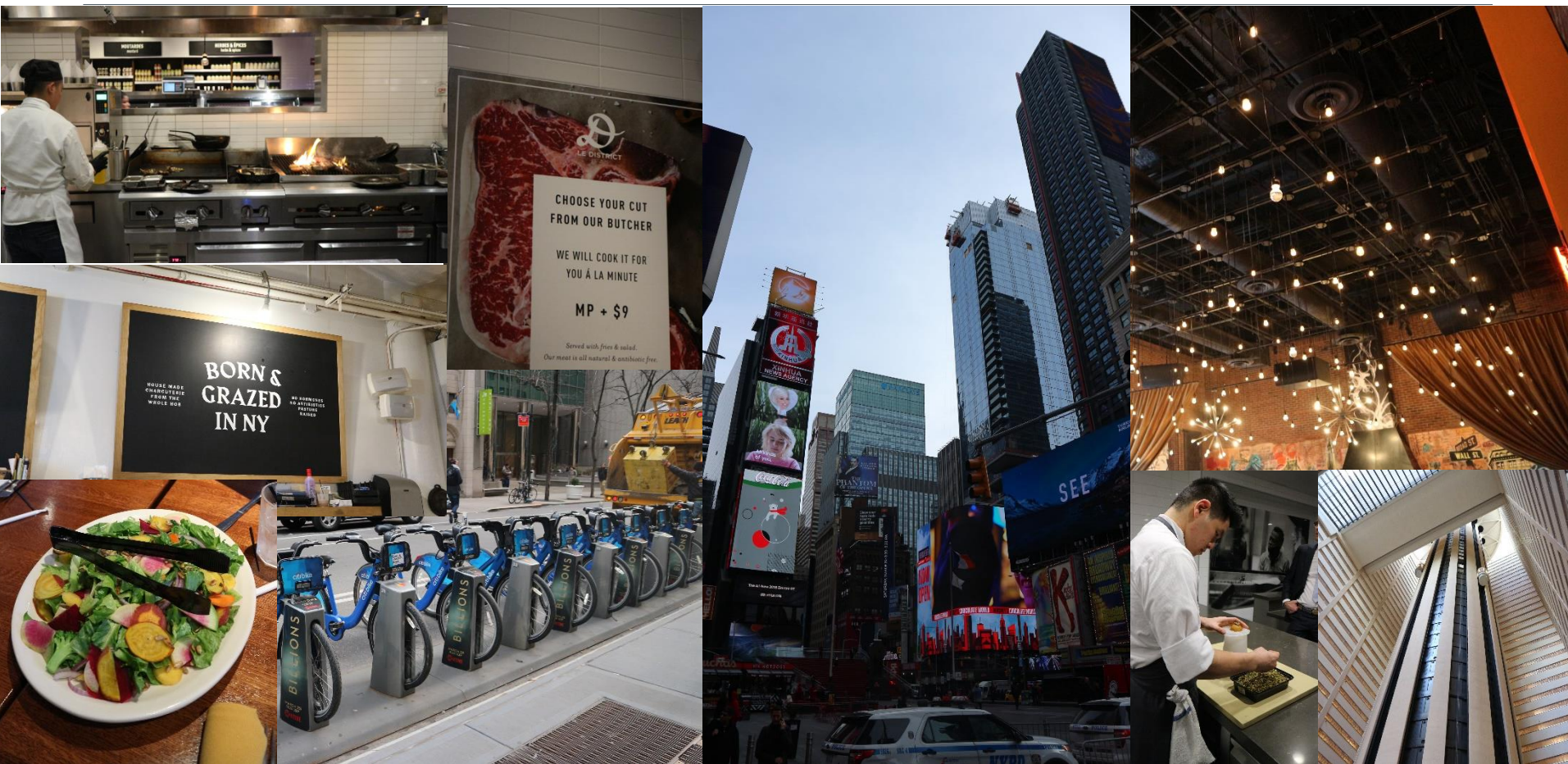


Innovatietrip New York

TENDANCES



TENDANCES

Op zoek naar de laatste trends

- Project waarbij we inzicht geven in **hedendaagse trends** en in de **verwachtingen van hedendaagse bezoekers** voor **kustondernemers**
 - Healthy food in hotels en restaurants
 - Interieurinrichting
 - Online marketing
 - Nieuwe toeristische producten en diensten
- **Innovatieve voorbeelden** in binnen- en buitenland

westtoer 



TRENDS in New York

- New York is de trendsetter bij uitstek: ontstaan van nieuwe trends
- Foodlandschap in beweging: 26,642 restaurants (2018) en toprestaurants: 72 Michelinsterren
- Amerikaanse ondernemersmentaliteit: “Yes, you can!”
- Buitenkans om achter de schermen te kijken in tophotels en restaurants

TRENDS

1. TREND #1: LOCAL & ORGANIC
2. TREND #2: WORLD-CLASS SERVICE
3. TREND #3: DINING EXPERIENCE
4. TREND #4: STORYTELLING
5. TREND #5: FOODCOURT 2.0
6. TREND #6: HEALTHY FOOD
7. TREND #7: TECHNOLOGY IN THE KITCHEN

TREND #1: LOCAL & ORGANIC



The InterContinental New York Barclay

TENDANCES

InterContinental New York Barclay (111 East 48th St, New York (stad))
24 mei om 17:00 · €

Our bees are back! Did you know we produce our own honey at The Barclay? Sample it this summer when you cool off with our house-made ice cream. <https://buff.ly/2lw2fFV>



Leuk Opmerking plaatsen Delen

10

InterContinental New York Barclay (111 East 48th St, New York (stad))
22 april · €

Happy Earth Day from all of us and our bees. Our apiary is back in action and our bees are working hard to produce honey for our menu!



