

Case Name

Nanjing Jinling Hotel-Thanksgiving Michelin Feast

Theory

Integrated marketing communications

Key words

Globalization; Innovation; High-end clients

Background Information

1. There are obvious shortages of services of high-end western banquets since there have not been any Michelin Star-rated western restaurants in the catering market in Nanjing. Succeeded in hosting the Event "Thanksgiving Michelin Feast" in 2018, Nanjing Jinling Hotel has collaborated with Scordo Antonino, the Three Star-rated Italian Chef from Sorrento, for the following three years. On 11/28, 2019, Jinlin Hotel, partnered with Nanjing Gulou District Business Bureau, Star Chefs Alliance, and City Government Sorrento, Italy, hosted the "Thanksgiving Michelin Feast " again and it topped off the scale of it in the past.

2. Huaiyang cuisine, originated in Yangzhou and Huai'an, is one of the four traditional Chinese cuisines, and includes Nanjing cuisine. Huaiyang cuisine has adopted many other tastes and flavors from other cuisines and varied in different ways. If developing new products without losing its tradition of Huaiyang cuisine, it may not only create a brand with high recognition for Huaiyang cuisine but also bring new customer interaction.

Marketing Strategy

1. Promotion strategy- Public relations. Nanjing Jinling Hotel has hosted the Sino-Italian Michelin Feast event for three years, which helped promote the sistership between the two cities of Nanjing, China, and Sorrento, Italy. Also, the Event triggered the attention and coverage of all major media of China and foreign countries and gained massive exposure, therefore, introduced Nanjing cuisine and culture to the world for the first time.

2. Differentiated marketing. As the first host of the high-end Michelin feast, Nanjing Jinling Hotel merged the two cuisines of Michelin and Chinese Huaiyang to a brand-new gourmet experience.

Outcomes

1. The united and cooperation of the Sino-Italian chefs presented a fusional and innovative show of the Huaiyang flavors and Italian charm. With the participants of the "Jiangsu Master", Jingguo and the Chairman of the Star Chef Union, Huang Pintang, the menu of the banquet surprised all the guests. The menu is: Jinling Hotel Salted Duck, Smoked Mandarin Fish with Fried Ravioli, French Oyster, Caviar with Huadiao wine marinated crab, Bluefin Tuna with Lobster and Marinated Salmon, Spaghetti with Crab and Asparagus Sauce, Baked Boston Lobster with Cheese, Matsutake and Mashed potatoes, Fish Balls Filled with Abalone, Wagyu M9 Steak and French Foie Gras with Black Truffle Sauce, etc. Together with the performance of Chamber Orchestra and singers, the banquet was matchless. There were 260 seats set in the Thanksgiving Michelin Feast, among them RMB1,899/set for VIP and RMB1,699/set for guest. The total revenue of the main venue is RMB 408,000. In addition, the Michelin Christmas

packages were promoted to generate additional revenue.

2. With the conclusion of the alliance with City Sorrento and the cooperation of the three Michelin chefs and Jinling Hotel, this "Michelin Thanksgiving Feast" generated a huge impact in the industry, and furthermore established the certain position of Jinling Hotel in the hotel industry in Nanjing, and the "Event" has made Jinling Hotel more highly reputable and influential.

Implications & Challenges

To have Michelin Chefs cross working with local chefs is not a usual marketing action. However, the promotion of "Thanksgiving Michelin Feast" will be followed by the colleagues in the local market. What would Jinling Hotel do under such conditions and challenges?

案例名称

感恩米其林盛宴-南京金陵饭店

理论依据

整合营销沟通 IMC

关键词

国际化;创新;高端宾客

背景资料

1. 目前在南京餐饮市场上暂无米其林级别的西餐厅,在高端西餐宴请需求方面,缺口比较大。据此,继 2018 年成功举办“感恩米其林盛宴”活动之后,金陵饭店连续三年与意大利索伦托米其林三星大厨 **Scordo Antonino** 合作,在 2019 年 11 月 28 日,南京金陵饭店联合南京市鼓楼区商务局、星厨联盟、意大利索伦托市政府,再一次举办了“感恩米其林盛宴”活动,而且此次“米其林盛宴”活动规模是历次之最。

2. 中国传统四大菜系之一的淮扬菜发源于扬州、淮安,而南京菜则属于淮扬菜的一个流派。淮扬菜兼并包容,其形式又是丰富多样。如果能在保留其传统的基础上有所创新,我们不仅可以建立一个识别度高的淮扬菜品牌,而且还能够给消费者带来新的消费体验。

营销策略

1. 公关关系促销。南京金陵饭店连续三年举办中意米其林盛宴,为中国南京市与意大利索伦托市成为友好城市起到了重要的推动作用,并引发了中外各大媒体的关注和争先报道,获得大规模的曝光率,至此将金陵美食及文化首度推向国际舞台。

2. 差异化营销。作为南京首家举办高端米其林盛宴的酒店,南京金陵酒店将米其林菜品与中式淮扬菜融合创新,创造了全新的美食体验。

成果

1. 中意大厨的联袂创新,是一场淮扬风味与意式风情的创意融合秀。“江苏工匠”徐敬国、星厨联盟主席黄品棠的加入,更使得晚宴的菜单让在场所有来宾为之惊艳:金陵饭店盐水鸭、烟熏鳊鱼和香炸意式羊肉饺、法国吉拉多生蚝顶级鱼子酱配花雕醉蟹、蓝鳍金枪鱼伴小龙虾和腌制三文鱼、秘制意面蟹肉芦笋酱汁、芝士松茸薯泥焗波士顿龙虾盅、鲜鲍灌卤鱼丸、香煎 M9 和牛、法国鹅肝配黑松露汁等。同时,室内交响乐团与专业歌手的精彩演出又使得宴会的品质无出其右。本次“感恩米其林盛宴”共设 260 个餐位,其中贵宾席 1899 元/套,嘉宾席 1699 元/套。最终主会场总营收为 40.8 万元。而且在太平洋西餐厅与梅苑中餐厅相继推出的米其林圣诞套餐,为酒店创造进一步营收!

2. 通过本次与意大利索伦托政府的盟约缔结,以及邀请三位米其林大厨与酒店强强联手,让本次“米其林感恩盛宴”在业界掀起了热潮,从而进一步奠定了金陵饭店在南京酒店行业中的市场地位,同时也为金陵品牌创造了更高的美誉度和更大的影响力。

反思与挑战

将米其林级别厨师和本地菜系厨师等跨界合作作为亮点,这样的餐饮营销模式在国内市场并不多见。此次南京金陵酒店盛宴产品的成功推出,一定会成为本地市场的营销样板,而被本地其他星级酒店争相模仿。在这样的挑战下,金陵酒店今后将如何应对?