

Christmas gestures

Publication November 2013



**VAN SPRONSEN
& PARTNERS**
horeca - advies

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Van Spronsen & Partners horeca - advies

Preface

Let us introduce ourselves..

Van Spronsen & Partners horeca-advies

Van Spronsen & Partners hospitality consulting is part of the Van Spronsen & Partners group. This group consists of three more independent companies; hospitality payroll administration, hospitality administration and hospitality training. Our slogan is "think different, act different" and we are active in the hospitality and leisure market for 26 years. Our approach is to put our client and his/her goals first.

Within our hospitality consulting we mainly focus on performing feasibility studies, company audits, efficiency improvements, development of hospitality concepts, giving management support and creating marketing and communications plans.

Besides these activities we publish new industry studies monthly, where we reveal more depth information about the different sectors within the hospitality industry in the Netherlands. Check www.spronsen.com for previously published studies.

Recently I read the book review of "The myths of happiness" by psychologist Sonja Lyubomirsky in the Dutch paper "NRC Handelsblad". When asked what you can do to become happier her first tip is; *"Money can make happy sometimes, but focus on buying experiences (vacations, food and courses) rather than things. Things will get old quicker and are easier to compare to things of others or newer versions that come out later, this leads to more disappointments. Experiences can also be enjoyed after the actual experience, often they are even more valuable as memories. Example given; camping in a horrible storm is terrible at the time but makes a great story afterwards! Also, people are the sum of their memories, their experience. Which makes that those people that get a great experience out of spending of money is the person that invests in him or herself"*.

I can only affirm this statement. The hospitality industry created many of my memories with family & friends and it confirms the importance of true hospitality, a good experience in a restaurant, bar or hotel contributes to the happiness of guests. As restaurant owner, you and your team contribute to creating a memory, especially with the holidays! The season makes it simple to create lasting experiences because your guests will already be in a merry mood and this can only be strengthened by dishes, decorations and hospitable gestures.

This booklet will contain more photos than you are used to, but the images speak for themselves. Online you can find unlimited inspiration on websites as Pinterest or the fancy. Exclusively in this edition we also feature an artful contribution of Ms. Monique van der Meijden of Artbazaar, who makes oyster rocks and plates in her atelier that look good on any restaurant table!

Marjolein van Spronsen

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Christmas mood board





As seen on the last page, starting with a mood board is always a good strategy for your decoration plan. This inspires you to really review and plan your decoration instead of just using your old stuff again.

More and more often we are seeing Christmas decorations outside of the tree made with ornaments. These decorations are just a bit of the beaten path but give a playful and attractive atmosphere. One good idea is to hang a collection of ornaments (with thin threads) above tables, the effect is stylish and new, just Google Christmas decorations and you can find a lot of example of this hanging of ornaments.

Another great and simple idea is to fill a wineglass with mini ornaments, turn the glass around and use it as a candleholder.

Or do as in the picture on the mood board, make a small Christmas tree out of old magazines!





Santa berries, sausages as amuses for the kids, Christmas pancakes, hot chocolate milk with marshmallows and Christmas hat brownies. Simple dishes that will make a lot of young guests happy!



Bagels jukebox choir in Leeds

A Christmas choir in Leeds, sponsored by Bagel Nash (a bagel chain in the UK), has spend an entire weekend singing Christmas carols in four of their shops. Everybody was able to request songs via Twitter or Facebook.





In 2011 we spotted that Coca-Cola was answering letters addressed to Santa. In the “Santa Claus Museum” in Indiana, US you can find letters that were written to Santa from 1930 on. Of the 60.000 letters, Coca-Cola picked 75 that were answered, some years later! The letter senders were tracked down and received the present they requested. Imagine if Santa is suddenly at your door to give you the gift you asked for 40 years ago!

This “Santa Mailbox” can be found in large department store in New York. Shoppers can put in their letters to Santa and hope that their wishes come true.

This is very easy to do in your establishment as well and maybe if you let at least one local Christmas wish come true this becomes a Christmas season custom in your area, come eat at ... and your Christmas wish might just come true!



Innocent, the British brand that is known for 100% natural smoothies does a campaign called the big knit campaign. This means that everyone can knit little hats for the bottles and send them to Innocent who donate an x amount per hat to the National Elderly fund. Of course you can also challenge guests and locals to knit **cutlery pouches** for example and do a fun charity operation with it.