332 weergaven

Leuk Opmerking plaatsen Delen

12

1 keer gedeeld



Chef Peter Belg,
Executive Chef

Lokale producten:

- Bijenkorf op rooftop
- Gerechten specifiek bereid met deze honing, vb. Eclair met bijbehorend drankje, honingijs



nybarclayhotel • Volgen

nybarclayhotel Our first batch of home-made honey is finally labeled and ready to go! So excited to share this sweetness from our very own beehives
#BarclayHoney #sustainability
baya_bar Thats wonderful. Love Acai Bowls. leave us your comment on your favourite one. why not visit us if you're nearby
jackonyc @kjp_nyc hook it up plzzzz

111 vind-ik-leuks
20 SEPTEMBER 2017
Een reactie toevoegen...

MEATPACKING DISTRICT: CHELSEA MARKET



Born & Grazed in NY

MEATPACKING DISTRICT: CHELSEA MARKET



SARABETH'S:

- Vraag naar transparantie
- Lokaal
- Upselling
- Experience



TREND #2: WORLD-CLASS SERVICE



The InterContinental New York Barclay



WORLD-CLASS SERVICE

Specifieke service voor klanten uit Midden-Oosten: Doelbewust inspelen op noden

- Arabische keuken
- Kamer

The InterContinental New York Barclay



EFFICIËNTIE & PLANNING IN TEAMWORK, TIJD & SERVICE

- Obv kamerbezetting personeelsplanning aanpassen
- Schakelsysteem = housemen leveren supplies aan voor de cleaning ladies (*max. 23 à 26 min. per kamer*)
- Bij check-out = planning wordt rechtstreeks aangepast via alert in systeem -> deze kamer wordt eerst schoongemaakt

TREND #3: DINING EXPERIENCE



"I appreciate your enthusiasm in serving me but I never tip more than 15 percent."

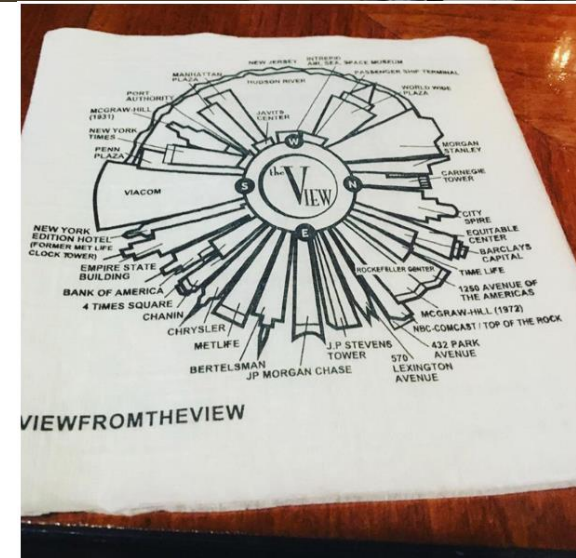
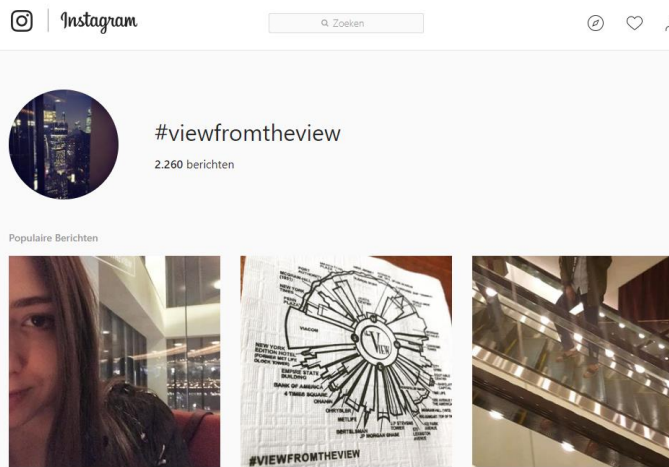
New York Marriott Marquis



TREND #2 Dining experience: New York Marriott Marquis

Unique Selling Point:

- The View Restaurant:
New York's only revolving rooftop restaurant (360°)
- Toegankelijk voor
niet-hotelgasten
- #viewfromtheview



TREND #3: Dining experience Madison Park 11

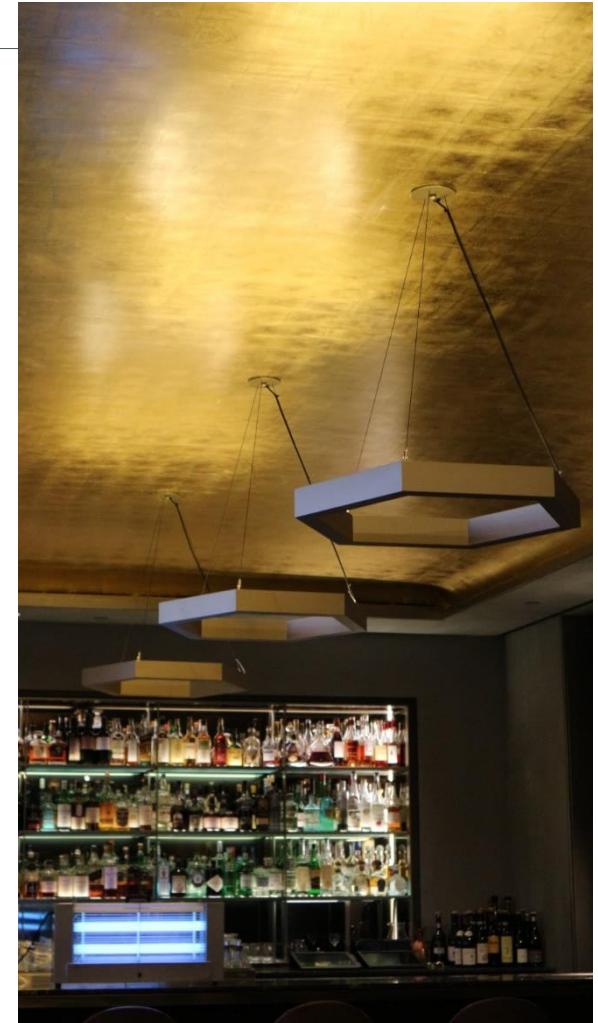
Top spot on the World's 50 Best Restaurants list
De zoektocht naar de... perfect dining experience:
dining out is about people connecting.

