOUTH

- Marlborough-Blenheim— Sauvignon Blanc, Chardonnay, Pinot Noir
- Waipara—Chardonnay, Pinot Noir, Riesling
- Central Otago—Pinot Noir, Chardonnay, Riesling, and Pinot Gris

Some of the better examples of wine exported to the United States:

- Waiheke Island—Stonyridge Vineyard
- Martinborough—Palliser Estate Wines
- Hawkes Bay—Te Awa Farm Winery, Ngatarawa, Mission Estate Winery, Trinity Hill, Te Mata Estate
- Marlborough-Blenheim—Saint Clair Estate Wines, Huia Vineyards, the Crossings, Vavasour, Villa Maria Estate, Cloudy Bay Vineyards
- Waipara—Muddy Water, Daniel Schuster, Sherwood Estate
- Central Otago—Peregrine, Carrick, Felton Road, Mt. Difficulty, Amisfield, Mount Maude

For more information, visit [www.nzwine.com](http://www.nzwine.com).

Fred Tibbitts, senior vice president, Fred Tibbitts & Associates, Inc., is the foremost global wine-by-the-glass consultant, working with on-premise chains around the world.

## key to the pantry

### CREAMICE – FONTANA

Fontana introduces Creamice (cre-meets) frosted beverage, a concentrate poured over ice and blended into a creamy, delicious beverage that's highly profitable and has surpassed early sales estimates. Creamice is available in two flavors: Latte and Mocha, popular any time of the day. This rich but not too sweet coffee-based alternative attracts even those patrons who are younger than traditional coffee drinkers. Creamice is made with 100 percent Arabica coffee and is shelf-stable until opened, freeing storage space. Pour Creamice concentrate into your blender jar, add ice and dairy (optional), and blend until smooth. You can also easily customize Creamice with syrups and sprinkles.



### AMERICAN METALCRAFT COCKTAIL SHAKERS

Some of the many new items introduced by American Metalcraft in their 2004 Product Catalog include unique bar supplies like these creative cocktail shakers. Colorful stainless steel/acrylic shakers and the big Megatini Shaker are now available. Red or purple acrylic is coupled with highly polished stainless steel for a contemporary look in these 10- or 16-ounce three-piece cocktail shakers. The 60-ounce Megatini is the mother of all cocktail shakers, doubling the capacity of standard-sized shakers. It features all stainless steel, three-piece styling.



### TABASCO BRAND HOTTEST CHEF CONTEST

"Cuisines of the Sun" culinary competition in New Orleans helped mark the 136th anniversary of TABASCO brand pepper sauce with a little sugar, a little spice, and a whole lot of "Sunshine State" know-how. The contest challenged competitors to "Tempt us with your TABASCO-spiced, sweet tropical recipe" and was won by Steve Jayson with his "McIlhenny TABASCO Chipotle Firecracker Bar-B-Cue Chicken." Bill Boswell of McIlhenny Company was astounded at the "caliber of creativity" found in the contest entries. He believes it to be "indicative of the intense competition in the industry" and the grasp of today's "bold and flavorful trends."



- The Butter Nut Martini
- Blueberry Tea
- Key Lime Pie
- Arctic Cosmopolitan
- Princess F's Kiss

## Makes our mouths water . . .

**H**OTEL F&B EXECUTIVE'S First Annual 2004 MIXIE Awards Hotel Cocktail Competition garnered over 75 fantastic recipes from dozens of hotels, resorts, and casinos from Anchorage to Palm Beach, Boston to San Diego.

The competition was sponsored by Ciroc Vodka, Cruzan Rum, and Hpnotiq Liqueur. Each cocktail entry contained one of the above spirits as a primary ingredient.

F&B directors, outlet managers, beverage specialists, bar/lounge and restaurant managers, mixologists and executive chefs entered the competition. The contest was open to all hotel food & beverage professionals with a desire to test their creative mixology skills. Entries ranging from exciting new remakes of signature hotel drinks to completely new concoctions were accepted.

In addition to great prizes, all hoteliers and their recipes will be featured in HOTEL F&B EXECUTIVE'S MIXIE Awards Winners Issue in the November/December 2004 issue and on our website, [www.hfbexecutive.com](http://www.hfbexecutive.com).

Semifinals judging will be completed by August 25, 2004. The national winners will be selected in September and notified by October 1st.

The MIXIE Awards Hotel Cocktail competition is exclusively targeted to hotel, resort, and casino F&B professionals. Thank you to all who submitted cocktails for the 2004 MIXIE Awards Hotel Cocktail Competition.

The 2005 competition will accept entries from March 1–August 1, 2005. Visit [www.hfbexecutive.com](http://www.hfbexecutive.com) and click on the MIXIE Banner for more details.

