



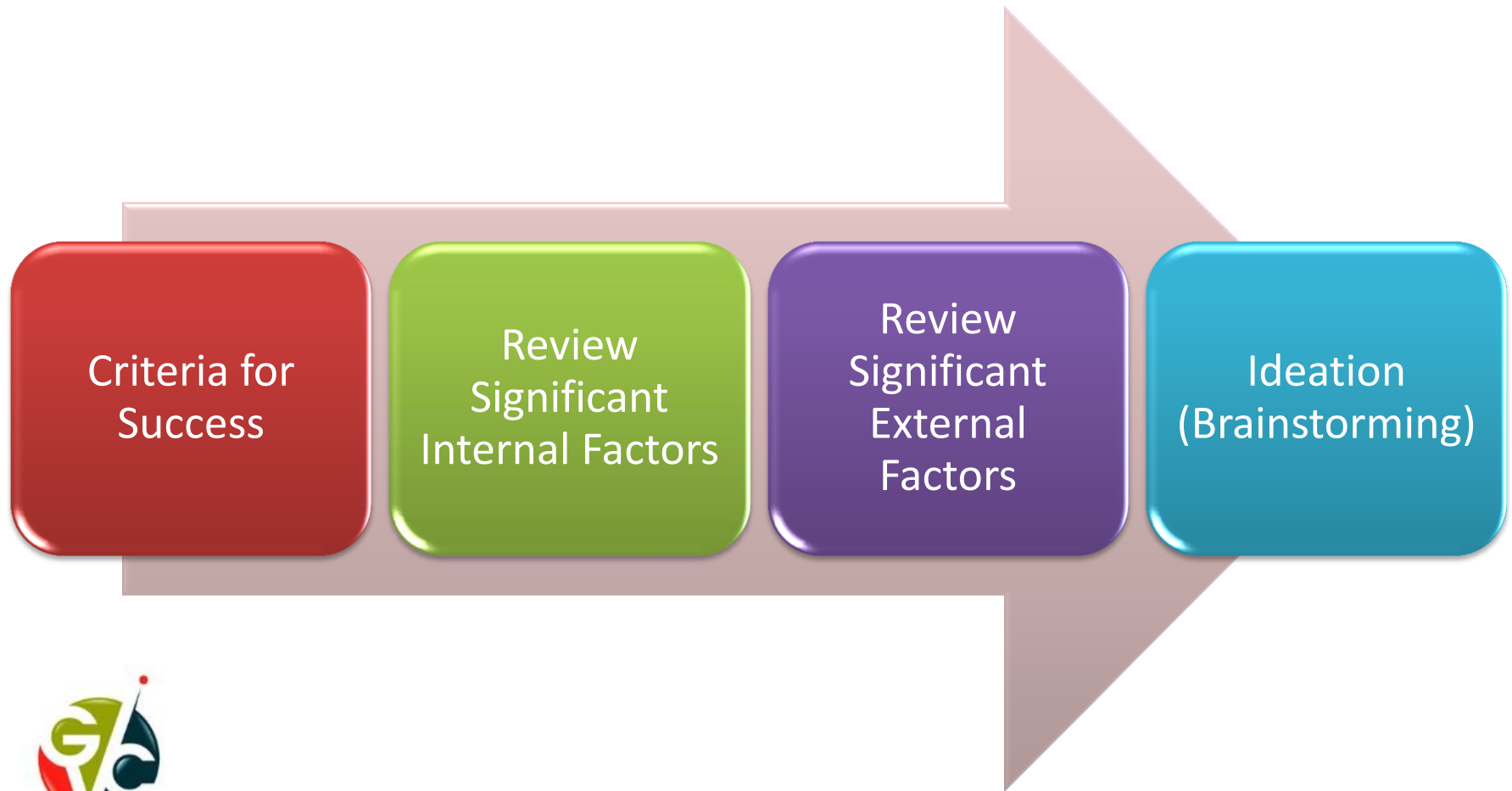
The Gastropub as a Hotel Concept Solution