The food, the service and the room are simply ingredients that, when combined in the proper doses, can facilitate genuine human connection in an increasingly digital world.

3 pijlers:

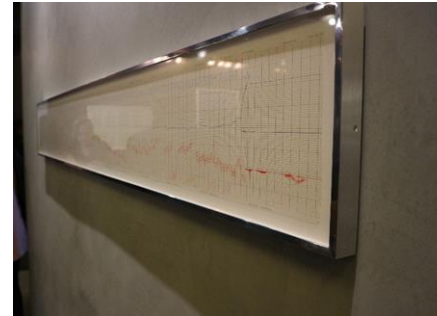
- Interieur*
- Dining experience*
- Customer experience*

Dining experience: Interieur

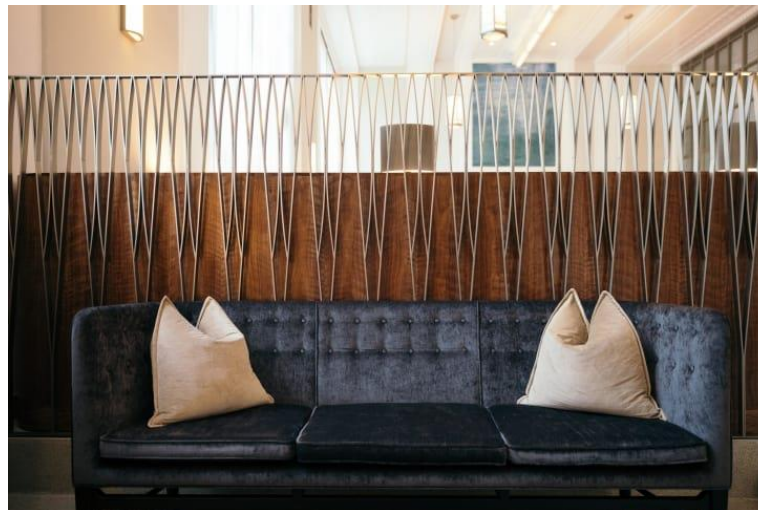


Dining experience: Interieur

Re-use the past



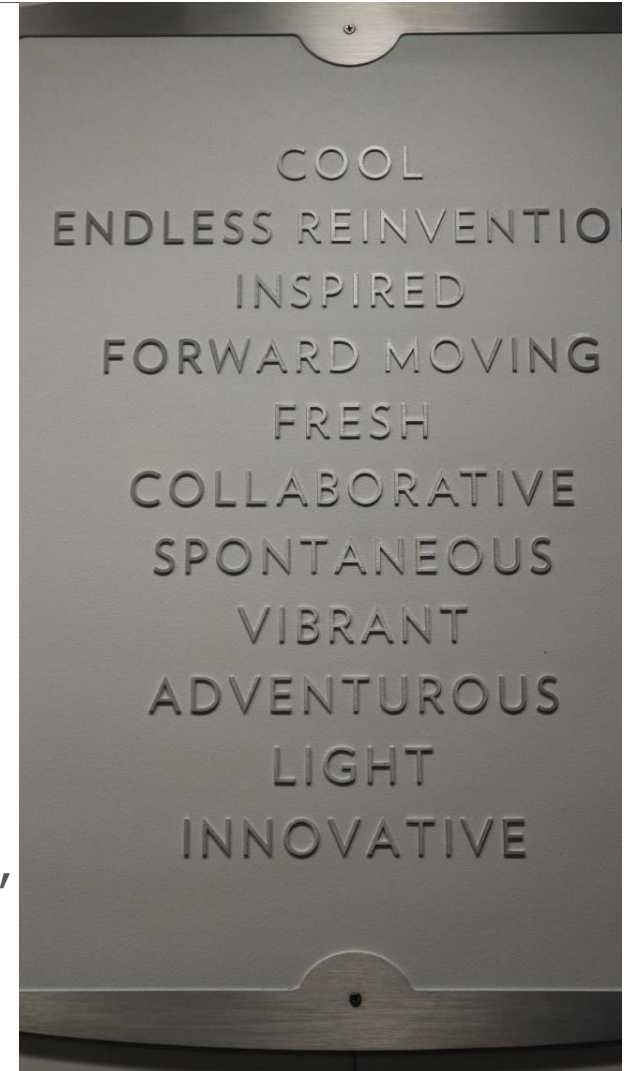
Symmetrie



Dining experience: achter de schermen

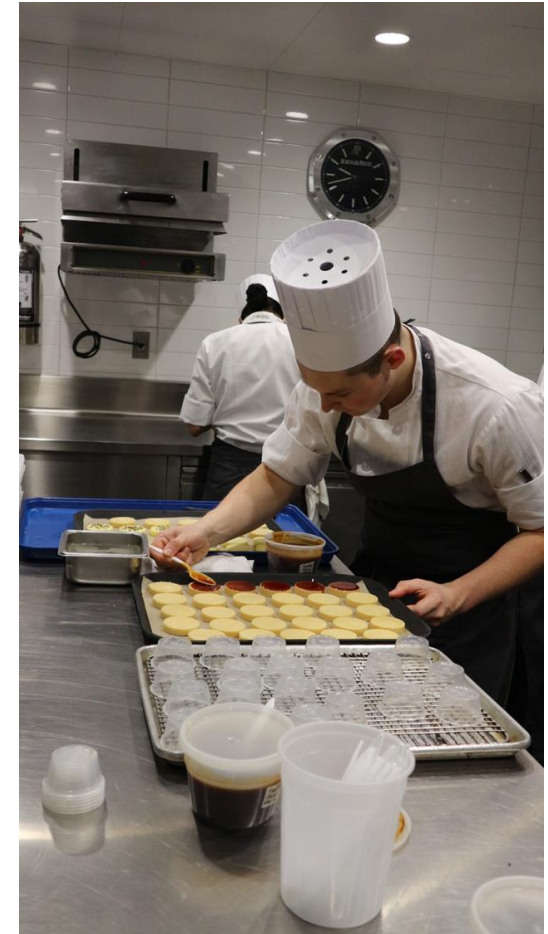


- 8 gangen menu (maar met keuze van de gast)
- Tastings: Research and Development
- Signature dish: roasted duck
- Inspiratie: reizen en bij andere zaken eten, kunst
- Werken met de seizoenen
- Nauwe contacten met leveranciers



Dining experience: achter de schermen

- People management
- Excellente kwaliteit



Dining experience: Dreamweavers

Dreamweavers: *We want to craft a truly personal experience for every diner and create singular moments with a sense of magic, whether that's with an unexpected flourish or simply by serving them delicious food.*



TREND #3: DINING EXPERIENCE

Meatpacking district – Chelsea Market



Poor Man's Lobster:
loskomen van
