



**Shangri-La at the Fort**

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MANILA

# Food & Beverage

## Operating Philosophies summary

December 15, 2015

Shangri-La at The Fort, Manila

# Shangri-La at The Fort - Food & Beverage offering

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## Where the city comes alive

- Mix-use lifestyle complex, featuring a total of 15 integrated dining options, 7 of these are run by the hotel, creating a true dining destination
  - Casualization of the offer, embracing the neighbourhood and accessible for the community
  - Mid-price point, robust flavours, approachable service
  - Formality has been taken out, revised SL experience, review and simplify the service sequences, serve the guest they want to be served
  - Engaging mid-priced beverage program creating fantastic guest experience
  - No discount
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# High Street Cafe

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## Fresh feasts in an upbeat atmosphere

*High Street Cafe is a **neighbourhood modern food hall** where diners are **engaged by 9 uniquely designed live kitchens**, offering a colourful diversity of cuisines from Continental, Rotisserie, Seafood and raw bar, Mediterranean, Salad and greens, Japanese, Chinese, South East Asian and Sweet treat. **Fresh, seasonal ingredients are the focus** at each kitchen, where tasty signature dishes are prepared in front of the guest, and are also available as **retail items**.*



# High Street Cafe

## Concept Vision

Robust and creative presentations, flavourful and delicious tasting dishes in an upbeat atmosphere is the mantra for this neighbourhood food hall. 50% of the dishes are prepared in front of the guest, driving freshness, curiosity and engagement.

## Ambience

- The atmosphere is upbeat and engaging making the venue ideal for all occasion.
- All 9 stations have a uniquely designed look and feel relevant to the cuisine which is being featured at that given station.
- Cuisine is prepared and presented in cast iron pots, skilletes, woks, and vessels reflective of the kitchen concept. Warm neighbourhood café look and feel.

## Cuisine

- There will be 9 live kitchens stations (Continental, Rotisserie, Seafood and raw bar, Mediterranean, Salad and greens bar, Japanese, Chinese, Southeast Asian and Dessert) with each kitchen featuring signature dishes as part of the regularly rotating buffet menu.
- A selection of signature dishes is available for retail sale that gives a distinct character and bring to life the food hall concept.
- Focus on is placed on quality rather than quantity.

## Beverage

- Different beverage complement the experience, look and feel of 4 of the 9 food stations. These are included in the buffet price, each being part of the station concept. These beverages reflect the country of origin echoed by the food offerings
- Other beverages are offered a la carte, selection is small but intriguing with a focus on non-alcoholic beverage like ice tea with creative presentation feature with pictures.



# High Street Cafe

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## USPs

- **50% of all the dishes will be prepared a la minute on the buffet.**
- Each of **the 9 kitchen stations** will offer a distinctive signature dish with 4 available for retail.
- Only buffet in Manila with a full **roisserie station**
- **Dedicated beverage selection** incorporated as part of the station concepts (Chinese, Japanese, Mediterranean, Salad greens) complementing the food offering and inclusive of the buffet.
- Salad and greens station focus on **sustainable vegetables sourced locally** (or internationally if applicable) and organically farm grown local micro vegetables supporting our rooted in nature campaign.
- **Grab and go breakfast** experience and presentation at the entrance of the restaurant (brown bag packed, bakery items, fresh fruit salad in a cup, coffee and juice)
- Master-designed by New York-based architecture and interior design firm **Rockwell Group**.
- Brigade of **energetic and highly engaging trained chefs** lending authenticity dishes and engaging experience to each themed kitchen.



## Proof of concept

The direction taken at High Street Cafe is **50% of the food is freshly prepared in front of the guest**. This highlights the quality of the food, encourages guest engagement and is an important differentiating factor from other buffets in Manila. Buffet restaurants continue to grow in popularity and relevance in Manila, HSC will further enhance this concept and make our offer relevant to the market trend.

# High Street Cafe

## Elements of fun – Instagram opportunity

- Retail items for sale (Frank Green and Luzerne logo mugs) in addition to the food retail dishes
- Make your own hot chocolate station
- The Pit Master going around the restaurant cutting churrasco meat at guest's table
- Rotating infused water bottle served on the table (photo)
- Liquid nitrogen station experience
- Packing crate inspired menu holders
- Breakfast on the go trolley experience – grab and go
- Colourful wine bags for white wine service on the table



# High Street Cafe

## Service sequence and approach

- **Greeting and first impression:** spontaneous and friendly, fast and less formal. A card will be given to the guest upon arrival with QR code leading to the HSC microsite showcasing signature dishes their recipes and chef's interviews
- **Table sequence:** simplified and approachable to increase guest engagement, the work frame of the sequence allows the personality of each team member to express who they are in a natural manner, and serve the guest the way they want to be served. Multi-task waiter doing the food, beverage and cashiering. Chefs will enquire on guest satisfaction with 1 quality touch point.
- **Departure / farewell:** simple but authentic sense of recognition showing appreciation for the business making guest comfortable to return to the venue.



## Signature dishes

- Fresh baked onion and cheese bread – R
- Philippine mud crab, mango and avocado salad
- High Street seafood soup - R
- Deli style sandwich - R
- Tower of poached lobsters and crabs
- Slow braised beef cheeks
- Malay curry Laksa soup
- Whole yellow fin tuna cut live into sashimi
- Nyonya chicken wings - R
- Churasco Wagyu rump steak – pit master
- Clay pot rice

# High Street Cafe

## Menus

- Crate mounted menus hanging off the wall



## Artworks

**HIGH STREET CAFE**

**BREAKFAST SETS**

**CONTINENTAL BREAKFAST | 1120**  
Choice of hot beverage, Choice of fresh juice, Natural or Prish-flavored yogurt, Choice of cereal, Corn flakes, All bean, homemade granola, Fresh morning baked goods, & preserves. Choice of white or whole wheat toast.

**AMERICAN BREAKFAST | 1450**  
Choice of hot beverage, Choice of fresh juice, Natural or Prish-flavored yogurt, Choice of cereal, Corn flakes, All bean, homemade granola, Two eggs and style, generous or fried tomatoes and mushroom with bacon.

**HEALTHY BREAKFAST | 1050**  
Choice of hot beverage, Choice of fresh juice, Natural or Prish-flavored yogurt, All bean with almond milk, Egg white and fresh mushroom with toasted nuttiness, Toasted almond meal bread.

**COFFEE | 140**  
Americano, Espresso

**CAFÉ LATTE, CAPPUCCINO, DODDLE-ESPRESSO | 160**  
Decaffeinated options - 230

**FRUIT JUICE | 250**  
Apple, Orange, Pineapple, Watermelon, Carrot

**HOT CHOCOLATE | 150**

**à la Carte**

**cooked BREAKFAST**

Local pastries with butter and preserves.  
Choice selection | 160  
Three eggs on rock | 200  
Fried, scrambled, boiled, or poached eggs, grilled tomato and mushrooms with house and your choice of pork, chicken, sausage or ham.  
Three-egg omelette | 160  
Pasta, color and grilled tomato with a choice of ham, pepper, tomatoes, mushroom, cheese.  
Homemade pancakes | 520  
With blueberry compote and maple syrup.  
Homemade waffles | 820  
Maple syrup and chocolate sauce.

