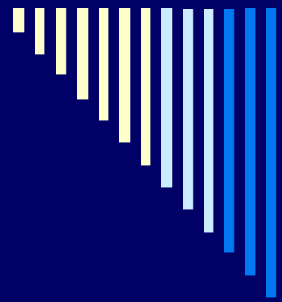


EFFECTIVELY MARKETING YOUR INN THROUGH YOUR FOOD:

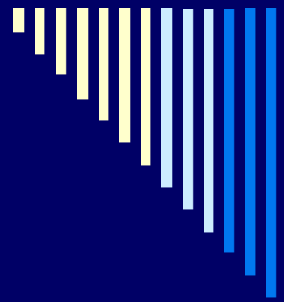
**Learn how to brand your Inn as a Food
Haven!**

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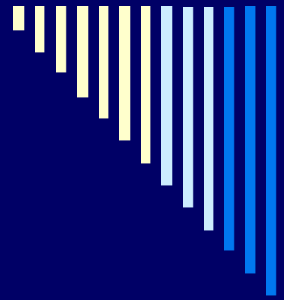
This is not just about Inns with Restaurants!

- ❑ Don't forget that "Breakfast" is a key part of a Bed and Breakfast.
- ❑ Food should be a key reason why they come back to the Inn.
- ❑ Repeats and Referrals are the key to success as an Innkeeper.
- ❑ Make sure they are given something for breakfast that they can't get at home.



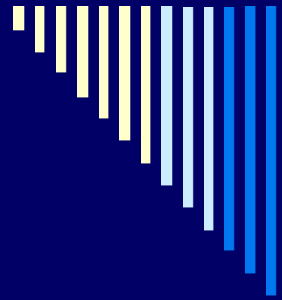
For those Country Inns, why do you need a Restaurant?

- ❑ Unnecessarily complicates your lives!
- ❑ You get it for free when you buy the Inn.
- ❑ The “Bucks are in the Beds.”
- ❑ Very low marginal return.
- ❑ The Internet favors Destination locations, not Country Inns with restaurants.
- ❑ Is Fine Dining Dead?



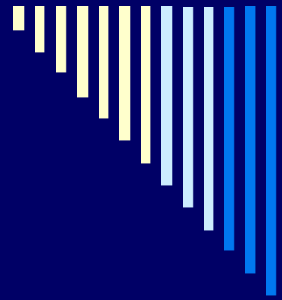
Underlying Purpose of Inn Restaurants

- ❑ Need comparable dining experience.
- ❑ Food is an essential component of the experience.
- ❑ Normal progression is to expand from MAP to Public Dining, especially “special occasion” dining.
- ❑ Full public dining causes overheating.



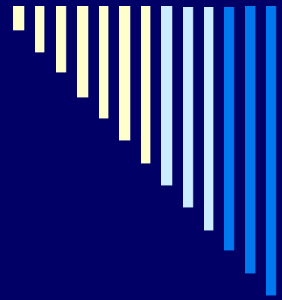
Can an Inn Restaurant Stand Alone?

- ❑ Profit Margin too low to stand alone.
- ❑ The Principle of Thirds ($1/3$, $1/3$, $1/3$).
- ❑ Overall gross margins from restaurants is about 5%.
- ❑ Allocations of overhead will result in negative net income from restaurant operations of Inns.



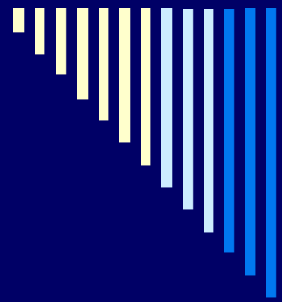
WHY RESTAURANTS FAIL?

- ❑ 50% of new restaurants fail in the first three years; 90% in first five years.
- ❑ Lack of Hospitality;
- ❑ Inadequate working capital;
- ❑ Operational deficiencies (not clean or safe, poor financial controls, etc.)
- ❑ Inadequate or poorly trained staff;



Why Restaurants Fail (cont.)

- Mission Drift: Keep trying new changes until no clear concept any more;
- Organizational Life Cycle: “Tired of dealing with the public.”



What is happening Today with Inn Restaurants?

