

Chapter 13 Outline

Positioning Restaurants and Lounges
 Positioning Hotel Restaurants
 Positioning Freestanding Restaurants
 Positioning Research
Merchandising Food and Beverages
 Creating Menus That Sell
 Other F&B Merchandising Methods
Promoting Restaurants and Lounges
 Types of Sales Promotions
Building Repeat Business
 The Importance of Employees
 Guest Follow-Up
 Customer Loyalty Programs and
 Other Business-Building Strategies
Other Food Service Operations
 Room Service
 Limited-Service Operations
Conclusion

Competencies

1. Summarize trends affecting the food and beverage industry, and describe positioning strategies and techniques for restaurants and lounges. (pp. 491–503)
2. Explain how managers can merchandise food and beverages. (pp. 503–519)
3. Describe basic types of restaurant and lounge promotions. (pp. 519–527)
4. Explain how managers can build repeat business in restaurants and lounges, and describe these other hotel food service operations: room service and limited-service operations. (pp. 527–534)



Insider Insights

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“We began to see a trend in our guests: they were going off-property more often to eat. So we began placing “mini menu” handouts in display racks and handing out brochures featuring food and beverage outlet descriptions. The in-house TV channel advertised our restaurants and lounges, and bellpersons described them as they escorted guests to their rooms. Once inside the restaurants and lounges, our guests are exposed to visual promotions—bakery cases, refrigerated dessert carts, and so on. Suggestive selling is also used. If we can entice one of every two hotel guests to use one of our outlets, we will realize an increase of approximately \$950,000 in food sales each year!”