**BEVERAGES**

**TEA | 140**  
English Breakfast, Earl Grey, Earl Grey, Chamomile, Mint, Jasmine, Oolong, Green.

**FRESH JUICE | 250**  
Apple, Orange, Pineapple, Watermelon, Carrot

**From the Grill**

**SAMPLING MENU**

**LOAF CROPS | 1500**  
Cinnamon rolls, croissants, danishes, and scones.

**NY PRIME STEAK | 1250**  
12oz NY Prime Sirloin Steak

**NY PRIME STEAK | 1600**  
12oz NY Prime Sirloin Steak

**NY PRIME BEEF T-BONE STEAK | 2670**  
12oz NY Prime T-Bone Steak

**WESTERN ASIAN SPECIALTY**

**GRAND GRILL | 1400**  
Grilled Chicken Breast, Grilled Pork Tenderloin, Grilled Beef Tenderloin, Grilled Salmon Fillet, Grilled Shrimp, Grilled Tofu, Grilled Vegetables, Grilled Potatoes, Grilled Bread.

**GRAND GRILL | 1600**  
Grilled Chicken Breast, Grilled Pork Tenderloin, Grilled Beef Tenderloin, Grilled Salmon Fillet, Grilled Shrimp, Grilled Tofu, Grilled Vegetables, Grilled Potatoes, Grilled Bread.

**GRAND GRILL | 1800**  
Grilled Chicken Breast, Grilled Pork Tenderloin, Grilled Beef Tenderloin, Grilled Salmon Fillet, Grilled Shrimp, Grilled Tofu, Grilled Vegetables, Grilled Potatoes, Grilled Bread.

**GRAND GRILL | 2000**  
Grilled Chicken Breast, Grilled Pork Tenderloin, Grilled Beef Tenderloin, Grilled Salmon Fillet, Grilled Shrimp, Grilled Tofu, Grilled Vegetables, Grilled Potatoes, Grilled Bread.

**GRAND GRILL | 2200**  
Grilled Chicken Breast, Grilled Pork Tenderloin, Grilled Beef Tenderloin, Grilled Salmon Fillet, Grilled Shrimp, Grilled Tofu, Grilled Vegetables, Grilled Potatoes, Grilled Bread.

**GRAND GRILL | 2400**  
Grilled Chicken Breast, Grilled Pork Tenderloin, Grilled Beef Tenderloin, Grilled Salmon Fillet, Grilled Shrimp, Grilled Tofu, Grilled Vegetables, Grilled Potatoes, Grilled Bread.

**GRAND GRILL | 2600**  
Grilled Chicken Breast, Grilled Pork Tenderloin, Grilled Beef Tenderloin, Grilled Salmon Fillet, Grilled Shrimp, Grilled Tofu, Grilled Vegetables, Grilled Potatoes, Grilled Bread.

**GRAND GRILL | 2800**  
Grilled Chicken Breast, Grilled Pork Tenderloin, Grilled Beef Tenderloin, Grilled Salmon Fillet, Grilled Shrimp, Grilled Tofu, Grilled Vegetables, Grilled Potatoes, Grilled Bread.

**GRAND GRILL | 3000**  
Grilled Chicken Breast, Grilled Pork Tenderloin, Grilled Beef Tenderloin, Grilled Salmon Fillet, Grilled Shrimp, Grilled Tofu, Grilled Vegetables, Grilled Potatoes, Grilled Bread.

**GRAND GRILL | 3200**  
Grilled Chicken Breast, Grilled Pork Tenderloin, Grilled Beef Tenderloin, Grilled Salmon Fillet, Grilled Shrimp, Grilled Tofu, Grilled Vegetables, Grilled Potatoes, Grilled Bread.

**GRAND GRILL | 3400**  
Grilled Chicken Breast, Grilled Pork Tenderloin, Grilled Beef Tenderloin, Grilled Salmon Fillet, Grilled Shrimp, Grilled Tofu, Grilled Vegetables, Grilled Potatoes, Grilled Bread.

**GRAND GRILL | 3600**  
Grilled Chicken Breast, Grilled Pork Tenderloin, Grilled Beef Tenderloin, Grilled Salmon Fillet, Grilled Shrimp, Grilled Tofu, Grilled Vegetables, Grilled Potatoes, Grilled Bread.

**GRAND GRILL | 3800**  
Grilled Chicken Breast, Grilled Pork Tenderloin, Grilled Beef Tenderloin, Grilled Salmon Fillet, Grilled Shrimp, Grilled Tofu, Grilled Vegetables, Grilled Potatoes, Grilled Bread.

**GRAND GRILL | 4000**  
Grilled Chicken Breast, Grilled Pork Tenderloin, Grilled Beef Tenderloin, Grilled Salmon Fillet, Grilled Shrimp, Grilled Tofu, Grilled Vegetables, Grilled Potatoes, Grilled Bread.

**GRAND GRILL | 4200**  
Grilled Chicken Breast, Grilled Pork Tenderloin, Grilled Beef Tenderloin, Grilled Salmon Fillet, Grilled Shrimp, Grilled Tofu, Grilled Vegetables, Grilled Potatoes, Grilled Bread.

**GRAND GRILL | 4400**  
Grilled Chicken Breast, Grilled Pork Tenderloin, Grilled Beef Tenderloin, Grilled Salmon Fillet, Grilled Shrimp, Grilled Tofu, Grilled Vegetables, Grilled Potatoes, Grilled Bread.

**GRAND GRILL | 4600**  
Grilled Chicken Breast, Grilled Pork Tenderloin, Grilled Beef Tenderloin, Grilled Salmon Fillet, Grilled Shrimp, Grilled Tofu, Grilled Vegetables, Grilled Potatoes, Grilled Bread.

**GRAND GRILL | 4800**  
Grilled Chicken Breast, Grilled Pork Tenderloin, Grilled Beef Tenderloin, Grilled Salmon Fillet, Grilled Shrimp, Grilled Tofu, Grilled Vegetables, Grilled Potatoes, Grilled Bread.

**GRAND GRILL | 5000**  
Grilled Chicken Breast, Grilled Pork Tenderloin, Grilled Beef Tenderloin, Grilled Salmon Fillet, Grilled Shrimp, Grilled Tofu, Grilled Vegetables, Grilled Potatoes, Grilled Bread.

**GRAND GRILL | 5200**  
Grilled Chicken Breast, Grilled Pork Tenderloin, Grilled Beef Tenderloin, Grilled Salmon Fillet, Grilled Shrimp, Grilled Tofu, Grilled Vegetables, Grilled Potatoes, Grilled Bread.