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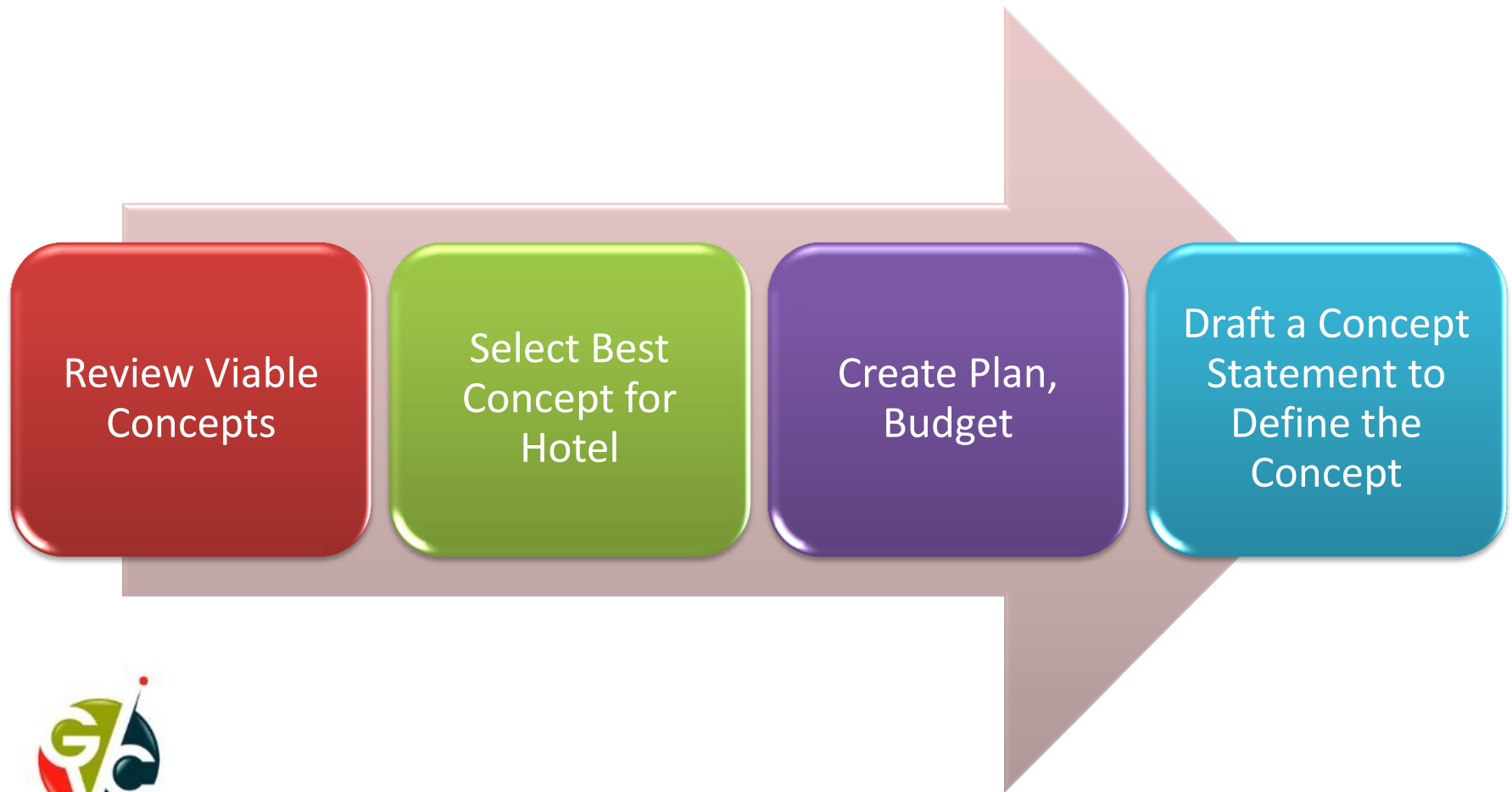
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Developing/Changing a Concept Part I (Understanding)



