

For Hotel, Resort, and Casino Food & Beverage Professionals

Hotel F&B Executive

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10 ways to help guests
eat right p.24

uncover employees'
hidden talents p.39

chefs tackle odd
menu requests p.40

Marriott, Tishman, Loews,
Caesars' banquet experts
talk trends and the WOW
factor p.13

glorious glassware
designs p.36



special report

hotel wine, beer &
spirits, p.25

DOUBLE STRENGTH

Kimpton follows founder's
pioneering footsteps

Niki Leondakis, COO, Kimpton Hotels &
Restaurants; Melissa Perello
executive chef, Fifth Floor Restaurant

HURRY! Enter your recipes in the 2005 MIXIE Awards Hotel Cocktail Competition. p.3

BEVERAGE **POTPOURRI** BY DAVE STEADMAN

Dave Steadman

■ FLAVORED SPIRITS

Flavored spirits still drive the cocktail business. Even if you don't live in New York, you're probably using Bacardi's Big Apple Rum in some of your drinks. Absolut's Apeach Vodka has quickly become a star.

Summer in the Hamptons is where you'll find the highest concentration of professional mixologists per square foot in the world. Some of their creations: **Big Apple Caramel Martini**—5 parts Bacardi Big Apple Rum to one part butterscotch schnapps, shake with ice and strain; **X-Rated Peach**—Mix 2 parts Absolut Apeach vodka with one part X-Rated, a liqueur that is a blending of ultra-premium French vodka, Provence Blood Orange, Mango, and Passion fruits. Shake with ice and strain; **Apeach "Amosa"**—A good waker-upper, combine 4 parts Absolut Apeach Vodka and one part fresh peach puree and add Champagne.

NEW & OLD

Megan McKendrick, a bartender at the Southampton Publick House, says her **Chai Tai** is a winner—equal parts Stoli Vanilla Vodka and Voyant Chai Cream Liqueur. This new liqueur is a blend of imported Indian black tea, Chai spices, and vanilla extract, fine aged rum, and fresh Dutch cream. Not available everywhere, keep it on your radar.

X-Rated is an example of a fast-growing category spurred by the meteoric success of Hpnotiq—the Cognac blend combining Cognac, vodka, and exotic fruits into tasty, low-proof libations.

Another entry into this category is Intrigue liqueur, combining passion fruits, vodka, and Cognac. Match sushi with an **Asian Sun**—2 ounces Intrigue, 1 ounce premium sake, splash of pineapple juice, and splash of grenadine. Shake with ice and strain.

Johanna Patrick, a bartender at J LX Bistro in Sag Harbor, brings an Asian touch to a **Tropical Refresher**. Fill a pitcher with ice, add a can of pitted lychee nuts with syrup, three parts vodka, and one part plum wine. Stir and pour into tall glasses.

continued on page 28

SUMMER FUN, CRUZAN RUM



Tropical weather, poolside cocktails, and vacations conjure up

images of rum-soaked drinks. And there are few better rums to serve than Cruzan for hotel cocktail menus.

Cruzan Rum is an official sponsor of the 2005 MIXIE Awards Hotel Cocktail Competition and for good reason. Their rum is served in the finest hotels and on hotel drink menus featuring superior hotel cocktail presentations.

Stephan Dartois, senior beverage manager at the Waldorf-Astoria Hotel in New York City, enjoys Cruzan's "large selection . . . and the quality is top shelf." He initiated a summer drink promotion using Cruzan in three of the four cocktails offered in the program.

Cruzan Rum recipes appeal to guests on both coasts. Mac Gregory, executive assistant GM of the Monterey Hyatt Hotel, always sells Cruzan Rum. Gregory has opened several hotels for Hyatt and while he adheres to company specs, "Cruzan goes everywhere I go," Gregory says.

He likes the ultra-premium rum because he can use it as an upsell in hotel cocktails. The Monterey Hyatt pours Cruzan Rum in their hotel rum drinks because, as Gregory says, "it adds more value to the client experience."—KB
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Cruzan Rum is an official sponsor of the 2005 MIXIE Awards Hotel Cocktail Competition sponsored by HOTEL F&B EXECUTIVE. To enter your Cruzan Rum cocktail in this year's competition, visit www.hotelmixie.com or see page 3 of this issue.

