

Christmas inspiration 2021

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TRENDS | INNOVATION | INSPIRATION

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Pinterest inspiration

Take a look at our very own Christmas-board

Here in the Netherlands it's still uncertain if restaurants and bars will be able to receive guests this Holiday Season. At this moment we have to close at 8 p.m. for 3 weeks as one of the COVID-19 measures. That's why now it's time to get 'busy' with decorations, treats for coffee and so on. We've collected a lot of inspiration on our 'Christmas' board on Pinterest, check it out! There is a lot of inspiration to be found on Pinterest.

If possible, we will organize a Tree Lighting party with our colleagues on December 10th in our office garden. And what we would like most is snow! Wouldn't it be great to organize a snowball fight? Or make a life-size snowman together?

But that doesn't seem realistic to us, so what will be? A smores firepit on the patio for the kids to roast and decorate their own marshmallows. This year no photos on Santa's knee, but a special Instagram photobooth. Chocolate milk, mulled wine and winter cocktails, 'snert' or a winter bbq. And maybe we'll set up a mailbox for the kids to send a letter to Santa!

Carolers seem a bit over the top for our party, but a great idea to use together with colleagues within the hospitality industry: from terrace to terrace! Take a look through our inspiration and who knows... you might come across something that you can also use in your hospitality business.



marshmallow
REINDEER TREATS



Inspiration from Londen

Christmas atmosphere at your terrace

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Creating a warm and cozy setting on your terrace or in your garden! If possible with blankets to keep warm instead of heaters which is a lot better for our environment. The chalets on this page as example.

2015 – Providing 'chalets' in gardens and on roof terraces has been very popular for a several years. In 2015 we wrote about the courtyard of Gordon Ramsay's restaurant York & Albany where an alpine-style winter chalet was installed. That summer, the York & Albany restaurant brought the beach to the center of London as well.



2020 - The Berkeley set up log cabins in their 'Winter at The Garden' last year. After the sold-out summer success of The Garden, their garden was transformed for the winter months. The culinary terrace consisted of five cozy wooden huts, each with room for six guests. These huts, glittering with flickering candles, were decorated with wreaths and surrounded by a forest of spruce and fairy lights. Guests were kept warm with blankets and heaters. A menu of alpine specialties, including a spectacular raclette grill, was there to delight guests after weeks of eating at home.

2021 – At the beginning of November, The Berkeley unveiled another winter terrace: The Berkeley Winter Cabins.



'The Rooftop Winter Cinema'

Outdoor Christmas cinema



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In 2019, The Berkeley transformed their rooftop garden with stunning views, into a festive cinema set in a woodland setting. During the 'Rooftop Winter Cinema', guests could snuggle in wooden huts filled with blankets and enjoy Christmas classics on the big screen while warming up with a menu of winter favorites and Laurent-Perrier champagne! Think of Christmas movie classics like "Home Alone" and "The Holiday."

Still a great idea for the festive season! As well for other hotels with rooftops or terraces where this is possible. You can partner up with a local cinema to host special 'Christmas movie' nights. Or with your Netflix account, plenty of choice of Christmas movies.

Corona-proof dining at the Mountain Tap Brewery

Dining inside old ski-gondolas

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During the first lockdown in 2020, we had the 2-person greenhouses in the Netherlands for coronaproof dining at Mediamatic.

In 2020 we also spotted old ski gondolas at the Mountain Tap Brewery, located in the ski area of Steamboat Springs, Colorado. Winter temperatures here are often below zero degrees and it snows quite a bit. They too were confronted with limited indoor capacity due to the COVID-19 pandemic and so they 'opened' their terrace in a creative way, by setting up old gondolas where you could meet with up to 4 guests.

Great idea for restaurants in European ski areas or even here in the Netherlands.



The biggest bauble of the world

At DOT Groningen

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Keep traditions going – if possible!

Does your company have a special tradition? – see if it can continue, possibly in an adapted form. At Dot Groningen they came up with the Bauble box and a drive-thru experience!

