

1 Innovative Dining Offerings: A Case of Kowloon Shangri-La



Source: Pexels (2020)

Background

Established in 1978, Kowloon Shangri-La was among the first hotels to open in the reclaimed Tsim Sha Tsui East area (Shangri-La, n.d. a). Situated in a bustling area famous for shopping and entertainment, the hotel invites guests to dive into the city's energy the moment they step out (Shangri-La, n.d. a). Apart from its elegant interior design and luxurious guestrooms, Kowloon Shangri-La has recently gained significant exposure for its innovative food and beverage offerings.

One highlight is the “Moonlight Hours” Chinese desserts at Lobby Lounge, which invites guests to indulge in an exquisite selection of traditional and contemporary Chinese desserts (Kowloon Shangri-La Instagram, 2024). Available daily from 6:30 pm, the menu features over 24 items, including signature dishes such as the Ginger Milk Pudding and the refreshing Chilled Mango Sago Cream with Pomelo (Shangri-La, n.d. b). This experience offers patrons a relaxing gathering spot, enhanced by live music, where they can enjoy five-star hotel desserts at an affordable price starting from just HK\$38 (Singtao Headline, 2024).

On the other hand, in an effort to tackle the food waste problem, Kowloon Shangri-La has launched the city's first-ever Buffet-Box in partnership with award-winning food-saving app CHOMP (Foodie, 2024). Inspired by the local-style "this this rice", the Buffet-Box includes one main carb option along with two side dishes, available in four varieties every day – meat, seafood, vegetarian, or halal (Yahoo!, 2024). Available for takeaway during lunch (12:30 PM - 2:30 PM) and dinner (6:30 PM - 9:30 PM), the Buffet-Box can be pre-ordered via the CHOMP app 30 minutes before pickup (Foodie, 2024). Each box is thoughtfully packaged in biodegradable containers provided by “Sustainabl”, a local low-impact packaging brand (CHOMP, n.d.). For just HK\$88 per box, guests can savor gourmet buffet dishes while contributing to the fight against food waste (Yahoo, 04 Sep 2024).

Challenges

Despite the enticing offerings, Kowloon Shangri-La faces several challenges. The affordability of the Moonlight Hours raises profitability concerns, especially given the high-end ingredients and costs associated with live entertainment. Similarly, while the Buffet-Box aims to innovate, it may struggle to resonate with luxury hotel guests who expect exceptional dine-in experiences rather than takeaway meals. Furthermore, forecasting demand for the Buffet-Box varieties—meat, seafood, vegetarian, or halal—could be tricky, resulting in waste or shortages that undermine the initiative’s goal of reducing food waste.

Discussion Questions:

1. How can Kowloon Shangri-La balance the affordability of the Moonlight Hours desserts with the need to maintain profitability, considering the costs of high-end ingredients and live entertainment?
2. In what ways can Kowloon Shangri-La enhance the appeal of the Buffet-Box to align with the expectations of luxury hotel guests who typically prefer dine-in experiences?
3. In what ways do the Moonlight Hours and Buffet-Box offerings enhance Kowloon Shangri-La's competitive edge in the luxury hotel market, and how might these initiatives be further refined to strengthen the hotel's unique brand identity?

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Keywords

- Hotel
- Food and Beverage
- Chinese desserts
- Buffet-Box
- Profitability
- Brand image
- Competitive edge

创新餐饮服务：以九龙香格里拉为例



Source: Pexels (2020)

背景

九龙香格里拉成立于 1978 年，是首批在尖沙咀东部填海区开业的酒店之一（Shangri-La, n.d. a）。酒店坐落于以购物和娱乐闻名的繁华区域，客人一步出酒店即可融入城市的活力脉搏（Shangri-La, n.d. a）。除了优雅的内部设计和豪华的客房外，九龙香格里拉近期因其创新的餐饮服务而获得了大量关注。

其中一个亮点是大堂酒廊的“月下时光”中式甜品，邀请客人尽情品尝精选的传统与现代中式甜品（Kowloon Shangri-La Instagram, 2024）。该菜单每日晚上 6:30 后供应，包含超过 24 款单品，其中包括招牌甜品如姜汁撞奶和清爽的杨枝甘露（Shangri-La, n.d. b）。此体验为顾客提供了一个辅以现场音乐的轻松聚会场所，让他们可以以低至港币 38 元的实惠价格享用五星级酒店的甜品（Singtao Headline, 2024）。

另一方面，为了应对食物浪费问题，九龙香格里拉与获奖的惜食应用程序 CHOMP 合作，推出了全港首创的“自助餐盒”（Foodie, 2024）。“自助餐盒”灵感源自本地风格的“碟头饭”，包含一份主食碳水化合物选项以及两款配菜，每日提供四种选择

——肉类、海鲜、素食或清真食品 (Yahoo!,2024) 。“自助餐盒”于午餐时段（中午 12:30 - 下午 2:30）和晚餐时段（晚上 6:30 - 9:30）提供外卖服务，可在取餐前 30 分钟通过 CHOMP 应用程序预订 (Foodie,2024)。每份餐盒均贴心采用由本地低环境影响包装品牌“Sustainabl”提供的可生物降解容器盛装 (CHOMP, n.d.)。每盒仅需港币 88 元，客人即可品尝美味自助餐菜肴，同时为减少食物浪费贡献力量 (Yahoo,2024 年 9 月 4 日)。

挑战

尽管产品诱人，九龙香格里拉仍面临若干挑战。“月下时光”的实惠定价引发了对其盈利能力的担忧，特别是考虑到高端食材和现场娱乐表演相关的成本。同样，虽然“自助餐盒”旨在创新，但可能难以引起那些期望非凡堂食体验而非外卖餐点的豪华酒店客人的共鸣。此外，预测“自助餐盒”各类别（肉类、海鲜、素食或清真）的需求可能颇具难度，导致浪费或缺货，从而有悖于该倡议减少食物浪费的初衷。

讨论问题：

1. 考虑到高端食材和现场娱乐的成本，九龙香格里拉应如何平衡“月下时光”甜品的可负担性与维持盈利能力的需要？
2. 九龙香格里拉可以通过哪些方式提升“自助餐盒”的吸引力，以符合通常更偏好堂食体验的豪华酒店客人的期望？
3. “月下时光”和“自助餐盒”服务在哪些方面提升了九龙香格里拉在豪华酒店市场中的竞争力？如何进一步完善这些举措以加强酒店独特的品牌形象？

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关键词

- 酒店
- 餐饮
- 中式甜品
- 自助餐盒
- 盈利能力
- 品牌形象
- 竞争优势

創新餐飲服務：以九龍香格里拉為例



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其中一個亮點是大堂酒廊的"月下時光"中式甜品，邀請客人盡情品嚐精選的傳統與現代中式甜品（Kowloon Shangri-La Instagram, 2024）。該菜單每日晚上 6:30 後供應，包含超過 24 款單品，其中包括招牌甜品如薑汁撞奶和清爽的楊枝甘露（Shangri-La, n.d. b）。此體驗為顧客提供了一個輔以現場音樂的輕鬆聚會場所，讓他們可以以低至港幣 38 元的實惠價格享用五星級酒店的甜品（Singtao Headline, 2024）。

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討論問題:

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關鍵詞

- 酒店
- 餐飲
- 中式甜品
- 自助餐盒
- 盈利能力
- 品牌形象
- 競爭優勢