**GRAND GRILL | 5400**  
Grilled Chicken Breast, Grilled Pork Tenderloin, Grilled Beef Tenderloin, Grilled Salmon Fillet, Grilled Shrimp, Grilled Tofu, Grilled Vegetables, Grilled Potatoes, Grilled Bread.

**GRAND GRILL | 5600**  
Grilled Chicken Breast, Grilled Pork Tenderloin, Grilled Beef Tenderloin, Grilled Salmon Fillet, Grilled Shrimp, Grilled Tofu, Grilled Vegetables, Grilled Potatoes, Grilled Bread.

**GRAND GRILL | 5800**  
Grilled Chicken Breast, Grilled Pork Tenderloin, Grilled Beef Tenderloin, Grilled Salmon Fillet, Grilled Shrimp, Grilled Tofu, Grilled Vegetables, Grilled Potatoes, Grilled Bread.

**GRAND GRILL | 6000**  
Grilled Chicken Breast, Grilled Pork Tenderloin, Grilled Beef Tenderloin, Grilled Salmon Fillet, Grilled Shrimp, Grilled Tofu, Grilled Vegetables, Grilled Potatoes, Grilled Bread.

**GRAND GRILL | 6200**  
Grilled Chicken Breast, Grilled Pork Tenderloin, Grilled Beef Tenderloin, Grilled Salmon Fillet, Grilled Shrimp, Grilled Tofu, Grilled Vegetables, Grilled Potatoes, Grilled Bread.

**GRAND GRILL | 6400**  
Grilled Chicken Breast, Grilled Pork Tenderloin, Grilled Beef Tenderloin, Grilled Salmon Fillet, Grilled Shrimp, Grilled Tofu, Grilled Vegetables, Grilled Potatoes, Grilled Bread.

**GRAND GRILL | 6600**  
Grilled Chicken Breast, Grilled Pork Tenderloin, Grilled Beef Tenderloin, Grilled Salmon Fillet, Grilled Shrimp, Grilled Tofu, Grilled Vegetables, Grilled Potatoes, Grilled Bread.

**GRAND GRILL | 6800**  
Grilled Chicken Breast, Grilled Pork Tenderloin, Grilled Beef Tenderloin, Grilled Salmon Fillet, Grilled Shrimp, Grilled Tofu, Grilled Vegetables, Grilled Potatoes, Grilled Bread.

**GRAND GRILL | 7000**  
Grilled Chicken Breast, Grilled Pork Tenderloin, Grilled Beef Tenderloin, Grilled Salmon Fillet, Grilled Shrimp, Grilled Tofu, Grilled Vegetables, Grilled Potatoes, Grilled Bread.

**GRAND GRILL | 7200**  
Grilled Chicken Breast, Grilled Pork Tenderloin, Grilled Beef Tenderloin, Grilled Salmon Fillet, Grilled Shrimp, Grilled Tofu, Grilled Vegetables, Grilled Potatoes, Grilled Bread.

**GRAND GRILL | 7400**  
Grilled Chicken Breast, Grilled Pork Tenderloin, Grilled Beef Tenderloin, Grilled Salmon Fillet, Grilled Shrimp, Grilled Tofu, Grilled Vegetables, Grilled Potatoes, Grilled Bread.

**GRAND GRILL | 7600**  
Grilled Chicken Breast, Grilled Pork Tenderloin, Grilled Beef Tenderloin, Grilled Salmon Fillet, Grilled Shrimp, Grilled Tofu, Grilled Vegetables, Grilled Potatoes, Grilled Bread.

**GRAND GRILL | 7800**  
Grilled Chicken Breast, Grilled Pork Tenderloin, Grilled Beef Tenderloin, Grilled Salmon Fillet, Grilled Shrimp, Grilled Tofu, Grilled Vegetables, Grilled Potatoes, Grilled Bread.

**GRAND GRILL | 8000**  
Grilled Chicken Breast, Grilled Pork Tenderloin, Grilled Beef Tenderloin, Grilled Salmon Fillet, Grilled Shrimp, Grilled Tofu, Grilled Vegetables, Grilled Potatoes, Grilled Bread.

**GRAND GRILL | 8200**  
Grilled Chicken Breast, Grilled Pork Tenderloin, Grilled Beef Tenderloin, Grilled Salmon Fillet, Grilled Shrimp, Grilled Tofu, Grilled Vegetables, Grilled Potatoes, Grilled Bread.

**GRAND GRILL | 8400**  
Grilled Chicken Breast, Grilled Pork Tenderloin, Grilled Beef Tenderloin, Grilled Salmon Fillet, Grilled Shrimp, Grilled Tofu, Grilled Vegetables, Grilled Potatoes, Grilled Bread.

**GRAND GRILL | 8600**  
Grilled Chicken Breast, Grilled Pork Tenderloin, Grilled Beef Tenderloin, Grilled Salmon Fillet, Grilled Shrimp, Grilled Tofu, Grilled Vegetables, Grilled Potatoes, Grilled Bread.

**GRAND GRILL | 8800**  
Grilled Chicken Breast, Grilled Pork Tenderloin, Grilled Beef Tenderloin, Grilled Salmon Fillet, Grilled Shrimp, Grilled Tofu, Grilled Vegetables, Grilled Potatoes, Grilled Bread.

**GRAND GRILL | 9000**  
Grilled Chicken Breast, Grilled Pork Tenderloin, Grilled Beef Tenderloin, Grilled Salmon Fillet, Grilled Shrimp, Grilled Tofu, Grilled Vegetables, Grilled Potatoes, Grilled Bread.

**GRAND GRILL | 9200**  
Grilled Chicken Breast, Grilled Pork Tenderloin, Grilled Beef Tenderloin, Grilled Salmon Fillet, Grilled Shrimp, Grilled Tofu, Grilled Vegetables, Grilled Potatoes, Grilled Bread.

**GRAND GRILL | 9400**  
Grilled Chicken Breast, Grilled Pork Tenderloin, Grilled Beef Tenderloin, Grilled Salmon Fillet, Grilled Shrimp, Grilled Tofu, Grilled Vegetables, Grilled Potatoes, Grilled Bread.

**GRAND GRILL | 9600**  
Grilled Chicken Breast, Grilled Pork Tenderloin, Grilled Beef Tenderloin, Grilled Salmon Fillet, Grilled Shrimp, Grilled Tofu, Grilled Vegetables, Grilled Potatoes, Grilled Bread.

**GRAND GRILL | 9800**  
Grilled Chicken Breast, Grilled Pork Tenderloin, Grilled Beef Tenderloin, Grilled Salmon Fillet, Grilled Shrimp, Grilled Tofu, Grilled Vegetables, Grilled Potatoes, Grilled Bread.

**GRAND GRILL | 10000**  
Grilled Chicken Breast, Grilled Pork Tenderloin, Grilled Beef Tenderloin, Grilled Salmon Fillet, Grilled Shrimp, Grilled Tofu, Grilled Vegetables, Grilled Potatoes, Grilled Bread.