Even last year, the largest Bauble in the world was resurrected in Groningen (city in the north of the Netherlands). On December 6, no fewer than 6,000 LED lights were ignited at DOT Groningen. The dome, with a diameter of 26 meters and a height of 19 meters, is the largest Christmas bauble in the world. In addition to good food and drinks, DOT is a multifunctional business, where hospitality and variety in programming for young and old are central.

The Bauble – “Kerstbalbox”

In 2020 they devised a Drive-Thru experience and, together with three other authentic restaurants, the ‘Kerstbalbox’ (or bauble-box): the culinary December gift for companies and for the family at home.

Tree-lighting Huis ter Duin

Make a party out of lighting your Christmas lights

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If there's one thing we need this Holiday Season, it will be parties outside!

There are even neighborhoods that have so many Christmas decorations and lights that people plan to drive or walk through them. Making a party of lighting your Christmas lights outside is therefore a great time at the beginning of December to surprise your guests and create some extra attention.

In England and America it has been a tradition for years to start the Christmas season with the lighting of the Christmas lights. They often combine this with a fundraising for a good cause. The use of local artists or companies for the design of your decorations can also provide free publicity.

Example: Grand Hotel Huis ter Duin has been doing this for years. For example, in 2018, Dirk Kuijt ushered in the Christmas season by lighting one of the most iconic Christmas trees in the Netherlands for Grand Hotel Huis ter Duin.



Pop-up IGLOOS

What roof terrace are we going to spot these on this winter?

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In 2017 we spotted these igloos on a terrace in London, Dine in pop-up igloos. The IGLOOS can accommodate smaller groups (up to eight persons) and are fully heated. To make it even more comfortable for the guests, sheepskins are laid out and speakers are available for music. Every year we see these igloos set up in London again, especially in the times of COVID-19 these come in very handy. On what (roof) terrace in the Netherlands will we see these IGLOOS?



Let local celebrities decorate your Christmas tree

Inspiration from the Claridges hotel in London

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Maybe this year we should focus a little more on decorating the Christmas tree outside, but the idea remains the same. Score free publicity together with a local designer. The tree of 2021 at the Pulitzer Amsterdam will be decorated by the Danish fashion designer Claes Iversen.

Claridge's, London's legendary Mayfair hotel, has a longstanding tradition of having designers decorate their Christmas tree in the lobby. The Claridge's Christmas Tree 2017 was designed by Karl Lagerfeld. In 2018, the tree was designed by Diane von Furstenberg. She decorated a six-metre-long 'Tree of Love'. The 'Claridge's Christmas Tree 2019' was decorated by friend and guest, designer Christian Louboutin.

The 'Claridge's Christmas Tree 2020' was designed by Kally Ellis, founder of the well-known British luxury floristry McQueens Flowers. The tree in 2021 will be designed by Dior, the lighting will be on November 24.



De Christmas magic of Claridge's delivery service

comfort and glamour

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The Christmas season in London is a huge event that people look forward to and Claridge's Christmas trees symbolizes the start of it. And let's face it, we need this Christmas magic again this year! The hotel has put up special decoration in 2020 as you could see on the previous page, in addition, they have offered many special gifts with a touch of their hotel for sale in an online store.

A great idea for your hotel this year or next year? With a little extra Christmas ambiance during the pick-up, a nice extra source of income.



Michelin-star Drive Thru

Culinary enjoyment in Rotterdam, this year somewhere else as well?

The Michelin-star Drive Thru at the stadium of football club Excelsior in Rotterdam, run by no fewer than four Michelin star chefs, was a great succes last year.

Corona has stimulated the creativity of restaurant entrepreneurs. We have seen many forms of collaboration and we really liked this one. This could be done this year again as a source of extra income. The Michelin-star drive thru of last year in Rotterdam was created by the culinary stars of the kitchens of restaurant Parkheuvel, restaurant Fred, restaurant Joelia and restaurant Perceel, in total good for 6 Michelin stars!