traditionele concepten

TREND #4: STORYTELLING



TREND #4: STORYTELLING

Eataly: "To gather under one roof high-quality food at sustainable and reasonable prices for ALL, celebrate Italian biodiversity, and create an informal, natural, and simple place to eat, shop, and learn."



#4 Storytelling: Eataly

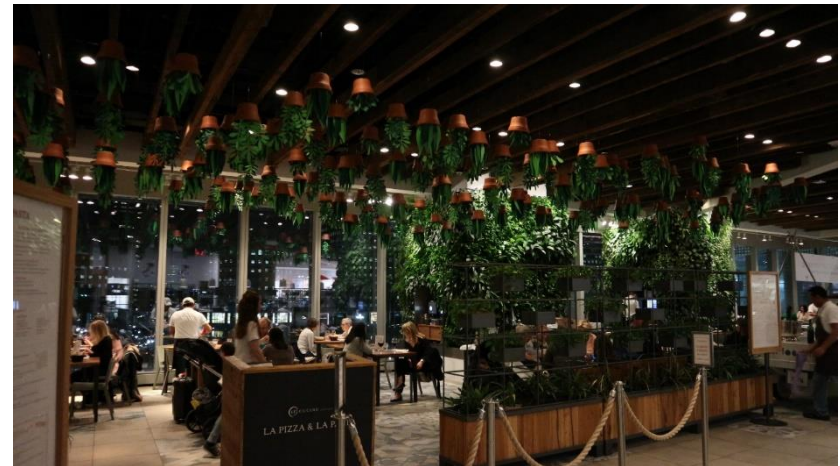
- Winkel met kwaliteitsproducten
- Restaurant
- Workshops



#4: Eataly: kwaliteitsproducten



#4 Storytelling: Eataly - Restaurant



4 Storytelling: Workshop Foodiversita



"The free university where we encourage you to play with your food"

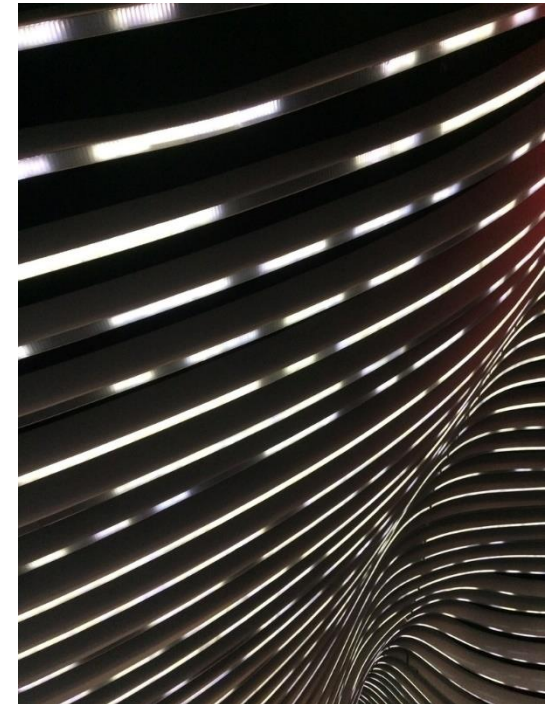
#4: Storytelling W-hotel

TAP INTO THE PULSE
OF NYC AT OUR
DOWNTOWN
MANHATTAN HOTEL

STORYTELLING & DNA

WAVES

Ritme van NYC downtown
Golven van verbouwingen



#4: Storytelling W-hotel

TAP INTO THE PULSE
OF NYC AT OUR
DOWNTOWN
MANHATTAN HOTEL

DNA & LINK MET OMGEVING

4 type kamers

**WONDERFUL
SPECTACULAR
FABULOUS
(ULTRA) COOL CORNER**

 Wonderful Room 274 - 351 FT²  BED OPTIONS  SLEEPS 2	 Spectacular Room 338 - 366 FT²  BED OPTIONS  SLEEPS 4
 Fabulous Room 338 - 366 FT²  BED OPTIONS  SLEEPS 4	 Cool Corner / Ultra Cool Corn... 344 - 382 FT²  BED OPTIONS  SLEEPS 2