Sponsored by:



## Wine Strategies HILTON

Fred Tibbitts talks wine with Paul Keeler, VP, F&B, Hilton Hotels Corporation



**The Globetrotting Wine Guy**



**Paul Keeler**

### **Hilton has a long tradition of organizing its wine program at the headquarters. Was Joe Gardiner your first wine guru? Please give us your program's history.**

Joe Gardiner was VP of food & beverage for Hilton from the 1970s to the early 1980s. Joe von Runkel, who lived on an island off Newport Beach, served as his wine & spirits consultant. That is the origin of Hilton Hotels Corp. wine program, but any specific vestiges of it have long since lapsed.

HHC made a significant change in its wine initiative in December 2000 by developing a three-tier wine-by-the-glass program along with a core bottled wine list. This was incorporated into the *Hilton Beverage Standards Guide* and applied to all owned/managed full-service Hilton family of branded hotels. Wines are selected by approximately 30 field-based HHC F&B professionals in conjunction with the corporate team. Using a double-blind tasting process focusing on varietal and price point, it raised minimum standards while establishing compliance throughout the portfolio. The Hilton wine initiative is implemented along with a comprehensive training program directed to F&B directors, executive chefs, catering directors, and banquet managers. Credibility occurs because decisions are made by the field, not handed down by the corporate office. Wines are selected every two years.

### **What is the Hilton wine culture all about and, as the company's beverage leader, how do you stay current with emerging wine trends and new technologies?**

It centers around engineering lists integrated into all F&B outlets, including in-room dining and catering and banquets. By featuring the highest-quality wines in each price point and varietal and pairing them with menu items in every department, we enhance the guest's experience while growing revenues in the fastest-growing segment of the alcoholic beverage area.

To keep current with what is happening in the wine industry, I surround myself with the most talented personnel, both within HHC and outside the company. In addition, I read, travel, and research

what is happening within both the hotel and restaurant industries. Frequent visits to key wine growing areas help a great deal as well.

### **What are the most important elements of your program, and who does what to make it happen? Is it mandatory? Is it reviewed and updated as necessary, annually, or on what basis?**

We have 32 field-based, cross-branded F&B clusters, which serve as launching areas for every initiative we implement. Every initiative is available via the Flavors of Hilton website, the key medium for sharing all F&B-related initiatives. These include but are not limited to:

- Weddings by Hilton
- Hilton Catering Collection
- Hilton Wine Initiative
- Hilton Restaurant Group
- Hilton Menu Store
- Hilton Entertainment Series
- Hilton Healthy Flavors Nutritional Initiative

All initiatives include field training along with website training materials. Participation in offering products outlined in the *Hilton Beverage Standards Guide* is mandatory for all owned/managed HHC properties. The guide is updated every two years. Our beverage partners participate both in the support of all Flavors of Hilton materials as well as in the training so everyone understands the established culture.

Hilton Supply Management, our in-house purchasing company, participates in selecting all products and, via regional offices, assists in ensuring all products are available at our properties.

### **Is the Hilton International wine program independent of yours, or is it one global program with flexibility to accommodate regional and national factors?**

Hilton International offers its own wine program, but we review one another's programs to determine possible synergies or best practice sharing opportunities.

### **What were your most successful food and wine promotions in 2003? What promotions are you**

### **running in 2004?**

The Flavors of Hilton Catering Training initiative was extremely successful in 2002–2003 in that we certified over 160 catering directors. During this training, we conducted regional seminars that certified our catering executives using the :

- Hilton Catering Collection—A comprehensive web-based menu initiative developed by our leading culinarians.
- Hilton Wine Experience—Trained our D.O.C.s in developing menus, pairing selected wines with menu items, and presenting them to guests, both in person and via email.
- Weddings by Hilton—Provided a comprehensive program inclusive of all collaterals to assist in the booking of more weddings business for Hilton, Doubletree, and Embassy Suites hotels. Many properties have doubled wedding bookings since implementation.
- Hilton Entertainment Series—Serves as the template for developing cluster-based sales and culinary events, partnering our suppliers with HHC sales and F&B departments to host events targeting meetings planners so more business can be booked in the catering and banquet areas.

In addition, wine festivals have been developed or are under development in Boston, Atlanta, Phoenix, and Chicago.

Initiatives also included in 2004 are:

In-room dining, the Menu Store, and Healthy Flavors nutritional-based menus.

### **How do you manage wine preservation, or do you leave it to each hotel to determine the system that works best for them?**

We are field-testing three wine preservation systems for hotel implementation. By offering the option of multiple systems, we can assist properties in deciding what makes the most sense for their respective size and volume level.

### **What are your favorite wines?**

Sparkling, red, white, blush, dessert . . . Depending on the time of the day/year, occasion, food being consumed, etc. I can think of a favorite in each of the above categories. I love wine in general. I like Pinot Noirs quite a bit because of how food-friendly they are. The same holds true for Zinfandels, Shiraz, Syrah, and Sangioveses. 🍷

Fred Tibbitts, senior vice president, Fred Tibbitts & Associates, Inc., is the foremost global wine-by-the-glass consultant, working with on-premise chains around the world.