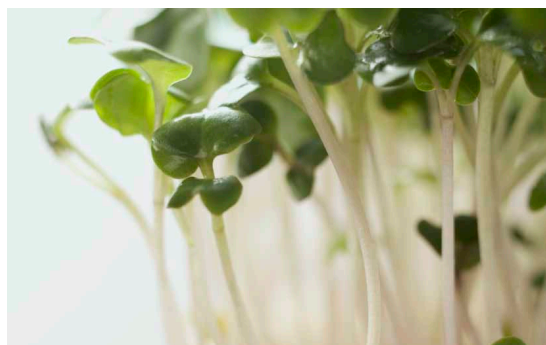


WELCOME TO HERB N' KITCHEN

Facilitator's Guide – Brand One



HERB N' KITCHEN



Welcome to Herb n' Kitchen

Purpose

The purpose of this module is to provide general hotel staff, sales and marketing staff, management, and front of house staff with a general overview of the Herb n' Kitchen brand. Herb n' Kitchen staff are expected to attend this training as their first introduction to the brand. This session provides understanding and definition to the Herb n' Kitchen concept, its food influences, brand details and why the restaurant will be a positive compliment to the current hotel and other food and beverage offerings.

Audience

New Herb n' Kitchen team members.

Time

55 minutes (allows for 5 minutes for additional questions as required).










Goal

Team members participating in this module will be able to describe the new Herb n' Kitchen brand to guests and other team members, utilizing specific brand verbiage and descriptors.

Materials Needed

- Pens
- Journals
- Things to Remember booklets
- Menus (if available)

Key

Activity	Ask	Discuss	Explain	Key Message	Read Quote	Review	Trainer Note	Transition
								

1



TIME: 1 minute



Explain

Welcome! Thank you for coming today!

We will be providing a brief introduction to all of our team members here in **<location>** on Herb n' Kitchen and what this wonderful new restaurant is all about!

I'd like to start with some introductions, as you'll be seeing a lot of us over the next few weeks! My name is **<name>**, and I am one of the trainers for the Herb n' Kitchen Transition Team. My focus will be on introducing the brand, training you on our leadership style and developing the proper execution of our front of house operations.



Trainer Note

Introduce any other Herb n' Kitchen Team Members. Thank additional team members for joining.



Explain

We are here to be your partners on the Herb n' Kitchen road. At each step along the way, we want your input, ideas, questions and concerns! This is your new restaurant. Many of you will be spending a great deal of your workday here, and we want you to perceive Herb n' Kitchen as an extension of yourself. Everything we discuss today we want you to know, enjoy, own and love.

You should all have a journal in front of you. This will allow you to take notes as we work through today's session. We encourage you to capture everything we review today, so after this session you will be able to articulate what Herb n' Kitchen is all about in your own words.



Transition

For this session we want to introduce the new Herb n' Kitchen brand, and the elements that make it unique and of value to our guests.

2



MODULE OBJECTIVES & TOPICS

- What is fast-casual?
- Why Herb n' Kitchen?
- The Herb n' Kitchen Brand:
 - Our Promise
 - Our Menu Influences
 - Our Design
 - Our Service
 - Our Brand Pillars

TIME: 1 minute



Explain

Today we're going to discuss many of the ins and outs of Herb n' Kitchen. This includes defining what a fast-casual restaurant is and discussing why Herb n' Kitchen fits into that model. We're also going to learn about the specific facets of the Herb n' Kitchen brand, including our promise, the influences you'll find on our menu, our design philosophy, the level of service we aim to provide, and the pillars that define our brand.

3



TIME: 1 minute



Ask

What is “fast-casual”?



Trainer Note

Listen to various answers from participants.



Explain

By definition, a fast-casual restaurant is a type of restaurant that does not offer full table service, but promises a higher quality of food and atmosphere than a fast food restaurant. In the U.S., fast-casual is a relatively new and growing concept, positioned between fast food and casual dining. Some of the recognized fast-casual restaurants are **<use 3-4 examples that are customized to your local area>**.

While you might recognize these brands, their counter style of service and very reasonable prices, you'll quickly recognize that Herb n' Kitchen is taking the fast-casual concept and creating something that has never been done before. As we can see by the food alone, we are creating fast-casual on steroids!