#4: Storytelling W-hotel

TAP INTO THE PULSE
OF NYC AT OUR
DOWNTOWN
MANHATTAN HOTEL



#4: Storytelling Baccarat



#4: Storytelling Baccarat



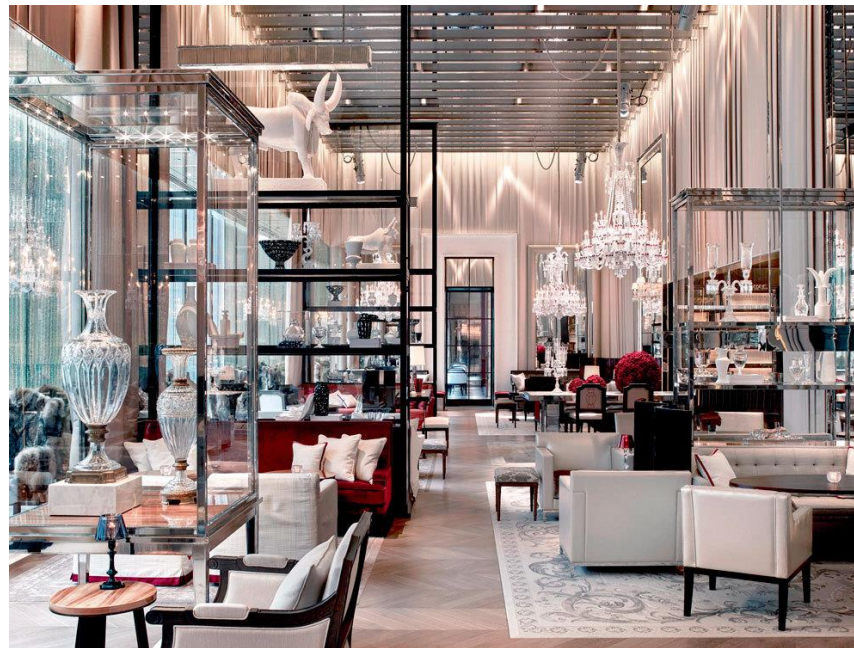
MYSTERIE

#4: Storytelling Baccarat

LICHT

2 verdiepen hoog
(een verdieping
slaapkamers
opgeofferd)

Grote focus op
comfort &
huiselijkheid



#4: Storytelling Baccarat

RICH HISTORY

253 jaar geschiedenis
in nieuw concept
ism kristal makers van
Baccarat

ICONIC DESIGN ism
Franse designers

RODE TOUCH

Moeilijkste en duurste
kristal om te maken
(540 graden)



#4: Storytelling Baccarat

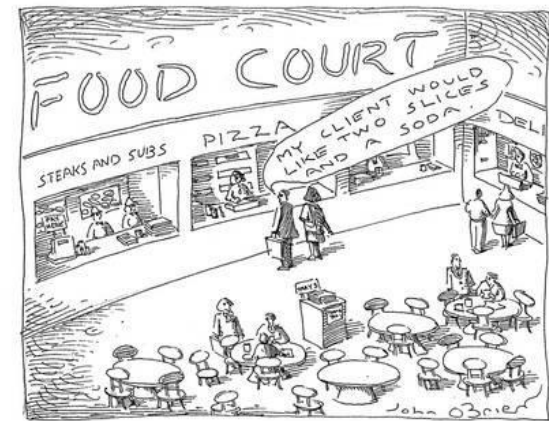
GRENZEN VERLEGGEN

in concepten om uniek
te zijn (Kasper Stuart)



TREND #5: FOODCOURT 2.0

- Locaties van 2000 à 3000 m² - match met urban lifestyle en foodie culture (millennials)
- Gevoel van een echte pop-up <-> richtlijnen winkelcentra
- Nieuwe foodcourt is hip, hot en happening <-> in plaats van altijd hetzelfde is het juist altijd verrassend = kleine lokale initiatieven & start-ups
- Kwaliteit > Convenience



TREND #5: FOODCOURT 2.0: Meatpacking district – Chelsea Market



Chelsea Market:
1 van de pioniers van de
hedendaagse food halls

TREND #5: FOODCOURT 2.0: Plaza Food Hall



Slim gebruiken van
onbenutte ruimtes =
kelder van tophotel

TREND #6: HEALTHY FOOD



**“The sauce has tomatoes and onions.
The crust is basically a big crouton.
Technically, pizza is a salad!”**

TREND #6: HEALTHY FOOD

- Plant-Based Meats
- Superfood Salads
- Kleinere porties, maar wel rendabel



Glory Days - Washington

#6 Healthy Food: Glory Days

Gezonde trends



The Impossible Burger:

- ZERO cholesterol
- 26 gram proteïnen
- Plantaardige basis



Superfood Salad

#7: Technology in the kitchen

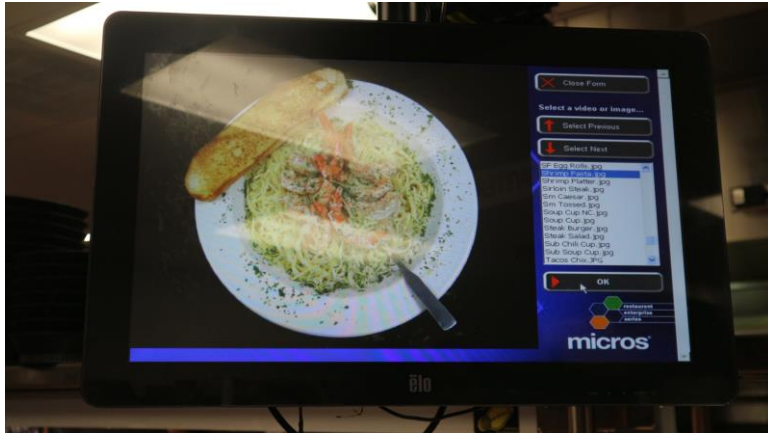


Slimme menu engineering:

- Elektronische tickets worden getoond in de keuken
- Automatische timing per gerecht aan de hand van kleuren codes (wit, geel, rood) -> hogere kwaliteit gerechten
- Allergenen worden opgelicht in paars

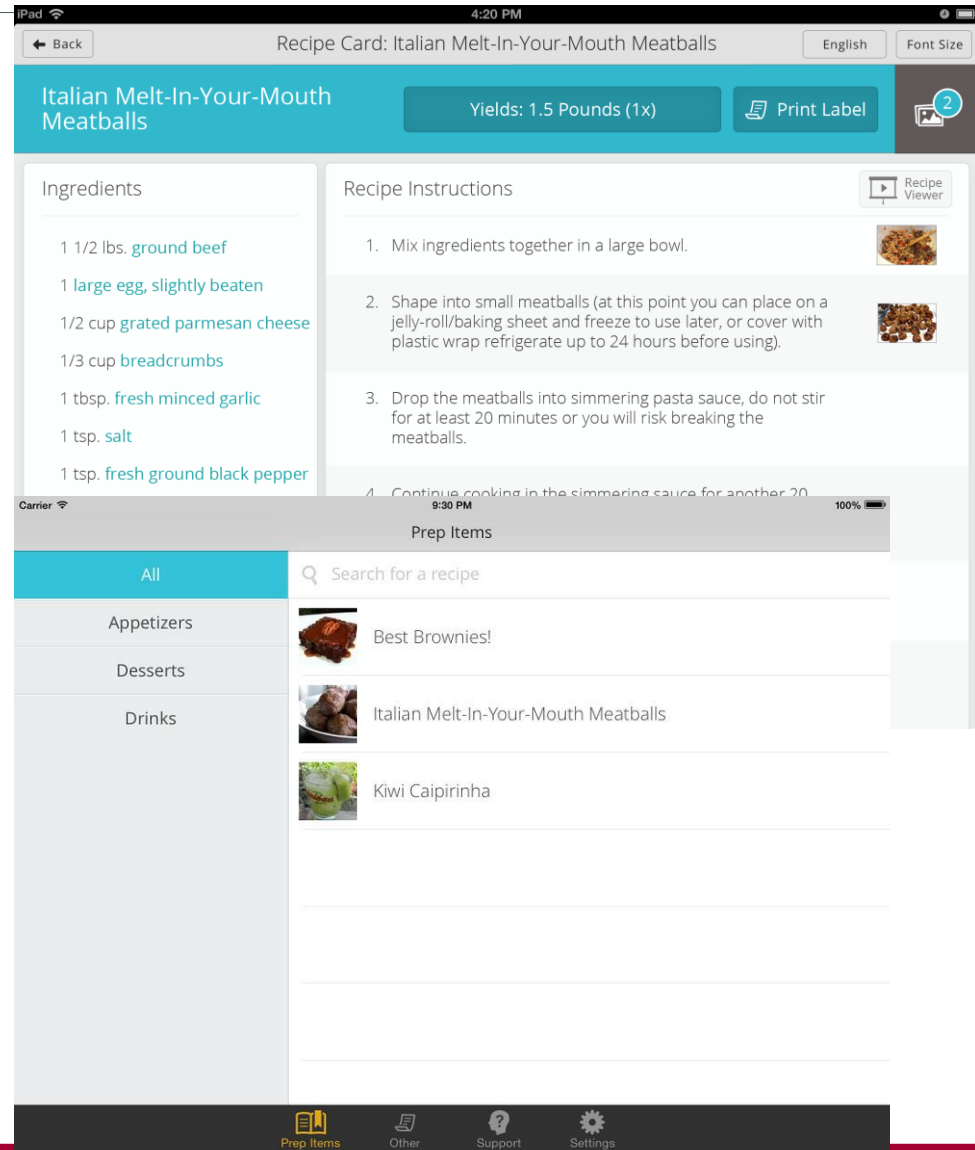
Tbl 42/1 15:40 Eat In - Coconut Shrimp First S1 - Thai Wraps First S2 - Skins First S3 - Squid App First S4 411 Susan J Chk 194	Tbl 33/1 5:33 Eat In - Ahi Sandwich Med Rare BB & Rice S1 - Sthwest Wrap Fries S2 - Kobe Burger Med Rare Veggies S3 - Reuben Fries S4 411 Susan J Chk 197	Tbl 33/1 13:34 Eat In - Thai Wraps First S1 - Crab Cake App First S1 - Skins First S1 - Squid App First S1 411 Susan J Chk 197	Tbl 44/1 11:22 Eat In - Basil Chicken Fries S1 - Surf and Turf Fries S2 - Lamb Chops Mashed Pot S3 - Filet Med Rare Veggies S4 - Meatloaf Fries S4 - Creole Prawns Veggies S4 - Surf and Turf Fries S6 - Red Snapper Veggies S7 - Beef Ribs Bake Pot S8 411 Susan J Chk 200	Tbl 42/1 8:43 Eat In - Basil Chicken Fries S1 - Surf and Turf Bake Pot S2 - Filet Med Rare Bake Pot S3 - Lamb Chops Mashed Pot S4 - Black Tuna Fries S5 - Seafood Pasta Mashed Pot S6 411 Susan J Chk 194
Tbl 26/1 14:55 Eat In - Thai Wraps First S1 - Mex Eggrolls First S2 - Skins First S3 - Smoked Salmon First S4 411 Susan J Chk 195	Tbl 21/1 15:57 Eat In - Basil Chicken Fries S1 - Surf and Turf Mashed Pot S2 - Lamb Chops Bake Pot S3 - Filet Med Rare Mashed Pot S4 - Lamb Chops Veggies S5 411 Susan J Chk 192	Tbl 41/1 13:01 Eat In - Tuna Salad Bleu Chz S3 - Basil Chicken Bake Pot S1 - Filet Med Rare Mashed Pot S2 - Creole Prawns Fries S3 - Surf and Turf Fries S4 411 Susan J Chk 193	Tbl 43/1 8:59 Eat In - Shrimp Cobb Sal Caesar S3 - Beef Ribs Fries S1 - Black Tuna Fries S2 - Creole Prawns Veggies S3 - Surf and Turf Bake Pot S4 411 Susan J Chk 198	Tbl 35/1 8:15 Eat In - Basil Chicken Fries S1 - Black Tuna Mashed Pot S2 - Red Snapper Veggies S3 - Fish Tacos Potato Salad S4 411 Susan J Chk 196
Tbl 36/1 12:16 Eat In - Ahi Sandwich Med Rare BB & Rice S1 - Grouper Sand Veggies S2 - Sthwest Wrap BB & Rice S3 - Fish Tacos Fries S4 411 Susan J Chk 199	Tbl 35/1 14:13 Eat In - Coconut Shrimp First S1 - Mex Eggrolls First S1 - Thai Wraps First S1 - Smoked Salmon First S1 - Squid App First S1 411 Susan J Chk 196	Tbl 43/1 12:58 Eat In - Bowl She Crab First S1 - Mixed Greens First Ranch S4 411 Susan J Chk 198		