STERREN DRIVE THRU

EXCELSIOR STADION



A Christmas Drive-Thru

Example: Stanwood, Amerika

This is just one of many Christmas drive-thru's we've seen over the years. As we head into another winter with COVID-19 among us, having your customers or guests pick up ordered gifts or food packages through a Christmas drive-thru is a great way to add to the holiday fun. Since most streets in shopping areas are always decorated during this Christmas period anyway, it is relatively easy to create a 'Christmas Wonderland' and let your guests or customers pick up their products in a fun and safe way! A great assignment for the shopping associations or a number of restaurants together.

Maybe this drive-thru Christmas from The Lights of Christmas is inspiration! At our website you can watch a video of the event.



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At Van Spronsen & Partners hospitality consultancy we create solid marketing and communication plans. We would love to help you, together we can ensure you have a great marketing plan that will put you in the spotlights.

Examples and inspiration can be found at our website horecatrends.com/en. The below mentioned numbers are the total of articles in that category per November 2021.

1.261

hotel

1.466

fastservice

2.625

restaurant

2.081

dranken

1.557

leisure

The Mariah Menu and a 'bucket hugger'

Christmas inspiration from McDonald's and KFC

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Remember the song 'The twelve days of Christmas'? In which 12 presents were given for Christmas? McDonald's US uses the thought behind this song by giving US customers a different menu item from 'The Mariah Menu' every day for free from December 13 through December 24. Only available if they place an order of at least \$1 through the McDonald's app.

Kentucky Fried Chicken USA created a limited edition and original 'Finger Lickin' Chicken Mitten Bucket Hugger'. An ugly Christmas sweater for a bucket – that's how we translate this funny marketing stunt from KFC. You could try to get it for 3 days early November if you ordered through their app.

Lowlander launched Winter IPA brewed with donated christmas trees

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A couple of sustainable Christmas promotions from Lowlander Beer! Inspiration? A cocktail with pine needles? Their Christmas beers? A dish with Christmas needles?

In the winter of 2018, botanic brewery Lowlander called on all Dutch people not to throw away their Christmas tree after the holidays, but to donate the tree to their brewery so they could use it to brew a winter beer. The call 'Christmas tree to table' was a great success and after picking all spruce needles by hand, the result could be tasted in 2019.

Winter 2020 they came up with the 'Lowlander Tree to Table kit' campaign, cooking with Christmas tree needles. According to them, throwing away the Christmas tree after the holidays is no longer an option. With the Lowlander Tree to Table kit, you received a package full of tips, tools, recipes to transform your own Christmas tree into a delicious four-course dinner and of course some botanical beers. A real party on your plate and in your glass.



Bubbledogs | Give away of golden hotdogs

To get into the festive spirit



<https://www.horecatrends.com/en/getting-into-the-festive-spirit-with-bubbledogs-golden-hotdogs/>

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December 2018, Bubbledogs, the gourmet hotdog and Champagne bar in Fitzrovia, London, brought their guests into the festive spirit with a gold hotdog giveaway.

Guests had the chance to win a bottle of co-founder Sandia Chang's favourite rosé Champagne on the house. Bubbledogs gave away 100 golden hotdogs from the 4th of December until the 31st of December.

Recipients of each golden hot dog did receive a 375ml bottle of Collin-Guillaume Rosé Champagne.



