

News monitored for: Lemon Tree Hotels

COVER STORY



PRESENTS

F&B MANAGER OF THE YEAR

UPSCALE TO MID MARKET

WINNER: AMIT FORDELL

F&B MANAGER, LEMON TREE PREMIER, DELHI AIRPORT

Thanks to Fordell's ideation, Lemon Tree Premier at Delhi Airport is the only hotel in the capital city to offer happy hours at the Slounge bar twice a day, to cater to both corporate and leisure clients. It now acts as an effective tool for brand promotion and invites more footfall in the hotel, directly adding to the overall revenue. The 'Liquid Buffet' offers unlimited free flow of House pour and beer as starters, special blends and unlimited exotic cocktails as main course, and wines to finish with. The F&B initiatives increased topline percentage of the financial performance by 20 units. Additionally, tying up with 25 Oriental groups at Republic Of Noodles for group arrival and pre-departure dinners garnered a handful of Rs 18 lakh revenue.

In the running financial year, Fordell has been able to reduce the service team by four people by introducing an alarm system for GSA calling at Al-fresco. This helps guest to ask for a steward or service as and when required.