The World of Wine

 BY FRED TIBBITTS


Fred Tibbitts, the Globetrotting Wine Guy

Fred Tibbitts talks with Markland Blaiklock, executive director of hotel operations for Wynn Macau, opening in 2006, about its wine program.

So, Markland, how did you find your way to Wynn Macau?

I was managing director of Raffles International, responsible for all 13 Raffles branded hotels worldwide. Based in Singapore, I was approached by an executive search firm to refer qualified candidates for this position. But after giving them some names, I thought I could be a good fit and realized I would like the challenge. So I applied for the position and was selected. I report directly to the president and GM of Wynn Macau, Grand Bowie.

When are you opening?

Autumn, 2006. However, we are ahead of schedule.

Can you describe your restaurants and the role wine will play?

There will be seven restaurants, the signature restaurant will be Italian with a name chef. There will be a Cantonese restaurant with an outside entrance (the outside entrance will permit minors and government officials to enter, as by law they cannot step foot in a casino). We will have a Japanese restaurant, a noodle restaurant, a three-meal café (Macanese), a VIP lounge and dining area, and an Asian food court.

As to what role wine will play in our restaurants and bars, the answer is it will be significant. The majority of customers will be Chinese. Macau is the only place in China where casinos will be permitted. When the laws change in September, normalizing travel from the Mainland in advance of the Disney World opening, we will benefit as well. The typical Chinese wine drinker from the mass market consumes low-end Chinese wine. We will offer a value-priced Chinese alternative, but our restaurants and bars will be places where guests may learn about wine and experiment by the glass with a broad selection of wines from the "New" and "Old" Worlds, all chosen to match the styled cuisine in each restaurant. Because Macau's import duties are far more reasonable than Hong

Kong and most Asian countries, our prices will be attractive for guests to experiment with new wines. I see tasting placemats for flights of wines that excite the imagination; Sauvignon Blancs from New Zealand, South Africa, and California; Pinot Noir from New Zealand, California and Burgundy; and of course Chardonnay from Australia, California, Italy, and Chile.

We will establish a **NEW STANDARD** for **RESTAURANT** management and server training across Asia.



Markland Blaiklock

And don't forget, the history and traditions of Macau are Portuguese, so a good selection of Portuguese wines-by-the-glass will be important, especially the whites and of course Port. We will have an exceptional selection of Port.

I am in the process of hiring an Asian sommelier, someone who understands Asia and, in particular, our Chinese customers. He or she will oversee our wine program for the hotel.

Besides a broad selection, what other aspects of wine and wine service are important?

I would have to say wine training and wine preservation. Training is never done. There is always turnover, so there are always new staff to certify that they have a minimum of wine knowledge. And there is continuing education for the others. The traditional model relies on local distributors to do wine training, a hit-or-miss proposition. If you get a distributor's wine education specialist, it works. But if you get one of their salespersons, it doesn't. I'm not willing to gamble with those odds. So the traditional model is not acceptable for Wynn Macau.

I am evaluating teaming up with one of the world's few Wine MBA's from the University of Bordeaux, is based in Singapore. Born in Hong Kong, he is fluent in English, Mandarin, Cantonese, and French. He will establish a new standard for restaurant management and server training across Asia with centers at Singapore, Bangkok, Hong Kong, Macau, Beijing, and Shanghai. As the need arises, he will extend his network to India, Malaysia, Indonesia, and Vietnam. He will train his country managers at his base in Singapore. Each center will be a joint venture, so the manager of each location will be more than an employee. He will be a 50 percent partner.

We will fund the initial tuition for all
continued on page 28

Remember the Creamside, made with Licor 43? Remember Licor 43? Today's mixologists are rediscovering it. **Lemon Meringue Pie**—2 parts Pallini Kimoncello, one part fresh lemon juice, and a dash of Licor 43. Shake with ice, strain into a Martini glass, and top with 1/2 ounce heavy cream.