# HIGH STREET CAFE

**LEVEL 2, WEST PODIUM  
SHANGRI-LA AT THE FORT, MANILA**

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#HIGHSTREETCAFE  
@shangri-lafore | High Street Cafe



# High Street Cafe

## Uniform



Click here to go to the [SLFM Uniform Look Book](#)



# High Street Cafe

## Retail & packaging



SIGNATURE MEAL	MEDITERRANEAN MADNESS <b>GARLIC SHRIMPS, FETTUCCINE &amp; BREAD</b> <i>Filipino Inspired, Organic, Heavensly</i>	
	 Chef Joris Executive Chef @HSCM	450 Pesos



**Take away food done the right way**

- Heat and eat in minutes
- Tray made from all natural plant fiber
- Oven safe
- Biodegradable



Say good bye to pots and pans and enjoy our signature dishes at home - the High Street Cafe style

*Signature dishes for take away*





**Showcase and highlight chef and signature meal on each station**

*Introduce patrons to the artisanal expert in charge of each counter. This will engage patrons and give them a strong sense of trust. Feature head chefs in signage on the counters, at the restaurant entrance and online on *microsite*.*



Luzerne bespoke coffee mug for breakfast available for retail



## Frank Green coffee mugs



## Frank Green water flask



Frank Green branding in 12 colors

# High Street Cafe

## Beverage program (target 7.6% of the total revenue)

Different beverage complement the experience, look and feel of 4 of the 9 food stations. These are included in the buffet price, each being part of the station concept. These **beverages reflect the country of origin echoed by the food offerings**, for example:

1- Japanese: Japanese yuzu infused ice green tea

2- Chinese: Ming Cha phoenix osmanthus ice tea

3- Salad and greens: flavored water with fruits and veggies

4- Mediterranean: ice teas and lemonades inspired around the Mediterranean sea (morocco mint ice tea, Lebanese pomegranate ice tea, Italian white peach soda)



- At **breakfast**, multiple juices are offered as part of the buffet in addition to coffee and tea service.
- **Toby's Estate coffee** in French plunger
- A **hot chocolate station** is also part of the breakfast buffet on dessert counter. Hot milk is poured over the 3 type of chocolate bar on a stick, marshmallow on the side.
- **Wine list** is small and simple, 4 white and 4 red by the glass (price max 5USD), not over 30 labels on the list. Master wine list available on demand. Colourful plastic wine bags are utilized for white / sparkling. Bev target 15% of total rev.
- List of **spirits** is simple, small but relevant with 1 commercial brand per category and other items being **craft and of small batch**.

# High Street Cafe

## Key strategies to support the positioning and create demand

- Identify and **promote the signature** dishes in pre-opening via KOL's to seed the market
- **Create public profile and stories** for our chefs behind their signature dishes with high quality media content (open Instagram account, and create followers with natural spontaneous and engaging content)
- Activation of the **retail items** around signature dishes
- Actively promote the inclusive **beverage component of the buffet** as a key USP generating additional perceived value to the market
- **Microsite** linked with Gourmate Link to drive demand and reservation: [www.highstreetcafe-fort.com](http://www.highstreetcafe-fort.com)

## Key competitors + price positioning



# High Street Lounge

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## HIGH STREET LOUNGE

### Friendly elegance in a stylish setting

*High Street Lounge is the place to meet where guests can dine at leisure in a chic yet relaxed atmosphere. Floor-to-ceiling windows invite natural light in, while plush sofas and smooth jazz music add to the elegant yet comfortable setting. High Street Lounge offers one of the most comprehensive beverage selections in town, with a focus on afternoon tea.*



# High Street Lounge

## Concept Vision

The High Street Lounge is a vibrant social hub, the place to gather in the heart of Bonifacio Global City, evolving throughout the day. The friendly elegance of the service team in the stylish setting represent the public image of the hotel.

## Ambience

- Stylish and approachable, morphing depending on the time of day, the lounge will evolve into a venue that matches the mood of the crowd.  
music peg: <https://www.youtube.com/watch?v=pG1JGbhXkP0>

## Cuisine

- The a la carte selection is simple, moderate in portion, well presented, with robust flavours and attractively priced. Bento boxes will be used as a unique presentation.
- The trolley experience will be new to the Manila market and will provide a different experience featuring visually attractive food items evolving throughout the day, including bakery items for the morning, afternoon tea portion cakes and for the evening charcuterie, cheese and antipasti.
- The High Street Lounge tea time represents the latest creation of the pastry chef. The concepts rotate quarterly, are out of the box and completely different from what's in the market, building anticipation from one concept to another with a focus on the quality and presentation for the diners.

## Beverage

- Shangri-La Iced tea cocktails will be creative and appealing in appearance, presented in unique vessels that draw attention and encourage photos, complementing the signature tea program of the venue
- A comprehensive coffee program will be in place featuring single origin and estate grown.
- The trolley experience will feature themes such as gin & tonics and vintage aged negroni.
- An extensive spirit listing is available showcasing mostly craft-made labels, simple but creative cocktails.



# High Street Lounge

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## USPs

- Innovative **HSL tea time experience**.
- **Elegant trolley service** with 3 concepts evolving throughout the day.
- **Live entertainment program** with upbeat international jazz acts in the evening.
- **Quality tea & coffee program** featuring single origin beans locally roasted.
- **Extensive selection** of well-curated wines, craft-spirits and creative cocktails.
- Extensive **view of High Street**.

## Proof of concept

Lounges in Manila are a focal meeting point. High Street Lounge will build on this popularity and differentiate from competitors with the following:

- 1- tuning down the entertainment during daytime to create an environment conducive for any type of meeting
- 2- emphasizing on evening performance creating a more upbeat atmosphere.
- 3- the unique choice of drinks, afternoon tea and trolley offerings are accessories to complement both casual get together and formal gatherings.

By doing so, this lounge is relevant and will be unique in BGC.



# High Street Lounge

## Elements of fun – Instagram opportunity

- **Iced tea served from large twisted decanters** served at the table in burgundy wine glasses garnish with various botanicals and peels
- Unique **trolley experience** evolving throughout the day (bakery, sweet, savory)
- Shangri-La **tea cocktails presentation** in various unusual vessels and containers
- **Homemade lemonades** will be served in artisanal bottle with a hand written tag
- **HSL tea time presentation** in most unusual containers and boxes changing quarterly
- Table side prepared **brewed coffee in chemex**
- **Gin & Tonic trolley** presentation: 6 craft gin, 3 different tonic, fresh live herbs in pots, 6 dried botanical and 4 citrus... a unique bespoke gin and tonic experience