Transition

Looking at the food, we truly stand out from our competition.

4



TIME: 30 seconds



Explain

We start with some great breakfast options, including our gluten-free corn muffin Farm Stacker with eggs, cheese, and bacon.

5



TIME: 30 seconds



Explain

Then we add in some great salads – like our Classic Greek, which includes fresh romaine lettuce, feta cheese, and kalamata olives.

6



TIME: 30 seconds



Explain

We then deliver some signature sandwiches that will take their place as those “must have sandwiches” – like our veggie wrap, which includes fresh hummus and roasted garlic.



Review

So far we have covered some traits you might recognize in other fast-casual environments, like **<use one example from your original list>**. Now, let's see what makes Herb n' Kitchen something truly special.

7



TIME: 30 seconds



Explain

We have flatbread pizzas that will rival the best in your area.



Ask

Who is the best pizza place locally?



Trainer Note

Accept one response from the audience.



Explain

Great! Let's add together **<restaurant example from previous slide>** and **<response from best pizza question>**, and consider our brand.

8



TIME: 30 seconds



Explain

Now, let's deliver the perfect burger!



Ask

Who makes the best burgers around here?



Trainer Note

Accept one response from the audience.



Explain

Okay, now we will add in a touch of **<response from best burger question>** to our mix. That's the combination of quality that the Herb n' Kitchen brand embodies. As you're starting to see, we're redefining the fast-casual concept.



Transition

But there's a lot more that makes Herb n' Kitchen truly interesting.

9



TIME: 30 seconds



Explain

We add in great local specialties at each of our restaurants. In New York, for instance, we offer an Italian Sandwich, made with sweet Italian sausage that was prepared in-house.

At our restaurant, we're going to be offering **<examples of local specialties at your restaurant – include descriptors as seen in the New York example>**.



Trainer Note

You will need to know what local specialties are being made for the restaurant you are opening.

10

BARISTA-BAKERY



TIME: 30 seconds



Explain

We can't forget about some great desserts and bakery items too. Many of these will be made fresh in-house or sourced from the best local vendors, including **<examples of available desserts at your restaurant>**.



Trainer Note

You will need to know what customized desserts are available at the restaurant you are opening.

11

MERCHANDISE



TIME: 30 seconds



Explain

Now, if all of these various menu items do not already greatly distinguish Herb n' Kitchen from the other grab-and-go restaurants that are out there, we also offer a merchandise component that truly sets us apart. At our restaurant, we have selected several items that we know our guests will want, including chips and power bars, soda, water, frozen treats and recognizable candies. In addition, we have added some very exciting and innovative products, including Shuglove and Gouli Bert Shortcakes. These are unique products that will be just as exciting to our guests as they are to you.

12



TIME: 30 seconds



Explain

We have also added some healthy alternatives to the snacks category, to help cover the personalized tastes and desires of our guests.



Transition

Once again, we have considered some of our local favorites.

13



TIME: 1 minute



Explain

We've added a layer of local merchandise, specialty items and beverages. Thinking ahead, we've even considered local tastes that make great gifts.



Trainer Note

You will need to understand the merchandise that reflects local tastes and sourcing.



Ask

So, who are we?



Discuss

Discuss and review comparisons.



Explain

Exactly! At this point, it's hard to compare us to anyone specifically, and certainly if you just said **<restaurant example from previous slide>**, you would not be doing a good job describing what Herb n' Kitchen really is. As you can see, the combination of available foods is unlike anything currently in the market. But it's not just the food that's changing the image of the fast-casual restaurant – the design of the restaurant and the style of service make Herb n' Kitchen something very special, and we will discuss these in more detail soon.



WELCOME TO HERB N' KITCHEN

Facilitator's Guide – Brand One



Transition

For now, let's understand why we have introduced this new brand.

14



OUR REASON

Why Herb n' Kitchen & Hilton
Hotels and Resorts?

TIME: 1 minute



Ask

Let's begin by answering this question. Why Herb n' Kitchen and Hilton Hotels and Resorts?



Explain

In terms of the Herb n' Kitchen concept, we utilized research that indicated that:

- Of all the total consumers, 83% visit a fast-casual restaurant at least once a month.
- A fifth of consumers (19%) purchase food from fast-casual concepts more than once a week.
- One out of four consumers are visiting fast-casual locations more often than they were a year ago.