Bars can also do their part, just look into these cute “**red nosed reindeer**” beers! Put a few on the bar and the bar is instantly ready for the season plus the added bonus is the extra attention for the beer brands you sell.

Dressing up the Christmas tree

Pizza slices and **boxes** in the tree, spotted in New York and easily to recreate **golden cutlery**. A tree full of **fortune cookies** in a Chinese restaurant or golden chopsticks in a **Japanese tree**, all easy to execute ideas to customize your tree! Just consider what you sell (ice cream cones in an ice cream parlor or **espresso cups** in a coffee bar) and spray it in a Christmas color, easy and stylish!



Ms. Monique van der Meijden of Art Bazaar makes little "Rudolph's" from wine corks to put in the tree.





Culinary creations made by Ms. Monique van der Meijden of **ArtBazaar**. In her atelier in Leiden, NL she creates rocks and trays out of oysters and scallops shells.

Restaurant "de Compagnon" in Amsterdam, NL displays her largest rock.

www.artbazaar.nl
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Baileys Chocolat Luxe asked three bartenders to create a winter cocktail with their beverage, they came up with the following. The “Rococo” was created by Bompas & Parr from England and is served in a highball with ice cream and raspberry. Liquor expert Missy Flynn from London came up with the “Chocolat Black Forest” and “Chocolat Mint” (with mint infused ice cubes). You can find all recipes on horecatrends.com.



Turning cocktails into winter cocktails is very easy, e.g. a mojito becomes a **Christmas mojito** by adding a pinch of cranberry juice.

Happy Drinks published some virgin cocktail recipes on their website last Christmas, it is always a good idea to put some alcohol free options on your menu for the holidays, families are very versatile groups.



This recent year we have seen more and more pop-up stores that have made it go from hot to mainstream. Empty retail spaces fill up temporarily with stores or hospitality formulas. We also saw hotel lobbies that supported diverse pop-up formulas, like the St. Regis hotel in Washington DC that had a “pop-up Montblanc pen store” in their lobby during Barack Obama’s inauguration last January. This enabled their guests to buy the “official inauguration souvenir pen” right in the hotel.

Or the Mandarin Oriental hotel in Boston that did a pop-up curry restaurant during lunch in their lobby in October. They chose to do a curry pop-up as a homage to their Thai heritage. They offered two different dishes, made from recipes of the “Sala Rim Naam Thai” restaurant in the Mandarin Oriental hotel in Bangkok.

So why not a pop-up Christmas store or Christmas village in your lobby? Why doesn’t your hotel collaborate with the local gardening center? They usually offer the most beautiful arrangements for the holidays and can use some extra exposure! Think of those beautiful snowy Christmas settings as in the picture that mesmerizes your junior guests. This creates a win-win situation as you have great decoration and it will encourage guests to stay just a little longer, buy an extra cup of coffee.

The first hotel that creates a collaboration like this will definitely earn a mention on horecatrends.com.



The book "The mythes of happiness" by Sonja Lyubomirsky

The culy creations via www.artbazaar.nl

Via www.horecatrends.com

Alternative-Christmas-decoration

Decoration-for-the-Christmas-table

Bagels-jukebox-choir-in-leeds

Coca-cola-answers-Santa-Claus-letters

Knitting-for-a-charity

Your-own-Christmas-beer

Christmas-tree-decoration

Great-Christmas-ornaments-for-an-Italian-restaurant

Baileys-chocolat-luxe-cocktails

Happy-drinks-feestdagen

Curry-pop-up-in-the-mandarin-oriental-hotel-boston

Montblanc-pop-up-lobby-store

Pictures: Van Spronsen & Partners

Trendpresentations for entrepreneurs and students

On a regular basis we supply trend and inspiration sessions about the (inter)national developments within the hospitality, marketing, leisure, retail and experience economy. We have experience in giving presentations for different audiences, from students to board of directors.

Would you like to apply trends in your own company? We can look at your current communication channels, provide an inspiration session, together we determine what is attainable and we will help you with the execution! For more information, send an email to armandsol@spronsen.com.



Check our other publications with small gestures at

<http://www.horecatrends.com/en/>

Small gestures in hospitality

Publication February 2013

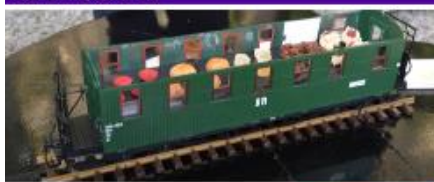


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