# High Street Lounge

## Menu



<p><b>FLATBREADS</b></p> <p>Horizon Tomato Flatbread   360</p> <p>Fresh Mozzarella Cheese   Olive Tapenade Crispy Capers</p> <p><b>SUSHI</b>   435</p> <p>Umagi &amp; Tuna   Cucumber Green Onions Miso Slaw   Wasabi Cream</p> <p><b>SHAVED LAMB</b>   435</p> <p>Truffle Hummus   Feta   Petite Herbs   Cucumber Tapenade</p> <p><b>SANDWICHES</b></p> <p>Sandwiches served with Hand Cut Heirloom Potatoes or Salad</p> <p>Grilled Chicken B.S.E.T.   495</p> <p>Grilled Chicken   Sweet Anchocho</p> <p>Smoked Bacon   Lemon Muesli Sauce Toasted Scorsbrogh</p> <p>Burgas Burger   735</p> <p>Agud Cheddar   Smoked Chitons   Mushrooms Roasted Garlic Aioli</p> <p>Manila Lobster Roll   715</p> <p>Lobster Salad   Ceviche   Toasted Brioche Roll</p> <p>Grilled Turkey and Brie   455</p> <p>Almond Butter   Kale &amp; Apple Slaw</p>	<p><b>DESSERTS</b></p> <p>Pumpkin Cheesecake Peanut Cream   Maple Cream</p> <p>Classic Citrus Brûlée</p> <p>Pear and Tiramisu Crumble</p> <p>Honey Fig Ice Cream</p> <p>The Shanghai Cake</p> <p>Valrhona Chocolate   Grand Marnier Orange Zest   Whipped Cream</p> <p>Pistachio Opera Cake</p> <p>Pistachio Citrusum   Coffee Break Tulle</p> <p>Decadent and Raspberry Shortcake</p> <p>Macerated Raspberries   Diplomat Cream Sablée</p> <p>Homemade Ice Creams &amp; Sables</p> <p>Assorted Homemade Cookies or Biscuits</p> <p style="text-align: right;"><b>720</b></p>
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<p><b>STARTERS</b></p> <p>Mezze   650</p> <p>Hummus   Sweet Potato Hummus   Baba Ghannouj Mushrooms   Spiced Olives   Grilled Pita</p> <p>Local Cheese &amp; Charcuterie   425</p> <p>Selection of local farmer's cheese and Cured Meats   Artisan Bread</p> <p>Grilled Mini Chicken Quesadilla   545</p> <p>Roasted Chicken   Lime Cream</p> <p>Shrimp Cocktail   465</p> <p>Horseradish Sauce   Grilled Lemon</p> <p>Stuffed Meatballs   470</p> <p>Sharp Provolone   Potato Cassino</p> <p>Caviar &amp; Blinis 3x   925</p> <p>American Caviar   Shellfish Caper Cream</p> <p>Foie Gras Slider   725</p> <p>Sautéed Mushrooms and Onions   Caramelized Soy</p> <p>Half Dozen Crostons   425</p> <p>Traditional or Jalapeno Panna Mignonette</p>	<p><b>SALADS</b></p> <p>Hearts of Romaine</p> <p>Garlic Cressons   Shaved Parmesan   Caramel Dressing Chicken 475   Shrimp 490   Steak 705</p> <p>Baby Greens Salad   545</p> <p>Shaved Seasonal Vegetables Cressons   Roasted Garlic Vinaigrette</p> <p>Kale, Squash &amp; Goat Cheese Salad   520</p> <p>Cauli Kale   Roasted Red Onions Roasted Butternut Squash   Toasted Pumpkin Seeds Goat Cheese Vinaigrette</p> <p>Quinoa Salad</p> <p>Seasonal Vegetables   Baby Arugula Rustic Potato Dressing Chicken 475   Shrimp 490   Steak 705</p>
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**AFTERNOON TEA**

Assortment of Sandwiches

500	Egg salad with Black Truffle on Pain de Mie
400	Chicken Salad with Tarragon on Seven-Grain
700	Lobster and Caviar Roll with Yuzu Aioli on Mini Brioche Bun
900	Rosemary Ham with Dijon and Sour Pickle on Mini Cheddar Scone
800	Cucumber and Dill with Greek Yogurt Creme Fraiche on Pumpernickel
600	Homemade scones with fruit preserves and Devonshire cream
400	

**BEVERAGES**  
SIGNATURE COCKTAILS

<p><b>THE SHINING STAR</b></p> <p>Chilled Ketel One Citreus, Fresh Lime Cranberry Juice, Cointreau Served "Up"</p> <p><b>MANILA MAVEN</b></p> <p>Chilled Van Gogh Apple Vodka, Fresh Apple Puree, Served "Up"</p> <p><b>MCKINLEY HILL</b></p> <p>Jim Beam Bourbon Sweet Vermouth Orange Bitters &amp; Orange Twist Served "Up"</p> <p><b>HIGH STREET</b></p> <p>Cañon Calavo, Hait, Grand Marnier, Banana Sweet &amp; Sour, Served "Up"</p> <p><b>THE MEDITERRANEAN MARTINI</b></p> <p>Chilled Absolut Vodka Bleu Cheese Stuffed Olives Splash of Olive Juice, Served "Up"</p> <p><b>OH ORANGE</b></p> <p>Grey Goose L Orange Vodka Grand Marnier, Splash of Soda Served "on the Rocks"</p>	<p><b>INTERNATIONAL</b></p> <p>Stella Artois, Belgium   280</p> <p>Tring Tao, China   240</p> <p>Corona, Mexico   240</p> <p>Guinness, Ireland   300</p> <p><b>CHEERY LIME RICKY</b> (NON-ALCOHOLIC)</p> <p>Fresh muddled sweet watermelon, lime, Washington State Cherries, splash of soda, served in a Flaming Glass</p> <p style="text-align: right;"><b>450</b></p> <p><b>BEERS</b></p> <p><b>LOCAL</b></p> <p>San Miguel Pale-Flora</p> <p>San Miguel Light</p> <p>San Miguel Super Dry Premium Malt</p> <p style="text-align: right;"><b>180</b></p> <p><b>INTERNATIONAL</b></p> <p>Stella Artois, Belgium   280</p> <p>Tring Tao, China   240</p> <p>Corona, Mexico   240</p> <p>Guinness, Ireland   300</p>
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910

**TEA MENU**  
Traditional Afternoon Tea

<p><b>BLACK TEA</b> 100</p> <p>BRIGHT BREAKFAST</p> <p>EARL GREY</p> <p>DARJEELING</p>	<p><b>INFUSION</b> 100</p> <p>PURE PEPPERMINT</p> <p>CHANGAMBLE</p> <p>GREEN TEA WITH JASMINE</p>	<p><b>GREEN TEA</b> 100</p> <p>MOROCCAN MINT TEA</p> <p>CELSON YOUNG DEWON</p>	<p><b>SPECIALTY TEAS</b> 100</p> <p>FRUIT &amp; FLOWER</p> <p>LEMON ORANGE TEA</p>
<p><b>FLAVORED TEA</b> 100</p> <p>BLUEBERRY &amp; POMEGRANATE</p> <p>MANGO &amp; STRAWBERRY</p> <p>PEACH</p> <p>ROSE WITH FRESH VANILLA</p> <p>ITALIAN ALMOND</p>			

Prices are in Philippine pesos, subject to 10% service charge and applicable local government taxes.