- ❑ Basically, the margins are tightening.
- ❑ The cost of food due to higher oil costs, and use of corn products for other purposes has sky rocketed.
- ❑ People do not have a lot of discretionary funds for fine dining.
- ❑ Special Occasion Dining is still a possibility, but insufficient volume.



Ten Proven Ways to Restaurant Profitability

- 1. Develop a clear Mission Statement that says what you are and who you seek to serve.
 - 2. Develop a defined Style of Food that sets you apart and is consistent with your mission.
 - 3. Create a Menu and Format that clearly speaks your Mission and Style.
-



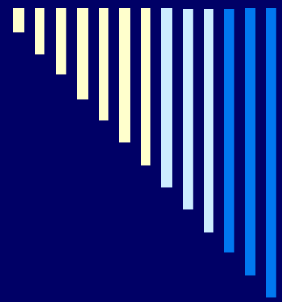
Ten Proven Ways to Restaurant Profitability (cont.)

- 4. Find a Chef who shares your Mission and enthusiastically cooks your Style of food, then manage, manage, manage.
 - 5. Provide adequate Kitchen Staff, but keep it lean.
 - 6. Hire the most hospitable Front Staff that you can find, and train them to continually provide excellent service.
-



Ten Proven Ways to Restaurant Profitability (cont.)

- 7. Create a Sequence of Service for Front Staff that fits with your Mission and Style.
 - 8. Continually train the Front Staff to market and up-sell.
 - 9. Manage the Restaurant like a business (Track everything!).
 - 10. Turn the Volume Down. The Bucks are in the Beds!!!!
-



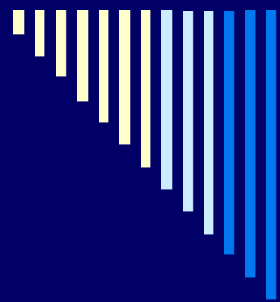
FUNCTIONS: Let's Put Heads in Beds!

- ❑ Timing is key. There are only 13 weekends in the Summer for weddings, but what happens to the tourists?
- ❑ Are functions just Niche Business for the Shoulder Seasons?
- ❑ Carefully manage food costs, staff costs, and deposit/cancellation policies.
- ❑ The whole Inn or nothing?
- ❑ Can you do both functions and restaurant?



MARKETING BASICS FOR RESTAURANTS

- Let's think about who the guest is (i.e. get back to the Mission Statement).
 - If it is the guests at the Inn, the Restaurant should be an additional draw for the Inn.
 - If it is local business, especially off season, you may need to market separately from the Inn.
-



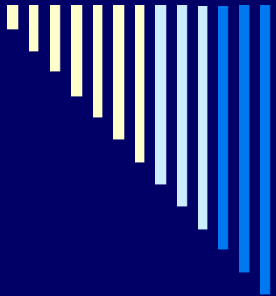
MARKETING BASICS (cont.)

- ❑ Do you need to create a separate identity for the Restaurant?
- ❑ Wine Clubs, Wine Tastings, Wine Specials are terrific marketing. They increase both food and wine sales.
- ❑ The virtues of Special Occasion Dining.
- ❑ Email Marketing for Restaurants will work to generate business.



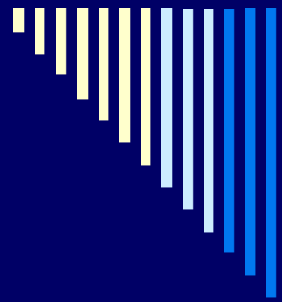
ELECTRONIC FOOD MARKETING FOR YOUR INN

- What we are talking about is specific food information on your Inn's website and your Blog along with specific restaurant email marketing to your restaurant's guest list.
 - The advantage of using your Blog.
 - Yes, you need a Restaurant Guest List with email addresses. Use a comment card with the check to generate this!
-



What you need to say electronically about your food.

- Your marketing goal is to convey the image that the food at the Inn is something special; something to remember and to talk about.
 - You are really trying to convey an image of great food to both attract new guests and particularly to prompt existing guests to return and to refer the Inn to others.
-



WHAT YOU NEED TO TALK ABOUT!

- Who is the Chef and why is he or she special? (there is some risk in naming your chef).
- What kind of food does the Inn serve? What is the overall mission of the Restaurant?
- “Farm Fresh” or “Local Fresh Produce” is not a mission statement, it is a given in today’s restaurant culture.