#7: Technology in the kitchen

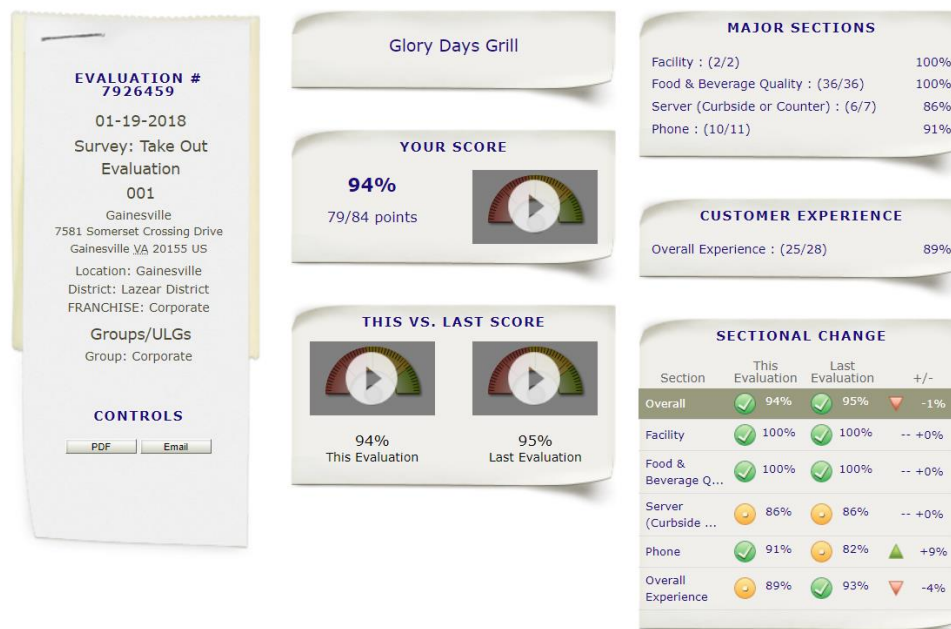


Slimme menu engineering:

- Digitale recepten
- Recepten kunnen automatisch worden aangepast aan voorkeuren/allergenen
- Printen van labels met de naam van het gerecht, de houdbaarheid en de initialen van de chef