**HIGH STREET LOUNGE**

Level 2, West Podium  
Shangri-La at the Park, Manila  
30th Street corner 5th Avenue  
Southlake Global City, 1524 Tagaytay  
Drive, Manila, Philippines  
34 (092) 300 0688  
highstreetlounge@shangri-la.com  
www.highstreetlounge.com

#HighStreetLounge

# High Street Lounge

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## Service sequence and approach

- **Greeting and first impression:** spontaneous and unscripted, warm, friendly and inviting, fast and less formal
- **Table sequence:** simplified, relaxed, approachable and flexible to increase guest engagement and interaction, the work frame of the sequence allows a the natural personality of each team member to express who they are in a spontaneous manner, and serving the guest the way they want to be served.
- **Departure / farewell:** simple but authentic sense of recognition showing appreciation for the business making guest comfortable to return to the venue.

## Uniforms



Click here to go to the [SLFM Uniform Look Book](#)

# High Street Lounge

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## Beverage program (target 51.5% of the total revenue)

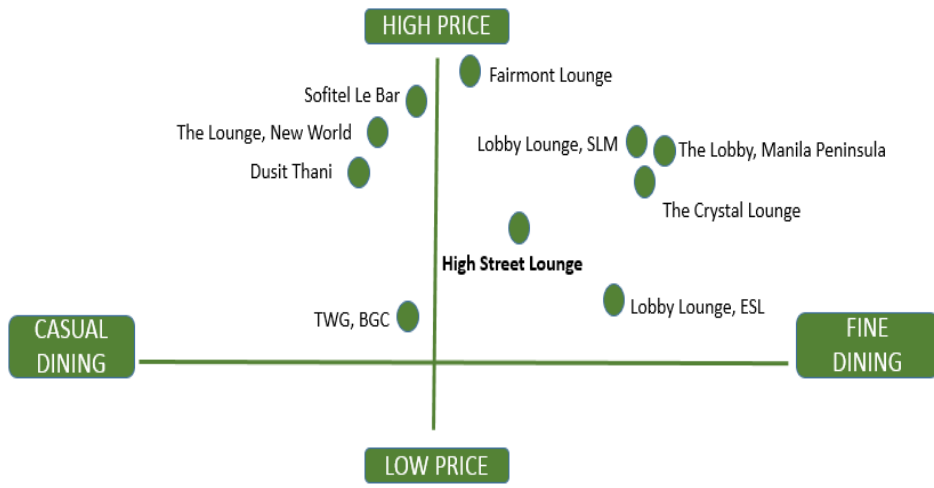
- **18 cocktails:**
    - 12 Classic cocktails (with history featured in the menu as a talking point)
    - 6 Creation cocktails
    - 6 Shangri-La iced tea cocktails
    - 4 Lemonades
  - 4 **Dilmah Iced Teas** served in oversized decanters at the table create theatre and drama table side and a talking point. Wine glasses are utilized to drink ice tea. Ice is made from frozen tea cubes.
  - **Shangri-La Ice tea cocktails** will be creative and appealing in presentation, presented in unique vessels that draw attention and the camera
  - **Homemade lemonades** will be served in artisanal bottle with a hand written tag
  - **Western tea** following Dilmah program. The teas are brewed to perfection from loose leaves and served without the leaves to avoid over infusion and in order to deliver the best tea experience to our guests. 16 varieties in total, plus 4 MingCha **Chinese teas** from Canton Road.
  - **Toby's Estate coffee** prepared from semi-automatic La Marzocco Linea Classic 2 – Group
  - A selection of **3 single origin coffees** will be available and brewed individually in chemex in front of the guest.
  - The list of **spirits** is extensive (150 labels), 30% commercial brands, 70% non-commercial crafted spirit.
-

# High Street Lounge

## Key strategies to support the positioning and create demand

- Develop a **signature High Street Lounge Tea time** menu complimented with themed pastries. Another version of HSL tea time experience is served from service trolleys and available per piece
- Create **public profile for Chef Anthony as KOL** being behind the HSL Tea Time Experience, having pop up live culinary performance to showcase talent and build profile (open Instagram account, and create followers with natural spontaneous and engaging content)
- Feature quarterly **resident International Jazz talents** with “opening premier event” inviting highly targeted influential audience to generate anticipation.
- Generate demand with **guest barista and tea master** to position the venue as leading coffee and tea culture.
- **Microsite** to drive demand and awareness: [www.highstreetlounge-fort.com](http://www.highstreetlounge-fort.com)

## Key competitors + price positioning



# Raging Bull Chophouse & Bar

---



**RAGING BULL**  
CHOPHOUSE & BAR

## Where grit and grace take center stage

*Emphasizing **premium quality meat sourced from sustainable farms**, Raging Bull Chophouse & Bar is a steakhouse like no other. Diners will enjoy choosing from a **large prime selection of grain and grass-fed aged beef**, as well as **grilled items** including fresh seafood, along with gourmet comfort food and an **extensive selection of wines and crafted cocktails**.*



# Raging Bull Chophouse & Bar

## Concept Vision

Raging Bull Chophouse & bar is a signature steakhouse serves quality premium cuts sourced from sustainable farms embedding a strong culture of serving serious beef. Cut off the bone and large steaks cuts bring a different beef experience.

## Ambience

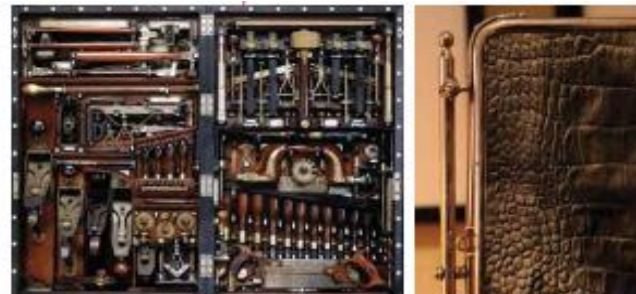
Retro-inspired interior designed, RB is evoking a touch of masculine craftsmanship and nostalgic feel of New York's Upper West Side district. Mood lighting, sultry music, a great bar experience and butcher's block.

## Cuisine

- Emphasizing premium quality meat sourced from sustainable farms. Diners will enjoy choosing from a large prime selection of grain and grass-fed wet and dry-aged beef, grilled from the Jospet grill
- Interesting and creative sides, fun desserts; all well presented and tasty
- Fast and tasty business lunch, good size portions and mid priced

## Beverage

- Classic American craft cocktails served in unique glassware giving a rugged yet stylish look and feel, including barrel-aged classic cocktails
- Large bourbon and Japanese whisky selection
- Strong affordable wine program composed of non-commercial boutique wineries, with labels by the glass correlating back to the source of the beef.



# Raging Bull Chophouse & Bar

## USPs

- Diverse blend of signature steak dishes, prepared in a **Josper grill**.
- Using premium meat from the finest cattle ranch producers, presented and sold in the restaurant by a **butcher** giving a strong sense of place behind the products (provenance).