Explain

With all of that in mind, we determined that providing a fast-casual option over the traditional full-service environment would create greater demand for our product. It's what our guests are looking for. Fast, high-quality and friendly environments are what our consumers are telling us they want from food service today. The Herb n' Kitchen concept is precisely on trend, delivering to our guest this exact criteria, along with a diversified menu that appeals to a broad range of taste profiles. As a hotel operator, we must be relevant to our guests, both internal and external, sending a clear message that our hotel is one to be patronized by the local community, and clearly represents a destination – Herb n' Kitchen.



Explain

There are some excellent reasons why Herb n' Kitchen is a great fit for our local area. **<list reasons pertinent to the area>**



Trainer Note

Trainers will need to get information from corporate or General Manager regarding reasons the Herb n' Kitchen concept will work locally.



Explain

With so many restaurants in the neighborhood, we wanted to offer something beyond the normal three-meal hotel restaurant. Something fresh, affordable and flavorful.



Review

Starting to focus on the big picture, there is one word I want you to think about with regards to the Herb n' Kitchen concept – Relevant. This style of dining is current, sought after, and popular. It is relevant.



Transition

Okay, so do you like Herb n' Kitchen so far? Great, let's learn more.



Trainer Note

Wait for approval response from audience, then move to next slide.

15

TIME: 1 minute


HERB N' KITCHEN
**Explain**

Part of the identification of our brand is the logo. The sight of a logo instills an emotion, a memory, and a feeling about the company and the products it represents.

Here is our new Herb n' Kitchen logo. Let's start to understand the thinking behind its meaning.

**Ask**

What do you notice about the logo?

Look for Answers

- Simple and straight forward!
- The play on words – *Urban* with *Herb n'* – lends a “city” feel, while emphasizing freshness and flavor.
- The word *kitchen* instills a sense of home and fresh food, a timeless institution with flexible appeal (you can find what you want when you want it).
- Overall, the logo communicates a *casual or comfortable experience*, offering *familiar or comfort food with unique or fresh market products*.



Discuss and review each bullet point about the logo.



WELCOME TO HERB N' KITCHEN

Facilitator's Guide – Brand One



Explain

Our logo will be the symbol that triggers Herb n' Kitchen, and everything we stand for, in the minds of our guests!



Transition

Of course, there is more to a brand than just a logo, so let's learn more about what Herb n' Kitchen is all about.

16



OUR PROMISE

Herb n' Kitchen's concept is as fresh as its food, delivering a relevant and flavorful experience in a comfortable setting that warmly welcomes guests with expedient service and artisanal delights.

TIME: 2 minutes



Explain

Herb n' Kitchen has positioned itself uniquely in the marketplace, with its variety of menu options, design, and approach to service. It makes a very clear and simple promise to its customers.

This is the Herb n' Kitchen brand promise.



Key Message

Herb n' Kitchen's concept is as fresh as its food, delivering a relevant and flavorful experience in a comfortable setting that warmly welcomes guests with expedient service and artisanal delights.



Explain

By the end of this training, each of you will be a Keeper of the Brand Promise.



Ask

What does it mean to be the Keeper of the Brand Promise?



Discuss answers and review.

**Explain**

First, we must understand that a brand comes with promise. It is the feelings we have when we use the product or service, or when we see the logo or hear the slogan. A brand is the experience we remember. The keeper of the promise is also the keeper of the brand, meaning that anyone associated with the brand must deliver the experience and feelings associated with it.

**Explain**

Herb n' Kitchen will deliver high quality at a great value. Whether it's on the go, or relaxed sitting at the restaurant, guests will enjoy a fast-casual dining experience that fits perfectly with their needs. Guests will be enticed through all of their senses at all times of the day, whether it's subtle scents from our freshly-baked muffins at the breakfast buffet, the taste of fresh flatbreads made just the way they like, decadent temptations or the sight of a freshly-made healthy salad for that late evening bite after a long day in the city. In essence, Herb n' Kitchen is a personalized and approachable food market, where you can grab a morning pastry to go, enjoy a fresh and high-quality lunch with co-workers, or sit in a comfortable and casual environment in the evening.

