

# CASE STUDY



## The Assignment: Launch & Creative Conception for Food Is Art

**NATIONAL MEDIA ATTENTION**

**20** in **8**  
hotels countries

**500**  
"A" list celebrities

Introduction of an exciting, cutting edge new food & beverage concept across a collection of 20 hotels in the US, Egypt, Latin America and the Caribbean. The concept began as theme for a new hotel opening and spread across the entire collection of 20 hotels in 8 countries. Soon, Sonesta become known as a trend setter and brand leader in the hospitality and culinary industry. The mission was to enhance every event and dining experience by creating food presentations that looked like Art. The culinary displays were chef-inspired, locally grown and creatively presented. As the concept went global, we began showcasing culturally diverse foods for all of the Sonesta regions.

### SCOPE OF WORK

In 2003, we were about to open the new Trump International Sonesta Resort in Sunny Isles Beach, FL. The assignment was to come up with a creative concept that would be unique, press worthy and high profile. The opening had 500 "A" list VIP celebrities including Donald Trump, National recording artist Jon Secada, as well as local dignitaries and political officials. The goal was to position the newest beach front hotel in Sunny Isles for years to come.

### CONCEPT

The concept was created to concentrate on the theme of food as temptation and how it relates to the five senses of taste, sight, smell, touch, and even sound. The evening was designed as a progressive display of food used to trigger the senses and engage social experience with an artistic medium. Vast displays of ice and sugar sculptures complemented breathtaking flower and vegetable exhibits. Food was displayed as Art! Each entrée complemented the next as taste buds came alive with delight and anticipation of what was to come. The grand finale was designed as a "Wow" in the main ballroom and showcased the best of the best from the culinary team.

### OBJECTIVE

Primary: To generate awareness of the property and position the resort as a taste of the good life.

Secondary: Develop a reputation for excellence in food, service and upscale meeting and banquet facilities.

Tertiary: Position the property as a great weekend destination for the local bedroom communities surrounding the Tri-Counties of Broward, Dade and Palm Beach.

### RESULTS

Elevate Sonesta's Food and Beverage Presentation across all outlets, in-room dining and banquet service areas.

Take the concept global whereby creating a brand Unique Selling Proposition.

Garnered National Media attention (see article to the right) and increased incremental check revenues by 12% prior to launching the Food is Art.

Food is Art Breaks were used as an upsell strategy for selling groups and meeting packages.