Developing/Changing a Concept

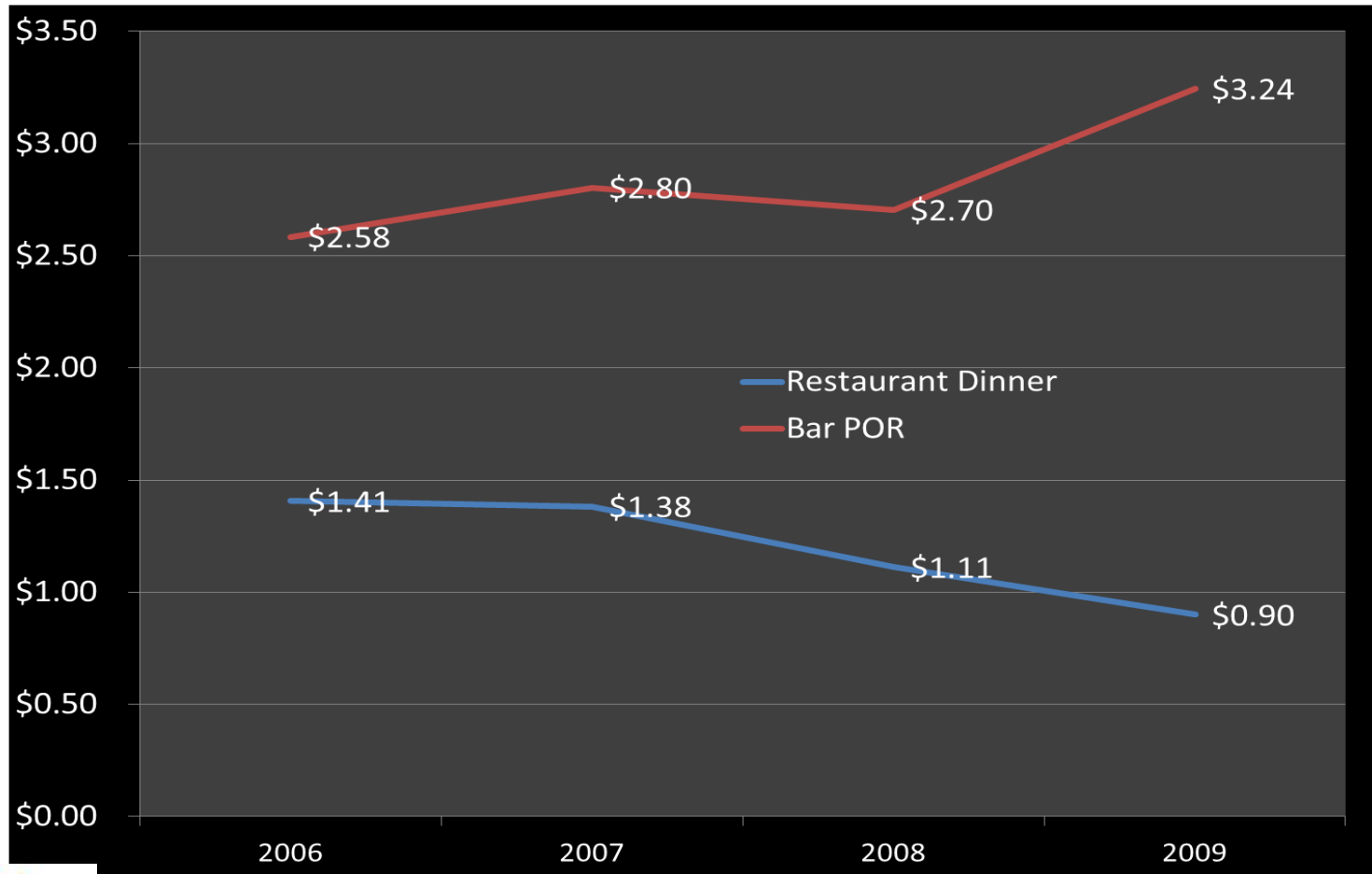
Part II (Process for Getting There)



Examples of Significant Internal Factors

- Where are your guests eating and drinking?
- What are their menu preferences?
- What are they drinking?

Example: Per Occupied Room Sales at Dinner Hotel Guests Eating in Bar, not Restaurant



What is the Guest Beverage Preference?