**Review**

Let's add these important words to our Herb n' Kitchen vocabulary: Fresh and Flavorful, Fast and Friendly, Comfortable and Relevant. Also, don't forget about High Quality and Great Value, which are words that guests always like to hear.

**Transition**

Let's begin with consideration for our food and beverage, and how we are going to deliver on our promise with our menu choices.

17



OUR MENU

A Menu of Offerings that are:

- Served quickly (10 minutes).
- Prepped Expeditiously.
- Cooked Rapidly
(The best equipment thoughtfully designed for Speed Of Service).
- Crafted from Recipes designed for Consistency.
- Well Priced.

TIME: 2 minutes



Explain

Let's talk about the menu we've all been hearing about.



Trainer Note

If the menu is available, hand out a copy to all attendees.



Explain

The first, and maybe the most important element of the menu, is that all of the food can be served quickly, within 10 minutes of placing the order.



Ask

Think about that. Have you ever been to a hotel restaurant, ordered even the simplest of salads or sandwiches, and had it take 45 minutes?



Explain

Immediately, we have eliminated one of the biggest frustrations of hotel restaurants – they are slow. The key to serving all these items within 10 minutes is that we prepare all the ingredients at length, creating immediate efficiencies. We then utilize the most innovative equipment in kitchens today to ensure Speed of Service. And finally, it is important to understand that all the recipes on the menu were created specifically for their ability to be executed and delivered in the 10-minute timeframe.



Review

Herb n' Kitchen embraces innovation in our equipment and processes, being able to deliver a high-quality product when the guest wants it.



Trainer Note

If menu is available, continue. If not, review pricing and transition to the next slide.



Explain

The other thing I hope you noticed is the price.



Ask

If you look at the menu, what do you think about the prices we are offering?

Look for Answer

Affordable, great value or great pricing.



Explain

Exactly. The menu has great prices, eliminating the second frustration of guests – that hotels charge a premium because, well, because they are a hotel.

18



OUR MENU

A Menu of Offerings that are:

- Created just for you.
- Fresh, Flavorful and Fast!
- Created with health and the occasional indulgence in mind.
- Full of natural flavors, derived from the best local produce and ingredients.
- Paired with a Phenomenal/ Selective Beverage Menu

TIME: 1 minute



Explain

There are some great words here we can use to describe the menu.

- A menu created just for you.
- A menu that is fresh, flavorful and can be delivered fast. **Write that line down.**
- The menu was also created for those seeking healthy options, as well as the occasional indulgence.
- All of the natural flavors that set our menu apart are derived from the best local produce and ingredients. Wait until you taste the **<local menu item>** and understand the blend of ingredients used to create this very unique taste.
- Our beverage menu will offer a phenomenal selection of wines, beers, coffee and juices, making our well-balanced menu something for our competitors to envy!



Trainer Note

You will need to know at least one local menu item that uses local ingredients.

19



OUR MENU

A Menu that . . .

- Offers a wide choice of items to suit a variety of diner tastes.
- Provides a choice of great snacking and satisfaction any time of day.
- Offers a choice of unique local treats to sample.

TIME: 1 minute



Explain

Here are a few more ways to describe the menu.

- The menu has enough choices to account for many of the tastes and preferences of today's modern guest.
- We will offer a variety of snacks and food choices at any time of the day.
- In deference to our name, almost all recipes use herbs as an ingredient – even our desserts!
- We have regional and seasonal items throughout the menu that change with both the regional location and the seasons of Herb n' Kitchen.
- Finally, the menu offers unique local treats for our guests to sample.



Ask

What word stands out here?

Look for Answer

Choice.



Explain

Yes, the word choice. Our menu provides a lot of choices for our guests. This is an important element to the Herb n' Kitchen brand.



Transition

Now, let's review again some of the key words we should be using when describing our menu.

20

FOOD FOUNDATIONS

FRESH



TIME: 1 minute



Review

Review “fresh”.



Ask

What do we mean by “fresh”?



Discuss

Discuss answers.



Explain

“Fresh” means items are prepared and presented with care, right before the guest's eyes, or each day for those on the go. It means fresh ingredients and produce, prepared daily.

