

Case Name

Shandong Cuisine Health Banquet - Jinan Inzone Royal Plaza Hotels

Theory

STP theory; Product differentiation; Product innovation

Keywords

Creative-themed banquet; Confucian culture.

Background Information

Shandong is known as the "land of Confucius and Mencius, the country of etiquette." Confucianism, founded by Confucius, is the mainstay of Chinese traditional culture, with a rich and profound connotation. Shandong Cuisine has a long history and rich techniques and is one of the four major traditional Chinese cuisines. Two thousand five hundred years ago, the Confucian school in Shandong laid the foundation for a diet culture emphasizing delicacy and health. People have higher nutrition, health, and deliciousness requirements in the post-epidemic era. The challenge is to combine Lu cuisine's health benefits with Confucianism's philosophy.

Marketing Strategy

Jinan Inzone Royal Plaza Hotels created a Shandong Cuisine Health Banquet to cater to the new dining trends and target middle and high-end business travelers. The banquet focuses on health and taste, emphasizing the harmony between man and nature, which aligns with the Confucian philosophy of "unity of man and nature." The banquet combines Lu cuisine's health benefits with Confucianism's culture. The banquet menu is designed as a circular fan, with dish names featuring Jinan scenery, creating an extraordinary artistic conception.

To promote the Shandong Cuisine Health Banquet, Jinan Inzone Royal Plaza Hotels invited a team of industry experts, including the president of the Jinan Tourism Hotel Industry Association, scholars, professionals from Jinan star-rated hotels, and media reporters to experience and promote the banquet through the hotel's WeChat account, TikTok, and other media.

Outcomes

Since the launch of the Shandong Cuisine Health Banquet, it has attracted widespread attention in the market. Many hotel customers and middle and high-end business travelers have chosen Jinan Inzone Royal Plaza Hotels as their preferred venue for banquets. During the one-week promotion period, the occupancy rate of the Chinese restaurant's private rooms increased by 60%, bringing in 100,000 yuan in food and beverage sales and significantly increasing the hotel's visibility.

Implications & Challenges

Shandong Cuisine Health Banquet is an innovative product that reflects product differentiation and has achieved specific results. However, with the continuous changes in dining trends, other hotels may introduce special banquets. Can the Shandong Cuisine Health Banquet continue to maintain its popularity? Does the hotel need to continuously introduce new dishes to adapt to market changes and customer needs? These are the challenges and reflections that the hotel needs to consider.

案例名称

鲁菜养生宴—济南银座颐庭大酒店

理论依据

STP 理论；产品差异化；产品创新

关键词

创意主题宴；儒家文化

背景资料

山东素有“孔孟之乡，礼仪之邦”的称号，历史悠久，文化灿烂。孔子创立的儒家思想，是中国传统文化的支柱，博大精深，内涵丰富，儒家文化的传承源远流长。鲁菜是中国传统四大菜系，是历史最悠久，技法最丰富，最具代表性的菜系，也是黄河流域烹饪文化的代表。2500 年前山东的儒家学派奠定了注重精致、健康的饮食文化。受新冠疫情影响，后疫情时代，人们对饮食提出了更高的要求，更加注重营养、健康、养生、美味。如何将二者有机的结合起来，既能顺应注重健康饮食的新消费趋势，又弘扬了鲁菜和儒家文化。

营销策略

1. 济南银座颐庭大酒店名厨工作室迎合新的餐饮消费趋势，进行市场细分，采用产品差异化策略，推出鲁菜养生宴，定位的目标市场为中高端商旅人士。养生宴以养生为目的，以口味为核心。养生强调的是人与自然的和谐相处，符合儒家思想中的“天人合一”。鲁菜养生宴将鲁菜的养生优势与儒家文化相结合。宴席在菜单的设计上以圆形扇子为载体，菜品名字配上济南景色，勾勒出一幅超凡意境图。
2. 为推广鲁菜养生宴，济南银座颐庭大酒店邀请包括济南市旅游饭店业协会会长、专家学者、济南星级酒店专业人士、媒体记者组成观摩推广鲁菜养生宴的团队，通过酒店微信公众号，抖音，新闻媒体进行宣传推广。

成果

鲁菜养生宴自推出以来，引起了行业内的广泛关注。众多酒店客户及中高端商旅人士将颐庭酒店鲁菜养生宴作为宴请首选。在一周的主题宴推广期间，中餐厅包间上座率提高了 60%，为酒店带来了 10 万元的餐饮销售额，并大大提高了酒店的知名度。

挑战与反思

目前来看，鲁菜养生宴是一个创新的产品，体现了产品的差异化，也取得了一定的成果。但是随着餐饮消费趋势的不断变化，其他酒店会推出各种特色宴席，鲁菜养生宴能否继续保持如此受欢迎的态势？酒店是否需要不断推出新菜品以适应市场的变化和顾客的需求？