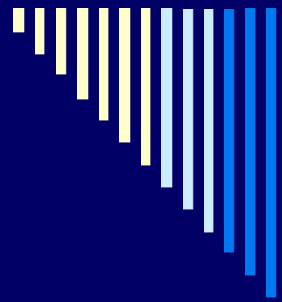
WHAT TO SAY (Cont.)

- ❑ Menus alone don't convey an image of what the food really is. Describe the meal, and better yet provide a picture of the final plate.
 - ❑ Pictures and Graphics Rule!
 - ❑ Let's talk about special dinners, wine pairings, and packages. Whatever it takes to get the guest to book a trip to enjoy the food and the ambiance of the Inn.
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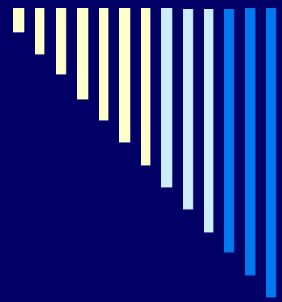
MARKETING YOUR FOOD ON THE INN'S BLOG

- ❑ An Inn blog is one of the best ways to improve your website's standing on the Search Engines because it constantly provides current and fresh information (assuming you are keeping it up).
 - ❑ Food is clearly one of the top ten topics to write about on your Inn Blog.
 - ❑ It is an easy way to fill your Blog with current information about the Inn.
-



HOW ABOUT THESE FOOD TOPICS FOR YOUR BLOG?

- Create an electronic Cookbook.
 - Special Menus.
 - Wine Dinners and Pairings.
 - Picnic Hampers for Excursions.
 - Chef's Notes and Recipes.
 - Guest Chef Series.
 - Spa Dining Menus.
 - Cooking Videos and Podcasts.
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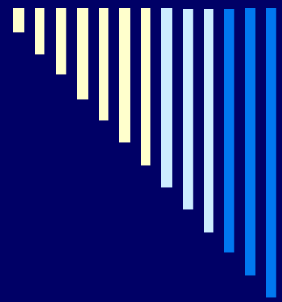
LET'S LOOK AT SOME WEBSITES FOR INN FOOD.

- [The White Barn Inn](#), Kennebunkport, ME
- [The Inn at Little Washington](#), Washington, VA (When you're the best, may be you don't have to market?)
- [Carter House Inn](#) and Restaurant 301, Eureka, CA
- [Villa Royale](#) and Europa Restaurant, Palm Springs, CA
- [Maine Stay Inn](#), Kennebunkport, ME



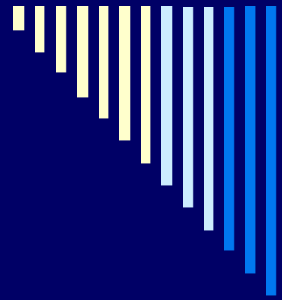
BLOGS FOR FOODIES

- [Bickell's Blog](#). The Restaurant Report. If you really want to know what is going on in the restaurant business.
 - [Top Restaurants.Com](#). Directories for the best restaurants.
 - [Trip Advisor](#) Restaurant Reviews.
 - [The Accidental Hedonist](#). Everything you want to know about food and foodies, including a list of great blogs about food.
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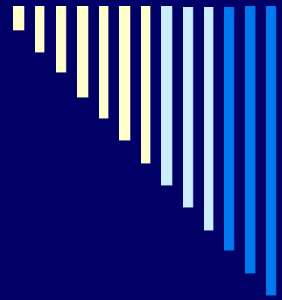
LETS NOT FORGET THE SOCIAL NETWORKS!

- ❑ You need to start looking at Social Networks like My Space, Facebook, Technorati, Twitter, Fark, etc.
- ❑ Let's talk about YouTube and Food Videos. See the [White Barn Inn](#) restaurant page.
- ❑ Also look at [Chefs Kitchen TV](#) Podcasts.



BLOGS (Cont.)

- Start a restaurant blog. See AllfoodBusiness.com
- [Restaurant Marketing Blog](#). What is going on in chain or family restaurants.



IN SUMMARY:

- ❑ Treat your food and your restaurant as a separate business.
- ❑ The overall goal is to drive heads to beds.
- ❑ Food can be fun and profitable.
- ❑ Marketing is essential for success!