21

FOOD FOUNDATIONS

FLAVORFUL



TIME: 1 minute



Review

Review “flavorful”.



Ask

What do we mean by “flavorful”?



Discuss answers.



Explain

“Flavorful” means a taste to savor, something that will enliven our senses. Chef Rich has created dishes rich and varied, with robust flavors from the highest-quality ingredients. Like this Fregola Salad, with mint, dried cherries and walnuts.

22

FOOD FOUNDATIONS

FAST



TIME: 1 minute



Review

Review “fast”.



Ask

What do we mean by “fast”?



Discuss

Discuss answers.



Explain

“Fast” means we are able to deliver all of our dishes in ten minutes or less. We are able to do this through our innovative use of processes and equipment, and our daily preparation procedures.

23

FOOD FOUNDATIONS

SEASONAL & LOCAL



TIME: 1 minute



Review

“Seasonal and local”.



Ask

What do we mean by “seasonal and local”?



Discuss

Discuss answers.



Explain

“Seasonal” means we will be modifying our menu and ingredients with the seasons. Local means that a portion of the menu is dedicated to local flavors and dishes. No two Herb n’ Kitchen restaurants will ever have the same menu, due to the local influences. We proudly serve **<list two to three locally-based ingredients that are used in the menu>**. We’ll be changing our chili seasonally, and running specials that reflect the seasons as well.



Trainer Note

You will need to know what local ingredients are being used in the menu.

24

FOOD FOUNDATIONS

READY FOR YOU



TIME: 1 minute



Review

Review “ready for you”.



Ask

What do we mean by “ready for you”?



Discuss

Discuss answers.



Explain

“Ready for you” means that items and dishes will be prepared daily and immediately, available for those on the go. This refers to the fresh salads and sandwiches ready for guests that are on the go, packaged and displayed in a relaxed, bistro style. These are not the shrink-wrapped mystery sandwiches found at airport kiosks around the world – these are appetizing, delicious, ready-to-eat salads and sandwiches that are made with care. That care will shine through the presentation and taste!

25

FOOD FOUNDATIONS

MADE TO ORDER



TIME: 1 minute



Review

“Made to order”.



Ask

What do we mean by “made to order”?



Discuss

Discuss answers.



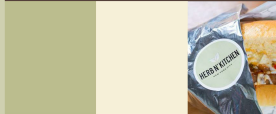
Explain

“Made to order” means we make the food as you order it right there in front of you, whenever possible. Our guests can choose from the options on our menu, which has been tailored to meet their expectations and desires. It’s why we designed the restaurant so that the pizza oven is in full view of the guest. The transparency of our food preparation and cooking will give guests comfort and confidence in the quality of the food they are about to eat.

26

FOOD FOUNDATIONS

HOUSE-MADE



TIME: 2 minutes



Review

“House-made”.



Ask

What do we mean by “house-made”?



Discuss

Discuss answers.



Explain

“House-made” means that it was not bought at a factory or store. When we say house-made, or homemade, we’re talking about breakfast muffins, pastries and fresh breads that were prepared right in our ovens. We’re talking about House-Made **<list two house-made menu items>**. These aromas will greet our guests at every time of day, and entice them to explore their options. When they ask where the muffins come from, we can proudly say, “We bake them right here in our kitchen!”



Trainer Note

You will need to know at least two house-made menu items.



Ask

So let's recap. What words can we use to describe our Herb n' Kitchen menu?

Look for Answers

- Fresh
- Flavorful
- Fast
- Seasonally and Locally influenced
- Ready for You or Made to Order
- House-made or homemade



Discuss

Discuss answers.



Trainer Note

Have participants provide definitions as they answer.



Review

Let's ensure we're remembering these words so we can describe to our guests the menu at our new restaurant. Write them in your notes as needed.



Transition

Let's now consider our design.

