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The Incentives in MICE



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常驻在曼谷和纽约的田博华是全球最著名的品酒顾问之一，他为众多的连锁酒店及餐厅提供咨询。还参与过许多国家重要的餐饮会展以及项目。大量相关的著作及评论发表，在业界，一时洛阳纸贵。

## Meetings and Premium Wines What Could be more Inviting?

### 有刺激才有惊喜

The key to superior sales results for mice-meetings business is to offer all the anticipated services and venues, but as well as to include options that speak to the most popular social trends. And one of the most popular lifestyle trends in China today is the growth of premium red wine consumption among the Millennials and the Boomers in bars, restaurants and at home. So, one of the best ways to offer your mice customers a major point of difference is to wow them with your wine by the glass program for evening receptions and your wine by the bottle program for evening dinners.

Offering wine with food is nothing new, but having your resident "wine patriot" design a great wines by the glass offering for mice receptions and great bottle selection for mice dinners is an easy way to "seal the deal"; and of course, at the same time greatly increase the profitability of every event, while pleasing the clients and their guests. The trick is to develop a simply mind-blowing offering that far exceeds the expectations of the client and his associates and guests. And this can be done cost effectively, yet sure to improve guest satisfaction and profitability every time.

On the Mainland many hotel and restaurant caterers recommend that their clients simply offer ordinary red and white wines for their evening receptions and dinners: Boring! And no doubt these "generic" wines are little more than colored, distasteful water that have not been stored properly and that have only deteriorated in quality from the day they arrived at the property; and probably stored on site in a poor location with the bottles standing upright (so not laying on

their sides to keep their corks moist) with poor air circulation, warmer than safe temperatures, in bright light and at low humidity, thus allowing the corks to dry-out, permitting oxygen to seep into the bottles (a.k.a. this is how wines change to vinegar).

And even if the bottles are screw cap, thus eliminating the need to store the bottles lying down, the wrong temperature, humidity and presence of light will equally seal their fate, thus making it impossible for anyone wishing a delicious wine to be pleased. Too many mice sales executives and operators have little personal experience with wine and in particular, developing an educated "palate" to more intelligently recommend premium, fruit forward, delicious wines to better entertain their client's guests and customers; and so instead, they take the "easy way out" and suggest their least expensive, most unpleasant tasting wines, rationalizing that most people attending their mice events have little wine experience, and so it matters not, because they wouldn't know the difference between a good wine and a bad wine. This is not an example of "Best Practices"; and definitely not the way to win more mice business than one's competitors.

Okay, but just what would be such a mind-blowing wine offering? The answer, of course, depends on the venue: Is the catering space associated with a Five Star hotel, a Four Star hotel, a Three Star hotel, a luxury restaurant or a mid-scale restaurant? And so, considering the positioning of your venues and the profile of your client's

guests and associates, you can get down to business. Again, this is a project for your resident wine guru or "wine patriot" as I prefer to say, because wine is a matter for the senses and all about passion; it is not a matter for engineers of linear thinking: It is a matter for wine enthusiasts who love their positions.

But what if you lack such a guru? No worries, just visit your local specialty premium wine shop and ask for references: They should be able to help you find just the right wine patriot; however, if necessary, you can always ask one of your wine suppliers to have one of their top wine specialists visit you, however, be forewarned, he or she will almost certainly only recommend wines sold by that distributor; and especially, wines they are anxious to sell, rather than what may be best for your mind-blowing offering.

Your wine guru-patriot will most likely suggest that you offer your mice clients a package for standing receptions of 3-4 red wines, 2-3 white wines, possibly a rose or a white zinfandel (roses and white zinfandels go well with most all foods, except highly spiced foods, which are a challenge for any wine); plus, always a sparkling wine, such as an Italian Prosecco or if the meeting budget permits, a Champagne, such as Moët & Chandon Imperial or G.H. Mumm. Have wine bars conveniently placed around the reception room, offering your superior selection of premium, delicious wines, all by the glass and upon demand by each guest. As for dinners, a custom wines by the bottle menu should be passed to all the guests; and each table should then collectively decide on one

bottle of red and one bottle of white; or two bottles of red, if nobody prefers white wine; and if the dinner is to include Champagne toasts; or if your client simply wants to go "over the top", again, go for a Prosecco or other quality sparkling wine or a "Grand Marque" Champagne from Champagne, poured by your servers into elegant Champagne "flutes" for each guest. And if your client is very generous, the instructions to your servers should be to replace empty red and white table bottles as necessary; and to keep the Champagne flutes filled through-out the dinner toasts, be it a wedding or special occasion, personal or business.