<https://www.youtube.com/watch?v=U96-qOwix6g>

- **Shareable chops on the bone** served on rosewood boards made to experience various cuts
- Guests enter the restaurant through a **classic cocktail bar**, featuring 50 American whiskey labels as a unique element to the bar experience.
- **Retro-inspired interior designed** by New York based firm, Avroko Hospitality Group, evoking a touch of masculine craftsmanship and a nostalgic feel of New York's Upper West Side district.



## Proof of concept

The direction taken by RBCB is to offer **serious meat, wines** and **cocktails** at a **great price point** in a **casual setting**. By doing so, this steakhouse restaurant is relevant and will add a new element to this already popular formula in Manila. The 4 existing dedicated steakhouse in Manila are performing well



# Raging Bull Chophouse & Bar

## Elements of fun – Instagram opportunity

- **Butcher** greeting guest around the restaurant and selling the meat
- **Beer off the wood** served in pewter mugs
- Restaurant **logo stamp on the ice cube**
- **lollipops** served complimentary at the end of the meal in bull's head
- Unusual **leather collaterals** and menu designs
- **Steak knives** presentation with 26 different models to choose from
- **Bloody Bull** presentation and counter top set up





# Raging Bull Chophouse & Bar

## Service sequence and approach

- **Greeting and first impression:** spontaneous and unscripted, warm, friendly and inviting, fast and less formal, the butcher welcomes guest at the door.
- **Table sequence:** simplified, relaxed, approachable and flexible to increase guest engagement and interaction, the work frame of the sequence allows a the natural personality of each team member to express who they are in a spontaneous manner, and serving the guest the way they want to be served.
- **Departure / farewell:** simple but authentic sense of recognition showing appreciation for the business making guest comfortable to return to the venue. The Bull's head with lollipops adds a fun touch upon departure



## Signature dishes – memory maker

- Sharable rosewood boards for steaks of various cuts and aging process
- Jospier grilled tiger prawn dagger
- Apple and rosemary smoked tenderloin and served under a cloche at the table
- Apple cobbler: an oversize apple crumble in skillet with a la minute scoop double vanilla ice cream, and salted Caramel sauce with bourbon.
- The Signature Bloody Bull cocktail and the bar set up on the credenza show table



# Raging Bull Chophouse & Bar

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## Food menu



## Beverage menu



## Coaster



## Bill folder





# Raging Bull Chophouse & Bar

## Uniform



Click here to go to the [SLFM Uniform Look Book](#)

# Raging Bull Chophouse & Bar

## Retail & packaging

- Raging Bull signature seasoning will be made available for retail. Packaging of the retail line is being developed with the restaurant branding. A note at the bottom of the menu explains the seasoning is available for retail.
- Large cuts on the bone are available for retail and served on a tailor made box with gel ice pack and is also mentioned at bottom of the menu (sample direction)



*Raging Bull logo Vacuum Packed Meat  
Raging Bull logo Rubs and Salts*



# Raging Bull Chophouse & Bar

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## Beverage program (target 32% of the total revenue)

- Classic **American craft cocktails** served in unique glassware giving a rugged yet stylish look and feel, 11 signature cocktails: 2 gin cocktails, 5 whisky cocktails, 2 tequila cocktails, 2 rum cocktails
- **Bloody Bull** as signature cocktail served in branded tin (as displayed on memory makers)
- 2 **barrel-aged classic cocktails**: Manhattan and Boulevardier (both bourbon base)
- Beverage range: **50 American whiskies**, 30 Japanese whiskies, 20 rest of the world
- **Beer off the wood** every Friday night at the bar, directly imported once per week (as displayed on memory makers)
- The bar will focus on a “**classic**” **culture of mixed drinks**
- Create a **journey in the cocktail culture**, explain to the guests all about the products and process to produce tailor-made drinks
- Special attention is directed toward the **bar tools** which are copper plated
- **Ice blocks** are branded with the restaurant logo



## WINE LIST

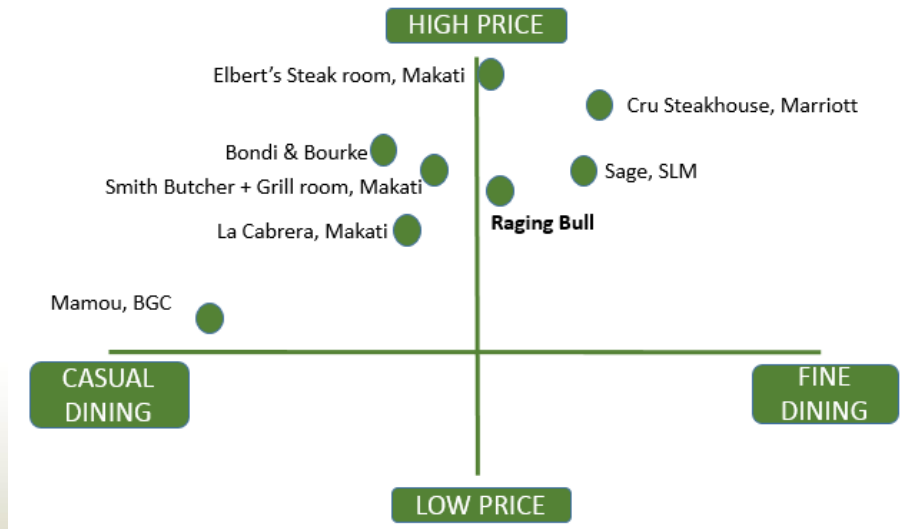
- 325 SKU wine list featuring a vast international spread of famous yet boutique wineries and non-commercial brands making the list exciting and different from what's available in the market.
- Among the wine by the glass selection, we will feature some reflective of the same region as several of the beef suppliers, thus reflecting a true terroir and sense of place experience in the outlet.

# Raging Bull Chophouse & Bar

## Key strategies to support the positioning and create demand

- Seed the market with the **story behind our beef producer** and the strong sense of place
- Develop the **RBCB chef to become a KOL** in the culinary industry of Manila via social media engagement. (open Instagram account, and create followers with natural spontaneous and engaging content)
- Price are lower than other 5 star hotel restaurants and **perceived as offering strong value for money**
- Offer extensive but very **aggressively priced wine list**
- **Cross promote** the Raging Bull Chop House and Bar by opening the associated concept of Raging Bull Burgers in order to reflect the branding of the restaurant in a more accessible venue.
- **Guest bartender** events to activate the re-enforce the beverage program and energize the bar concept
- **Microsite** linked with Gourmate Link to drive demand and reservation: [www.ragingbullchophouse-fort.com](http://www.ragingbullchophouse-fort.com)

## Key competitors + price positioning



# Raging Bull Burgers



## Fun grubs to grab and go

*Raging Bull Burgers is a **grab-and-go burger shop that is flavour-forward, conscientious and has a rock star attitude.** Flavourful cuts of rump, chuck and brisket from Raging Bull Chophouse & Bar are aged, then marinated in Raging Bull's secret seasoning mix before being minced into freshly-ground patties right in front of the customer. **Price point is affordable,** aligned with other freestanding burger shops in Manila.*





# Raging Bull Burgers

## Concept Vision

Grab-and-go burger shop that is flavour-forward, conscientious and has a rock star attitude. High end fast food located on street side, serving hand crafted aged beef burgers, duck fat fries, classic beverage such as tick milkshakes and craft beer, at great value for money price point.

