Case Study – EVEN Hotels

VSAG approached us to spearhead the concept development of a food & beverage operations outlet (systems and all) to satisfy the demands of the ‘Healthy Minded Traveler’ for InterContintental Hotels (IHG) new EVEN™ Hotels

The requirements included: developing menu items made with fresh ingredients, creating a tracking model  and menu management system to keep labor costs in control, and designing a food outlet that didn’t require an exhaust hood, but would generate interest in the franchise.

We collaborated each step of the way with the IHG team, including close interaction with the CEO in order to produce the perfect product to fit their needs. We developed menu concepts and a new service model, and planned, designed, and built a working test kitchen.

We defined item categories that would work in the conceptual model for the new hotel, identified the human resources constraints, and developed food samples. To arrive at the final solutions for the client, these options were refined through numerous presentations and tastings.