27



TIME: 30 seconds



Explain

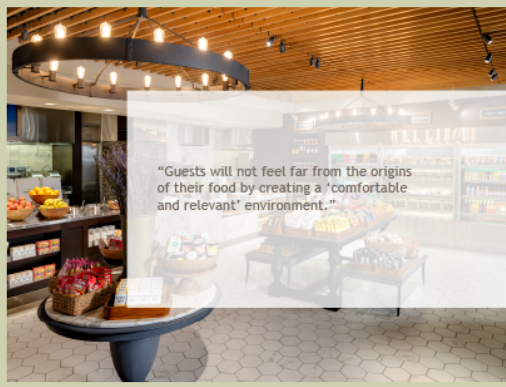
The design of Herb n' Kitchen is another important part of the brand. In just over a week **<or when the restaurant will open>**, you will get a first-hand look at your Herb n' Kitchen restaurant. Hopefully you have seen some of the images that are defining the design, style and look.



Trainer Note

You will need to know when the restaurant is expected to open.

28



TIME: 30 seconds



Explain

As you can see from the previous images, guests will not feel far from the origins of their food by creating a 'comfortable and relevant' environment. We have used natural materials, including reclaimed wood display tables, clear glass surfaces displaying herbs, teas and coffees, and natural-colored glass accents. The floor layout will be zoned by food stations and offerings to encourage effortless movement and excitement.

The entrance is designed like a retail experience, with well-dressed windows on the main Boulevard, containing worldly merchandise and well-designed displays beyond the copper pot installation, letting you know you've arrived at Herb n' Kitchen.

A beautiful zinc table presents local products, such as **<list two local products on display>** and treasures from the city's artisans. Beyond the "local table" sits the "library wall," with Murano Pear and Apple pieces and apothecary jars from ShugLove, which are full of delicious and colorful bonbons.



Trainer Note

Review design specifications to ensure accuracy of description. Adjust as needed.



Transition

Now, let's talk about our service style.

29



TIME: 2 minutes



Read Quote

“Everything we do...every way we do it...will be done with the guest in mind.”



Explain

We heard rumors that this concept no longer requires any service. On the contrary – fast-casual focuses on the fast delivery of food, allowing for more time to engage the guest and ensure they are being taken care of.

Let's think about our restaurant's service philosophy, because it is essential that our service and actions align with our menu.



Ask

Based on what you have heard so far, what words do you think will be important as it relates to the Herb n' Kitchen Service Philosophy?

Look for Answers

- Fast
- Comfortable
- Friendly
- Open
- Quality
- Value
- Relevant



Review

Review answers.



Discuss

- Fast. Service needs to be efficient and flow easily.
- Comfortable. The interactions should be based on how the guest feels and what they want.
- Friendly. We need to be friendly in everything we do.
- Open. We should inform our guests easily of ingredients, suggestions, price and cooking methods.
- Quality. Everything we deliver must be of the highest quality, including our professional and knowledgeable staff.
- Value. The service must add value to the interaction. The fast-casual style we are utilizing provides as much time as the guest needs for their experience to be just right.
- Relevant. The service is in the style the guest wants. It requires us to be very mindful of the guest's needs and wants, including paying attention to their body language and disposition.



Explain

The service style for Herb n' Kitchen will be very much dependent on how the guest wants it – we will adjust as necessary, always with their needs in mind.



Transition

Now let's bring everything together and talk about our Brand Pillars.

30



TIME: 2 minutes



Explain

Herb n' Kitchen has three core pillars that define what makes our Herb n' Kitchen brand, menu, and service unique and special. We want to stress that for Herb n' Kitchen to work, the pillars must all work together. It is the combination of fresh, relevant, and comfortable together that makes Herb n' Kitchen stand apart. As you reflect on these words, think about where we have referred to each word so far in this presentation.



Ask

How have we referred to each pillar so far in our presentation?



Discuss

Discuss answers.



Review

- Fresh ingredients. Fresh approach to fast-casual. Fresh and open environment.
- Relevant design and dining environment. Relevant service style, where the experience is delivered as the guest wants it – not how we want to deliver it. Food and Beverage that is reflective of local influences and popular choices.
- Comfortable menu with familiar options. Comfortable service environment that is warm and friendly. Comfortable seating options.



Transition

Let's look at each pillar in greater detail.

31

BRAND PILLAR:

FRESH



TIME: 3 minutes



Explain

Herb n' Kitchen places an emphasis on being Fresh. This is our first pillar.



Ask

When you think about a restaurant where fresh is a priority, what do you think about or expect to find?



Discuss

Discuss answers.