#7: Technology in the kitchen

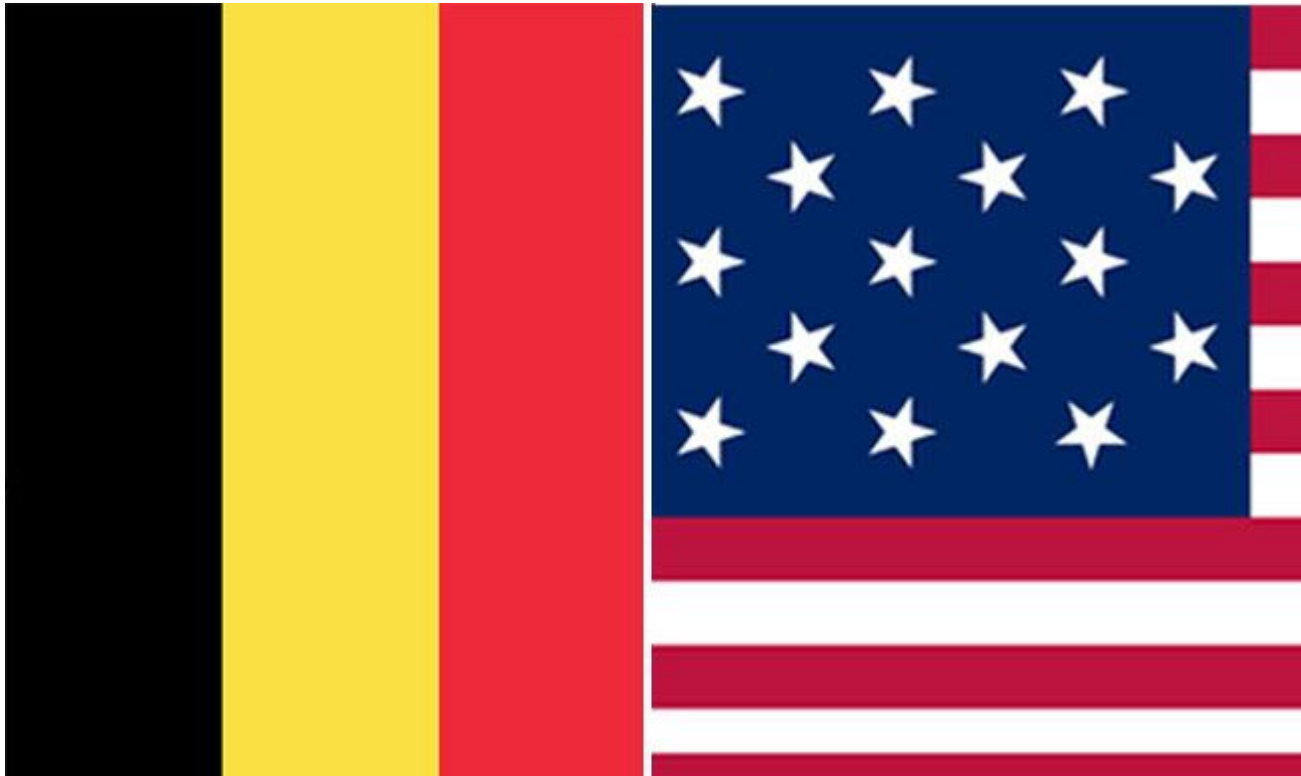


Mystery visits:

“snapshot” van verschillende momenten:

- Lunch
- Dinner
- Late night
- Bar
- To go

Belgen in USA



Belgen in USA | MOJO

- Johan Halsberghe
- Oprichter MOJO – Mousse by Johan
- Belgische chocolademousse als luxeproduct
- Strategie « ondernemen in US »:
Segmenteert zichzelf als een luxeproducent van Belgische chocolademousse
 - Enkel beschikbaar in de betere ketens
 - Online te bestellen
 - Op aanvraag



Belgen in USA | BXL ZOUTE

- Oudleerling HK Klaas Claes
- Chef BXL Zoute
- Typische Belgische keuken als troef
- Opbouwen Belgische community in NYC
= Zondag Josdag



ENTRÉES

Bouchée à la Reine \$21.00	Boulettes de Viande \$20.00
Puff pastry with chicken, bacon, mushrooms & frites	Belgian style meatballs with tomato sauce & frites
Poulet Rôti \$20.00	Carbonnade Flamande \$23.00
Roasted chicken with apple sauce & frites	Stewed sirloin tips in brown beer & frites
Saumon Rôti \$25.00	Steak Frites \$21.00
Roasted Salmon with leeks, potatoes and red wine sauce	Peppercorn sauce and frites
	Steak Tartare \$20.00
	Raw beef tartar with frites

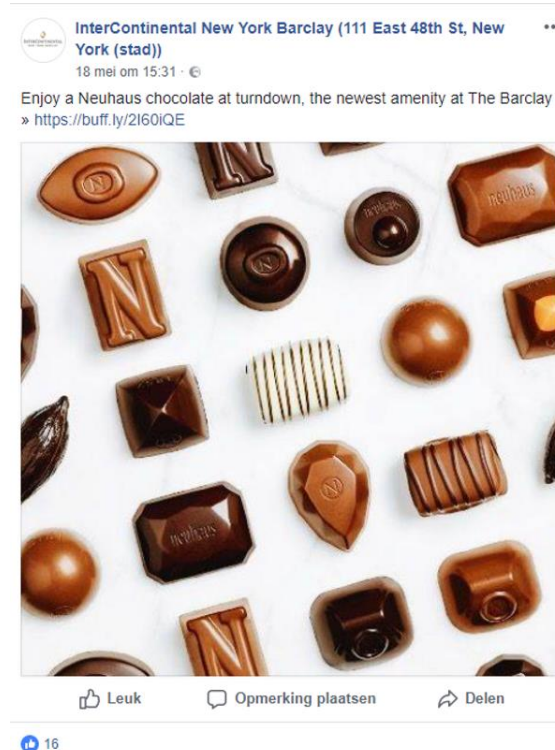
PRIX FIXE

\$20; Served with one pintje of Stella Artois, House Wine or Soft Drink. No Substitutions Please



Belgen in USA | The InterContinental New York Barclay

- Sofia Vandaele
- General Manager The InterContinental New York Barclay
- Strategie: opbouwen van nieuwe partnerships



Belgen in USA | Dries Molkens

- Oud-leerling HK Dries Molkens
- Chef residentie van de Belgische ambassade



Belgen in USA | B-TOO

- Bart Vandaele (echtgenoot van Greet Dekeyser)
- Chef B-TOO Washington
- Hedendaags Belgisch design en Belgische keuken

