

Case Name

"Hyatt Delight" Afternoon Tea- Park Hyatt Hotel

Theory

Product Innovation

Keywords

Cantonese restaurant trolley service; Traditional English afternoon tea service

Background information

The "Hyatt Delight" afternoon tea is inspired by Cantonese restaurant trolley service. When dining in a Cantonese restaurant, the waiting staff always pushes the dim sum trolley directly to the guest's table. It is convenient that guests may choose different dim sum to their likings. On the other hand, when guests enjoy traditional English afternoon tea, all desserts are presented on a three-tiered rack on their table by the waiting staff. The variety of desserts and drinks offered is relatively fixed and guests do not have many choices.

Marketing Strategy

1. Dessert delivery trolley. The coppery color of the delivery trolley matches the primary design of hues of the hotel and blends in the surroundings subtly. The trolley's body is made of acrylic. It not only guarantees the security and hygiene of food but is convenient for guests to see and choose.

2. Unlike the traditional afternoon tea set menu, the "Hyatt Delight" is sold by person. The number of guests is no longer a limit. Guests can choose various delicious cakes and desserts on the trolley to their preference.

3. Traditionally, British afternoon tea is mainly served with Western-style desserts. The "Hyatt Delight" offers seasonal beverages and chef's recommendations. Moreover, considering the taste of local guests, three delicious and healthy freshly steamed Chinese savory desserts are added to the "Hyatt Delight" menu.

Outcomes

"Hyatt Delight" has changed the presentation of traditional English afternoon tea and adopted the service of Cantonese tea restaurant and dessert trolley delivery as a new combination. With the acceptance and popularity of the dessert trolley service, "Hyatt Delight" afternoon tea is fully booked. Moreover, Park Hyatt started to offer five food trolleys for brunch at weekends and they are trolleys of Iberian ham, seafood, Australian M5 steak, dim sum and desserts.

Implications & Challenges

The combination of western desserts, Chinese dim sum and services of Cantonese restaurants makes the product of "Hyatt Delight" even more refreshing. Due to the different production processes of Chinese dim sum and western desserts, we may be concerned with the following: the different sequence of ordering and the impact to the flavor of Chinese dim sum due to the long delivery time.

案例名称

柏悦欣喜下午茶-杭州柏悦酒店

理论依据

产品创新

关键词

广式茶餐厅推车服务;西式下午茶改版

背景资料

“柏悦欣喜”下午茶的灵感是来源于广式茶餐厅。在广式茶餐厅用餐时，服务员可以把点心直接送至客人桌边。这样既可以满足客人的不同喜好又方便了客人用餐。传统的英式下午茶服务是由服务生将已经摆好甜品的三层架摆放到桌上，请客人享用，而甜品和饮品的提供相对固定，客人自由选择的余地不大。

营销策略

1. 首创甜品派送车。派送车的铜色与酒店色调搭配，与环境巧妙相融。车身使用透明亚克力材质，即保证食品的卫生与安全，宾客也清晰地看到车里的点心，方便他们选择。
2. 区别于传统下午茶的套餐，它是按位售卖，宾客人数的多少不再会因为下午茶套餐的形式而受到限制，同时宾客更可按照自己的喜好随意挑选甜品车上的各式美味蛋糕及季节性甜品。
3. 传统的英式下午茶皆以西式甜点为主。考虑到本地宾客的口味，改版后加入三款新鲜蒸制的中式咸点，美味又健康。下午茶的菜单将根据季节特供饮品和厨师推荐甜品，不再局限于英式茶和甜点，颇具本土特色。

成果

“Hyatt Delight”改变了传统英式下午茶服务方式，把广式茶餐厅服务外加甜品车派送的新形式相结合。客人逐渐接受并喜爱甜品派送车服务，而“Hyatt Delight”下午茶的预定也是非常火爆。酒店在周末早午餐也提供了五辆美食派送车，包括伊比利亚火腿派送车、海鲜派送车、澳大利亚 M5 牛排派送车、点心派送车和甜品派送车。

反思与挑战

西式甜点和中式点心的混搭，再加上广式餐厅的服务方式使得“Hyatt Delight”产品更加耳目一新。由于中西食物的制作过程不同，需要注意以下几点，比如：中、西式餐点菜的服务顺序的不同，中式餐点派送时间过长会对口感产生的影响等。