Example: Beer is Driving the Sales Mix

LQ\$ BEER\$ WINE\$ TL\$

Restaurant	444	767	1,307	2,518	5.5%
	17.6%	30.5%	51.9%	100.0%	
Lounge	14,507	18,182	8,208	40,897	89.9%
	35.5%	44.5%	20.1%	100.0%	
Room Service	303	486	1,268	2,057	4.5%
	14.7%	23.6%	61.6%	100.0%	
TOTAL	15,254	19,435	10,783	45,472	
%	33.5%	42.7%	23.7%	100.0%	

Looking at the Number Sold May Enhance Your Insights

	No. Sold:	LQ.	BEER	WINE	TL	
Restaurant	63	164	184	411	4.9%	
	15.3%	39.9%	44.8%	100.0%		
Lounge	1,983	4,463	1,300	7,746	91.9%	
	25.6%	57.6%	16.8%	100.0%		
Room Service	30	105	139	274	3.2%	
	10.9%	38.3%	50.7%	100.0%		
TOTAL	2,076	4,732	1,623	8,431		
%	24.6%	56.1%	19.3%	100.0%		

Beverage Average Drink Price

	LIQ	BEER	WINE	TOTAL
Restaurant	7.05	4.68	7.10	6.13
Lounge	7.32	4.07	6.31	5.28
Room Service	10.10	4.63	9.12	7.51
TOTAL	7.35	4.11	6.64	5.39

Understanding the Guest

- Identify hotel guest by Segment
 - What are the demographics and lifestyle behaviors for each Segment?
 - What is the multiple for each segment?
 - When will they use the bar or restaurant?

Examples of Significant External Factors

- Workplace – potential customers
 - Demos, lifestyle behaviors
- Households – potential customers
 - Demos, lifestyle behaviors
- F&B trends in the marketplace
- Local restaurants & bars, especially nearby –
what are their sales?

Example: an Area's Top Grossers by Cuisine

	No.	Total Vol.	Avg. per Store
Seafood	7	21,600,000	3,085,714
Italian	5	14,300,000	2,860,000
Pub/Bar	4	11,900,000	2,975,000
American	3	7,100,000	2,366,667
Sandwich	3	6,000,000	2,000,000
Tapas	2	3,600,000	1,800,000
Family/Coffee	2	3,400,000	1,700,000
Tex-Mex	1	2,500,000	2,500,000

Example: These Concepts Could Work?

- Urban/Contemporary Italian
- Mediterranean
- Comfort Food/American
- Seafood
- Upscale Burger
- Steak
- Gastropub
- Eclectic/Int'l
- Tapas/Small Plate
- Latin
- Upscale Taqueria

Example: Systematic Review Matching Potential Customers to Each Concept

	Hotel Guest Leisure	Hotel Guest Business	HH Type 1	HH Type 2	Worker Type 1	Worker Type 2	Fit for Hotel	Other
Urban/Contemporary Italian								
Mediterranean								
Comfort Food/American								
Seafood								
Upscale Burger								
Steak								
Gastropub								
Eclectic/Int'l								
Tapas/Small Plate								
Latin								
Upscale Taqueria								



Why an American Gastropub Works

- Fits the (often smaller) space of a lounge
- Bar-centric
- Beer-centric
- Casual, upmarket (but comfortable) food
- Eclectic menu OK – not locked in
- Small plates work, Snacks work, Burgers work
- Warm, earth tones - comfortable

Gastropub “Endorsements”

- The Food Channel’s “Top Trends of the Decade” lists “Gastropub” as #3
- In their 2010 NRA poll of Chefs, “Gastropub” was picked as #1 by 12% of respondents
- Food writer Pete Romeo, listing “Gastropub” among the hot trends for 2010 says “Gastro pubs are the trend I’d most like to see catch fire in 2010, speaking as a consumer.”
- NRA Chefs picked “local” or “sustainable” in 4 of top 5 trends for 2010, which syncs perfectly with American Gastropub
- Technomic cites “new spin on old favorites” while Baum & Whiteman call out “up-scaling the downscale” – why upmarket burgers as a portion of the menu fit Gastropub and consumer preferences

Imbibe – Best Gastropubs in USA

- The Happy Gnome
- Holeman & Finch Public House
- Granville Moore's
- Gramercy Tavern
- Quinn's
- The Red Drum Gastropub
- Salt House
- The Spotted Pig
- The York
- The Linkery

Draft Magazine: “Best New Gastropubs of 2010”

- Haven in Orange, CA
- Rack & Rye in Denver, CO
- Ormsby’s in Atlanta, GA



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