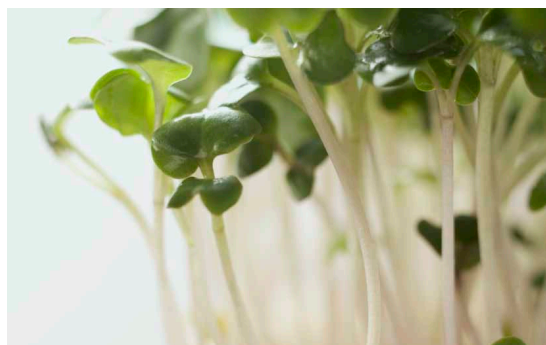


WELCOME TO HERB N' KITCHEN

Things to Remember – Brand One



HERB N' KITCHEN
— NEW YORK CITY —





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Things to Remember – Brand One

Herb n' Kitchen

The restaurant resonates with the Hilton brand's promise that every guest feels cared for, valued and respected.

Fast-Casual:

- 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.

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.

Our Menu:

- Healthy options prevail in both flavor and innovation, but we also offer guests delicious treats and snacks.
- Seasonal ingredients will be highlighted through use in salads, sandwiches and quick hot plates.
- Menu preparation and offerings will recognize and incorporate brand standards including the Hilton Breakfast, as well as a fast, casual service delivery for our 'on the go' guests.
- Beverages will not be forgotten as the wine, coffee and juice menus are envied among competitors.
- Fresh means that our dishes will be made with the freshest, top-quality ingredients, prepared and presented with care.
- Flavorful means a taste to savor, something that will enliven our senses. Chef Rich has created dishes decadent and varied, with robust flavors from the highest quality ingredients.
- Fast means we are able to deliver all of our dishes in 10 minutes or less. We are able to do this through our innovation of process and equipment, and our daily preparation process.
- Local and seasonal influences are an important part of our menu. Local products that your guests recognize and trust will be made available.
- Fresh salads and sandwiches are ready for guests that are on the go, packaged and displayed in a relaxed, bistro style.
- Made to Order means we make the food as you order it. At Herb n' Kitchen, it means we make the food right there in front of you. The transparency of our food preparation



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and cooking will give guests comfort and confidence in the quality of the food they are about to eat.

Our Design

- By creating a 'Comfortable and Relevant' environment, we ensure that guests will not feel far from the origins of their food.

Our Service

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

Our Brand Pillars

Fresh

- Herb n' Kitchen will offer a clean and new environment that is light and bright in design. The food will be made on property, never frozen or pre-cooked. Ingredients will be fresh and flavorful, creating a wonderful selection for those who are health conscious or just want a moment to indulge.

Relevant

- Taking the guest's needs into consideration and providing a product that reflects the cutting edge of the culinary world. This also means making our guests feel relevant when they walk through the door with excellent service.

Comfortable

- Herb n' Kitchen will offer 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. The menu is not intimidating, offering food that is recognizable. Team members will deliver service that is warm and puts you at ease.