Review

- Clean and new environment.
- Fresh food – not frozen or pre-cooked.
- Light and bright design.
- Retail items that are either trendy or local, or both.
- A fresh design.
- This is a fresh idea for hotel restaurants – making them affordable, able to deliver food quickly, and willing to offer a great variety.



Explain

A clean, updated environment that entices guests through all of their senses will say Fresh to our guests!



Transition

Let's learn a little bit more about being Relevant.

32

BRAND PILLAR:

RELEVANT



TIME: 3 minutes



Explain

Our second pillar is Relevant.



Ask

When you think about a restaurant that is relevant, what do you envision or anticipate you'll see at that restaurant?



Discuss

Discuss answers.



Review

- Modern, contemporary and indicative of current tastes and trends.
- Considerate of guests' needs and their time.
- Proactive.
- Bring guests into the experience – involve them.
- Quick, while providing great quality and great service.
- Great diversity of menu choices, merchandising, seating, and delivery style.
- Innovation.



Explain

Our relevance will show through in our interactions, our preparation and our merchandising!



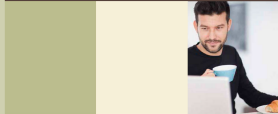
Transition

And finally, let's talk about being Comfortable.

33

BRAND PILLAR:

COMFORTABLE



TIME: 3 minutes



Explain

Our third pillar is “comfortable”.



Ask

When you think about a restaurant that is comfortable, what thoughts or ideas come to mind?



Discuss

Discuss answers.



Review

- A personalized and approachable environment that makes guests feel at ease.
- A place where they feel “at home” for a quick snack or a leisurely meal.
- Comfortable furniture.
- A menu that is not intimidating.
- Food that is recognizable
- Service that puts you at ease.
- Retail items that are fun to discover.



Explain

Herb n' Kitchen will be a place within a place. It will feel 'in place' at Hilton, as a natural extension of our vision to fill the earth with the light and warmth of hospitality!



Transition

Let's recap what we have discussed today.

34



MODULE OBJECTIVES & TOPICS

- What is fast-casual?
- Why Herb n' Kitchen?
- The Herb n' Kitchen Brand:
 - Our Promise
 - Our Menu Influences
 - Our Design
 - Our Service
 - Our Brand Pillars

TIME: 5 minutes



Trainer Note

Ask questions answers and review. Move around the room, engaging many different people. Use as opportunity to emphasize key words and points.



Ask

What is “fast-casual”?



Discuss

Discuss answers.



Review

A fast-casual restaurant is a type of restaurant that does not offer full table service, but promises a higher quality of food and atmosphere than a fast food restaurant. In the U.S., fast-casual is a relatively new and growing concept, positioned between fast food and casual dining.



Ask

Why are we introducing a new restaurant – Herb n' Kitchen?



Discuss

Discuss answers.



Review

We felt that providing a fast-casual option over the traditional full-service environment creates greater demand for our product, and it is what guests are looking for. Fast, high-quality and friendly environments are what our consumers are telling us they want from food service today. The Herb n' Kitchen concept is precisely on trend, delivering to our guests these exact criteria, along with a diversified menu that appeals to a broad range of taste profiles.

As a hotel operator, we must be relevant to our guests, both internal and external, sending a clear message that our hotel is one to be patronized by the local community and clearly represents a destination – Herb n' Kitchen. And there are some excellent reasons why Herb n' Kitchen is a great fit for our local area. **<list reasons pertinent to the area – use same list from Slide 14>**. In addition, with so many restaurants in the neighborhood, we wanted to offer something beyond a normal three-meal hotel restaurant. Something fresh, relevant and comfortable.



Trainer Note

Trainers will need to get information from corporate or General Manager regarding reasons the Herb n' Kitchen concept will work locally. **Use same list from Slide 14.**



Ask

Who here can tell us the Herb n' Kitchen Brand Promise?



Discuss

Discuss answers.



Review

Herb n' Kitchen's concept is as fresh as its food, delivering a relevant and flavorful experience in a comfortable setting that warmly welcomes guests with expedient service and artisanal delights.



Ask

Who can provide us some insight into the inspirations and descriptors behind the food and menu?



Discuss

Discuss answers.



