

For Hotel, Resort, and Casino Food & Beverage Professionals

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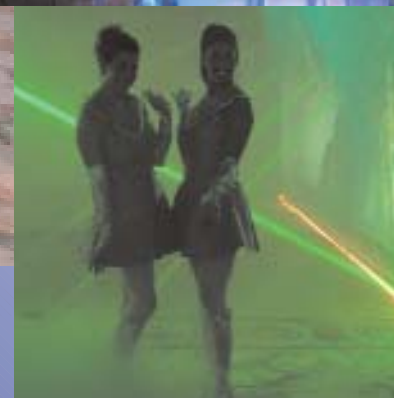
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*(L-R) Maria Sia-Shekan,
Steve Spira, Rolf Jung,
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and Susan Koehler*

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HILTON'S TRIP TO THE MOON



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Wine Strategies

BOYKIN

Boykin Management Company's senior vice president, Jack Boykin, sees new opportunities with advanced wine preservation and proactive server training. BY FRED TIBBITTS

You just launched your new 2004–2006 wine program for all Boykin-managed properties. How is it different from your previous program and why?

Our new program offers a greater selection of varietals from many different regions of the world. The emphasis today is on offering a broader selection than before, where our focus was on wines primarily from California and France. There are some outstanding products and values from Chile, Argentina, Australia, South Africa, etc.

What are the trends among your wine-drinking guests—their preferences and sophistication? Do these trends vary by market, or are they about the same nationally for you?

We find in our operations that customers are drinking higher-priced wines than previously. Offerings such as Syrah, Pinot Noir, Shiraz Malbec, and others are gaining in popularity. These wines were not very popular in the past. For the most part, we find the consumer trends to be fairly consistent in most of our locations. The consumer today is much more "wine savvy."

You have converted from a faxed wine menu printing system to an Internet website-based system that is the future of wine menu printing. How does it work and how has it been received by your managers?

The Internet-based wine menu process is a very efficient and cost-effective way to develop our wine lists. The property managers develop their list via the website based on

the corporate criteria. It is then routed to the corporate office for approval. Once approved, it is routed to the printer, and the completed product is back in the unit in

seven to ten days for implementation. Our managers have received this process quite well. In business today, so much of what we do is done electronically. To have our wine lists developed in this fashion is a big help to the unit managers as well as the corporate office staff.



The Globetrotting Wine Guy



Jack Boykin

The Internet-based wine menu process is a VERY EFFICIENT and cost-effective way to develop our wine lists.

Do you follow the Marriott Gold Standard Program for your Marriott properties, or do they participate with your new wine program?

All of our Marriott hotels participate in the Gold Standard Program. It is a brand standard and is very well done.

Do you set the specifications for wine preservation, or does it vary by hotel as to how to best preserve their wines-by-the-glass selection? What, in your opinion, is the most sophisticated wine preservation system option if a hotel wants the very best?

If we were to use a wine preservation system, I would identify the product to use. We have used them in the past, and I have found the Le Verre de Vin to be the system that works

best today. Its [precision resealing] technology is state-of-the-art, it is easy to use, and it allows us to open a bottle of wine today that stays fresh for up to 21 days.

What are your favorite wines and why?

My favorite wine today is Barolo. I spent 10 days in the Piedmont region of Italy and had the occasion to sample many different wines from Barolo. The entire Barolo wine-producing region is very small, about 3,000 acres; the wine produced there is just wonderful. I find it easy to drink, and the flavors are magnificent. I came across a small winery there, "Viberti," and I have been hooked ever since. ●

Fred Tibbitts, senior vice president, Fred Tibbitts & Associates, Inc., is the foremost global wine-by-the-glass consultant, working with on-premise chains around the world. email: fredbev@fredtibbits.com

Highlights of the Culinary Institute of America's Bachelor of Professional Studies Commencement Address, Friday, October 1, 2004, by Frederick M. Tibbitts, Jr.

DEFINING EXCELLENCE: ALWAYS THE DIFFERENCE

Ludwig Mies van der Rohe once said, "less is more," and so I promise to heed his advice and give you just that, less but more.

Another whose counsel I value greatly, the Dalai Lama, says of his teachings on love and compassion: Take what works for you, and throw away the rest."

So, whatever I tell you, if it doesn't work for you, just forget about it.

If we can send a man to the moon, if we can send robots to Mars, we as residents of planet Earth are capable of far more than most of us can possibly realize. Discovering and living your true capabilities is about making significant life choices:

- Defining excellence as a way of life...
- Always be part of the solution, not part of the problem...
- Learning that service is the highest calling...
- Open your heart to the world, and the world opens its heart to you...
- Think globally and act globally...
- Identifying a cause or purpose greater than serving yourself and dedicating the rest of your life's work to benefiting it in your chosen way...
- Helping your co-workers to create a sanctuary, a place where people find it a daily joy to come to work and that honors each associate's path on the way home.

For the full text, contact Fred Tibbitts at fredbev@fredtibbits.com