UPDATE

A year ago we reported about the increased revenue generated when an underperforming space at the Southwest Airlines wing at the Fort Lauderdale Airport was converted to a Cruzan Rum Bar. Its happened again. This time at the Delta Airlines Terminal 2 at the same airport. The design of the Cruzan Rum Bar and adjoining La Cucina was done by Jim Reisigl Associates of Jupiter, Florida, a division of Cruzan Ltd. Brian Bowdish, GM of F&B for the entire airport, provided input and guidance to Reisigl.

The challenge was to create a high-end pub look and an upscale dining experience for travelers to unwind and relax. Common elements provided a smooth blending of the bar and dining sections.

With the same passenger count of 4 million a year, sales immediately surged by 20 percent, and stayed at that level. If you have underperforming spaces in your hotel, you might want to call Jim Reisigl at 561-745-0344 or email him at jim@reisigl.com. 🍷

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Wine continued

our opening restaurant and catering managers and servers, while seeking the support of our primary wine partners for continuing wine education tuitions. It is in the best interest of each stake holder for our staff to maximize our customer wine experience.

As to wine preservation, the most sophisticated system in the world is the Dual System Le Verre de Vin, produced in the U.K. We used them at Raffles Hotel as well as our other hotels and facilities in Singapore with great success. They are solid state, and they preserve both still and sparkling wine for up to 21 days, thus permitting us to offer a "freshness guarantee" for every glass of wine served. This will also mean zero wine waste because we know we can sell the rest of any open bottle within 21 days.

With the Le Verre de Vin, we

can offer high rollers a glass of their favorite Bordeaux or other Grand Cru upon arrival or at anytime. We can sell as many ultra-premium wines as we choose to our most discerning wine customers without fear of losing a drop with an open bottle. As the system is not a display cabinet, but a wine preservation system, if we have 100 rubber Vacu-Vin stoppers, we can have 100 wines by the glass. Hand pumps are better than nothing, but they're a half-way measure.

Will you offer servers any kind of incentives to sell your better wines—and more of them?

Yes, I firmly believe server recognition is a very important ingredient of successful wine sales, as in "What's in it for me"? Cash is always appreciated, but I prefer items in kind, accessories

or vouchers for two for dinner, the cinema, shopping and nongaming sporting events.

Okay, so what are your favorite wines and why?

I prefer white wines, mostly Chardonnay. I find them refreshing. One of my favorite wines is Chassagne Montrachet (any of the top French labels will do). I also like Pinot Noir from Burgundy or New Zealand. Cloudy Bay is one of my favorite labels. And, then again, I have plenty of favorites from Napa, especially the ultra-premiums and Screaming Eagles for very special celebrations.

Fred Tibbitts & Associates Inc., is the foremost global wine-by-the-glass consultant, working with on-premise chains around the world. fredbev@fredtibbitts.com



Hot HPNOTIQ

Try going out for a night on the town and not see a drink made with HPNOTIQ. Fernando Salazar, Corporate food and beverage director for Omni Hotels understands this. That's why HPNOTIQ is part of his Omni Hotel's summer drink promotion menu.

"The quality and image sell....the flavor profile is great," explains Salazar. "And HPNOTIQ has a strong marketing program."

The color has people asking questions as soon as they see it on the shelf. Blue Liqueurs and blue cocktails create a buzz with customers. It's not uncommon to hear the question "what is that blue drink?"

HPNOTIQ is a combination of fine Cognac, triple-distilled vodka and proprietary tropical fruit juices. Heaven Hill Distilleries, which produces HPNOTIQ, is America's largest family owned producer and marketer of distilled spirits.

HPNOTIQ has also made a splash with premium wedding cocktail recipes. Wedding Cocktails such as Something Blue (HPNOTIQ, Champagne and mint leaf garnish) or a Bluely Yours Cosmopolitan (HPNOTIQ, Citrus Vodka and white cranberry juice) add an element of style to wedding receptions, providing an upscale alternative to traditional wine, beer and champagne.—KB
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HPNOTIQ is an official sponsor of the 2005 MIXIE Awards Hotel Cocktail Competition sponsored by HOTEL F&B EXECUTIVE. To enter your HPNOTIQ cocktail in this year's competition, visit www.hotelmixie.com or see page 3 of this issue.