Review

- Fresh
- Flavorful
- Fast
- Seasonal and Local
- Ready to Go
- Made to Order
- House-Made or Homemade
- Great value
- Use of innovation to deliver on 10 minute promise



Ask

Who can provide some insight into the Herb n' Kitchen style of service?



Discuss

Discuss answers.



Review

- Friendly
- Efficient
- Professional
- Knowledgeable staff
- In the manner the guest wants it



Ask

What are our three Brand Pillars, and what do they mean?



Discuss

Discuss answers.



Review

- Fresh. A clean, updated environment that entices guests through all of their senses will say Fresh to our guests!
- Relevant. Our relevance will show through in our interactions, our preparation and our merchandising!
- Comfortable. Herb n' Kitchen will be a place within a place. It will feel 'in place' at Hilton, as a natural extension of our vision to fill the earth with the light and warmth of hospitality!



Transition

So it seems as if many of you are developing a great overview of the restaurant. Let's test it out.

35



MODULE EXERCISE

Explain to a guest what
our new Herb n' Kitchen
restaurant is all about.

TIME: 7 minutes



Activity

Let's practice introducing our new restaurant to a guest. Everyone, please stand up and get into pairs. One of you will play the guest, and the other a Hilton Team Member. The guest will ask you, "Tell me about your new restaurant." Your challenge is to reply in a way that will ensure the guest stops by to check out Herb n' Kitchen.



Trainer Note

Provide three minutes to practice. Then, have the team members swap roles. After another three minutes, have the group stop and ask them how they did.



Ask

How did everyone do?



Discuss answers and review.



Transition

Some of you are still not comfortable with our new brand, which is okay. Let's look at some of the key points I hope you're using.

36



MODULE EXERCISE

Herb n' Kitchen's concept is as fresh as its food, delivering a relevant and flavorful experience in a comfortable setting that warmly welcomes guests with expedient service and artisanal delights.

The food is fresh, flavorful and delivered to you fast. It is ready to go for those on the go, or made to order for those looking for a more relaxed experience. It has seasonal and local influences with a homemade feel about it.

The menu delivers great quality at a great price.

The restaurant's design is relevant and comfortable.

Our service style is customized to you - proactive, friendly, and timely.

TIME: 3 minutes



Key Message

Herb n' Kitchen's concept is as fresh as its food, delivering a relevant and flavorful experience in a comfortable setting that warmly welcomes guests with expedient service and artisanal delights.

The food is fresh, flavorful and delivered to you fast. It is ready to go for those on the go, or made to order for those looking for a more relaxed experience. It has seasonal and local influences with a homemade feel about it.

The menu delivers great quality at a great price.

The restaurant's design is relevant and comfortable.

Our service style is customized to you – proactive, friendly, and timely.



Explain

Hopefully you were using some of the descriptors, words and phrases indicated on the screen.



Activity

Let's keep practicing. Take a moment to look at the screen, and then continue working in your paired groups. Be sure to use some of these notes if possible.



Trainer Note

Have the audience practice for one more minute each.

37

OPENING DATE



TIME: 1 minute



Trainer Note

Ensure you place Opening Date into slide.



Explain

Great work. Before we leave, let's talk a little about the opening process over the next few weeks. Some of you will be going through an extensive training process as we work to ensure the opening process is a big success. Those team members will become the brand experts, but of course we need all of you to support the message and education of our guests.

Our opening date is **<opening date>**. We know this will be a very exciting day, though like anything new it can be a little confusing. Please remember that if you have any questions, or if guests have questions that you are not sure how to answer, that you ask one of the Herb n' Kitchen team members or the manager. With your help this is going to be a great success!

38



THANK YOU

Questions? Comments?

TIME: 30 seconds



Ask

So that's Herb n' Kitchen. What questions or comments do you have?



Trainer Note

Facilitate Q&A Process. For any questions you do not know the answer to, place on flip chart (parking lot) and get answer from hotel, corporate or opening team.



Explain

Thank you everyone! We will be here for some time, so please feel free to reach out with any other questions or concerns along the way, and thank you for your support of Herb n' Kitchen! As you leave, please pick up a copy of the "Things to Remember" booklet, which will provide an overview the Herb n' Kitchen concept.