Christmas ornaments filled with whiskey or cocktails

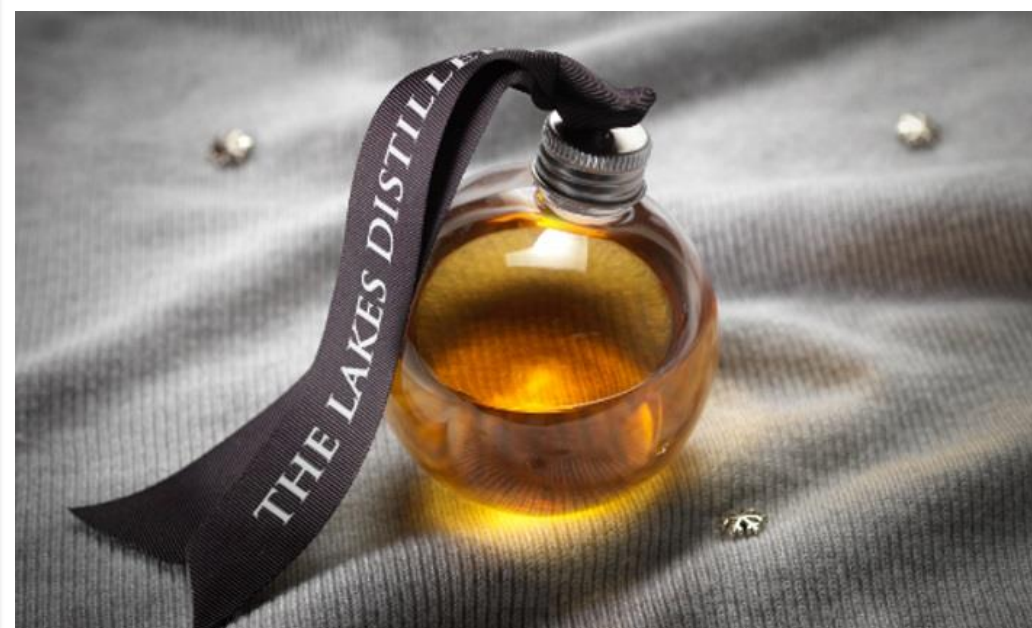
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Let your guests take their digestif off the tree at Christmas

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Spotted for the first time in 2017: baubles filled with whiskey, vodka or gin from The Lakes Distillery and in the same year our Amsterdam jenever (Dutch gin) brand Jajem also introduced their baubles.

We recently spotted on social media that the bar 'The Flying Dutchmen Cocktails' also sells baubles filled with cocktails! A great gimmick and totally great to serve an aperitif or digestif from out of the tree. But for bars it's also a great way to make some extra sales if we have to remain closed the coming December month or if the bars have to close earlier.



Cocktailbar Miracle pops up in Amsterdam

Over the top decorations and everything to bring your guests in the festive spirit

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subject to COVID-19 measures.

Pop-up cocktail bar Miracle has grown rapidly worldwide since its first pop-up in 2014 in New York City's East Village. This year with a huge number of bars all over America and in Canada, London, Panama and for the first time in Amsterdam. From November 26 to January 3, Boom Chicago is the place to be for cocktails and fun in an over-the-top Christmas ambiance. You will certainly find inspiration for details that you can implement in your own restaurant or bar next Christmas.

One of our colleagues went to Rolf's German Restaurant in New York a few years ago where you can celebrate Christmas almost all year round and was 'overwhelmed' by the interior, but it gets you into the festive spirit! We wrote about it in 2017, link on the side of the page.

Let's hope there will be no further lockdown because we are very curious about the pop-up Miracle cocktail bar and would like to get into the Christmas mood there. A splash of joy in the festive season!



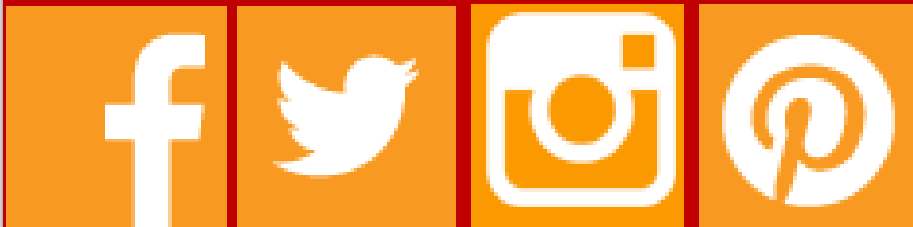
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With the hospitality trends and ideas, we've spotted we inspire entrepreneurs in the hospitality industry and provide the tools to create more revenue, a higher brand awareness or more joy at work. The website horecatrends.com is part of the Van Spronsen & Partners Group since 2007.

From different fields of profession and expertise we publish hospitality related trends and ideas on the websites. We're always linking to our source. We believe in providing the right credits to the right people and receiving them back as well. Eventually everybody benefits of this.

You can subscribe to our weekly trendmail at our website. For more information, reactions to or questions about this publication, please contact Marjolein van Spronsen by mail: tip@spronsen.com or by telephone at +31 (0)71 541 88 67.

Happy Holiday Season or as we say in Dutch: Fijne Feestdagen!



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