So, there you have it, how to exceed both guest expectations as well as your personal or Team performance goals for your hotel, restaurant or catering facility. I am **Red Owl**, Ever Vigilant, over & out.

会展旅游业制胜的关键在于能为消费者提供意想不到的充分服务和场地，更要随时关注那些社交名流的需求。不管是在酒吧、餐厅还是私人住所，中国的千禧代80后们对高档红酒的消费正急速升温。对于会展旅游业，要想一鸣惊人，红酒是最佳契机。

美食搭配美酒并无什么新奇之处，若在酒杯或酒瓶设计上加入些当地葡萄酒大师推崇的元素，效果却见微知著，不仅轻松提高了每次的活动收益，更能给客户和宾客

留下良好印象，提升品牌形象。这种技巧的秘诀就在于带给客户意想不到的惊喜，节省成本的同时，更能提高顾客满意度和经营效益。

大陆的很多酒店和餐厅都抱怨说客户供给招待或晚宴的酒太普通，只是些加了颜色，味道不佳的水而已，未免有些无趣，却从未考虑过或许是由于货物抵达时储存不当而导致了酒的变质，像把酒瓶长期竖立（不能提供酒塞所需要的湿度），或放在了比常温偏高、阳光照射或低湿度的环境里，这都会使酒塞变形，氧气有机可乘进入瓶内。（酒就是这样变成醋的。）

即使酒瓶选用螺帽，也仅仅免去了平放酒瓶的必要，不当的温度、湿度、曝光度依然会影响葡萄酒的口感。很多会展旅游的销售经理和运营者对红酒都缺乏经验，更别说专业了，自然也就无法选出更讨喜客户和宾客的葡萄酒。对此，大部分人的解决方案就是接待更多不了解葡萄酒的客户或宾客，选择那些更经济，口感更一般的葡萄酒，既然不了解，好与不好也就无从分辨。这并非一个好范例，更无从提高企业竞争力。

那么，什么才是最适合的好酒呢？答案依场合而定。酒店或餐厅的星级重要吗？这取决于客户所要邀请宾客或合作伙伴的具体情况。葡萄酒本身就是一种感官体验，一种激情刺激，不需要工程师那样的线性思维。因此，好与不好，合适不合适，全看当地葡萄酒大师的喜好。

若没有大师引导，也不必担心。只需前往当地权威的葡萄酒商店，销售们的精心推荐定能帮你找到心仪之酒。必要的话，也可咨询与你们合作的酒商，他们的葡萄酒专家或许会为你量身挑选，却免不了只推荐自己经销商或是极力想出售的酒，而错过了真正能让你心潮澎湃的酒。

一般而言，葡萄酒大师会推荐你向会展客户提供三至四款红葡萄酒，两至三款白葡萄酒，或许再加上一款桃红或白仙粉黛（只要不是特别辛辣的食物，均可搭配），通常还会有一款起泡酒，比如意大利普洛赛克。如果预算足够，也可选上一款像酷悦或玛姆这样的香槟。最好将酒吧安排在接待室不远处，方便宾客们随时选上一杯自己喜欢的酒。在正式晚宴，酒单会在宾客中传阅，以供每桌共同选出一瓶红酒和一瓶白酒。若没有人喜爱白酒，也可选出两瓶红酒。如果晚宴包含香槟祝酒，或客户是卓越品质的狂热粉丝，可选择普洛赛克或其它优质起泡酒，抑或是来自香槟区的大品牌。经由训练有素的服务员娴熟而高雅地倒入每一位宾客的精致香槟杯中。如果遇到十分慷慨的客户，应该要求服务员将桌上的空酒杯一并替换，只需保留这支诱人的香槟杯即可。

如何超额完成酒店、餐厅和餐饮机构的预期指标，又给宾客带来意想不到的惊喜，你了如指掌了吗？我是**红色猫头鹰**，一直在这里。