## Ambience

Minimalist interiors, stainless steel, concrete, simple counter, limited seats, focus on take out and delivery with BGC area. Fast-paced, loud and edgy, energetic, high volume.

## Cuisine

- Flavourful cuts of rump, chuck and brisket from Raging Bull Chophouse & Bar are aged, then marinated in Raging Bull's secret seasoning mix before being minced into freshly-ground patties right in front of the customer.
- All burgers are grilled on Char-coal fire and topped with unique home created ingredients.
- Simple menu: 4 burgers, 2 fries, 4 desserts.

## Beverage

- Classics beverage – thick diner's type milk shakes; draft beer; fun wines (2), sodas, shots of bourbon over the counter



# Raging Bull Burgers

## USPs

- **Aged, grass-fed beef from the same beef producer as in RB**, using flavoursome cuts that are **freshly ground** right before the customer
- A range of **fun beverages to go**: frothy milkshakes, draft beer, brewed sodas & easy wines
- All food and beverage items are served in creative, **eco-friendly packaging**
- Burger grilled over **charcoal fire** for a distinguished taste.
- **Merchandising** element: the shop will sell branded shirts and caps
- **Outside catering** and delivery component. Using VW beetle carrying live cooking table and food, delivery will be on Vespa



## Proof of concept

The direction taken by Raging Bull Burgers is to offer to **quality meat** in our burgers at an **aggressive price point**. By doing so, this burger bar is relevant and will elevate the burger experience to a new level to this already popular formula in Manila.



# Raging Bull Burgers

## Elements of fun

- **Bourbon shots** served over the counter while waiting for the order to be ready
- **VW beetle** catering and Vespa delivery
- Street side **music** and vibe
- Old school **milkshakes**
- Overall **packaging** style and enamel plate ware
- **Gritty** simple service
- Photo opportunity with the **graffiti wall**



# Raging Bull Burgers

## Service sequence and spirit

- **Greeting and first impression:** spontaneous, friendly, acknowledging with guest pass the door
- **Over the counter sequence:** simplified, relaxed, approachable, each team member personality is expressed in a spontaneous manner.
- **Departure / farewell:** simple but authentic sense of recognition showing appreciation for the business making guest comfortable to return to the venue. **Fuss free, fun and high quality burgers:** create a cult following



	<b>CLASSIC</b> ..... 8.90 GRASS FED BEEF, CHEDDAR, ONIONS, TOMATO, LETTUCE AND SECRET SAUCE.	<b>ALUSSIE</b> ..... 10.90 GRASS FED BEEF, SPICY SAUCE, CHEDDAR, ONIONS, TOMATO, LETTUCE AND SECRET SAUCE.		<b>CHIPS</b> SM.L 2.90 L.RG. 4.90 SALT, OIL, CHIPPED ONION AND...
	<b>AMERICAN CHEESE</b> ..... 9.90 GRASS FED BEEF, CHEDDAR, ONIONS, TOMATO, LETTUCE AND SECRET SAUCE.	<b>THE BACON PROJECT</b> ..... 13.90 GRASS FED BEEF, BACON, CHEDDAR, ONIONS, TOMATO, LETTUCE AND SECRET SAUCE.		<b>ICE CREAM DESSERT</b>
<b>CHEESE</b> ..... 9.90 GRASS FED BEEF, CHEDDAR, ONIONS, TOMATO, LETTUCE AND SECRET SAUCE.		<b>FRIED CHICKEN</b> ..... 10.90 FRESH WING, CHICKEN, BUNNET, CHEESE, TOMATO, LETTUCE AND ROSE MAYONNAISE.	<b>THE BOUNTY HUNTER</b> VANILLA BEAN ICE CREAM, VANILLA SAUCE, FRESH CHERRY AND...	
<b>CHEESE AND BACON</b> ..... 10.90 GRASS FED BEEF, BACON, CHEESE, ONIONS, TOMATO, LETTUCE AND SECRET SAUCE.		<b>SPICY FRIED CHICKEN</b> ..... 10.90 FRESH WING, CHICKEN, BUNNET, CHEESE, TOMATO, LETTUCE AND ROSE MAYONNAISE.	<b>BLUEBERRY PIE</b> ..... VANILLA BEAN ICE CREAM, FRESH BLUEBERRY AND...	
<b>DOUBLE</b> ..... 13.90 2x GRASS FED BEEF, CHEDDAR, ONIONS, TOMATO, LETTUCE AND SECRET SAUCE.		<b>MAGIC MUSHROOM</b> ..... 10.90 GRASS FED BEEF, MUSHROOM, CHEESE, ONIONS, TOMATO, LETTUCE AND SECRET SAUCE.	<b>STRAWBERRY RAVONA</b> VANILLA BEAN ICE CREAM, STRAWBERRY AND...	
<b>CHILLI CHEESE</b> ..... 10.90 GRASS FED BEEF, MUSHROOM, CHEESE, ONIONS, TOMATO, LETTUCE AND SECRET SAUCE.		<b>BURGER IN A BOWL</b> GRASS FED BEEF, MUSHROOM, CHEESE, ONIONS, TOMATO, LETTUCE AND SECRET SAUCE.	<b>NUTS ABOUT CHOCOLATE</b> VANILLA BEAN ICE CREAM, FRESH CHOCOLATE AND...	



# Raging Bull Burgers

## Uniform



Click here to go to the [SLFM Uniform Look Book](#)

# Raging Bull Burgers

## Packaging



Beer and Milkshake cup



Menu board



French fry holder



Takeaway bag



Wax paper for burger

Condiment container

Wet napkin

Transparent sticker

Dessert box

Sachets

## Retail

**RBB Caps**  
**RBB T-Shirts**  
**RBB Aprons**  
**Beer Mugs**



# Raging Bull Burgers

## Beverage program (target 34.9% of the total revenue)

- 1 **craft beer** on tap (easy going lager that can please the masses). Proposing Boracay Blonde, 150 pesos per pint
- 3 **classic milkshakes**, no fuss. The key is the quality of the ice cream, all served take away. Offer upsell for boozy shake option, 100 shot of bourbon. Flavours are: Chocolate, Vanilla, Salted caramel
- 3 **artisanal sodas** served in bottle. Root beer, cream soda, Ginger beer, these are taking by the guest directly in the self service counter



- **Fun wines** to go (1 white and 1 red) red from the served from barrel
- **Shots on the go** of craft Bourbon are offered at minimal price over the counter while waiting for the order to be ready. Propose Buffalo Trace, at 100 pesos per shot

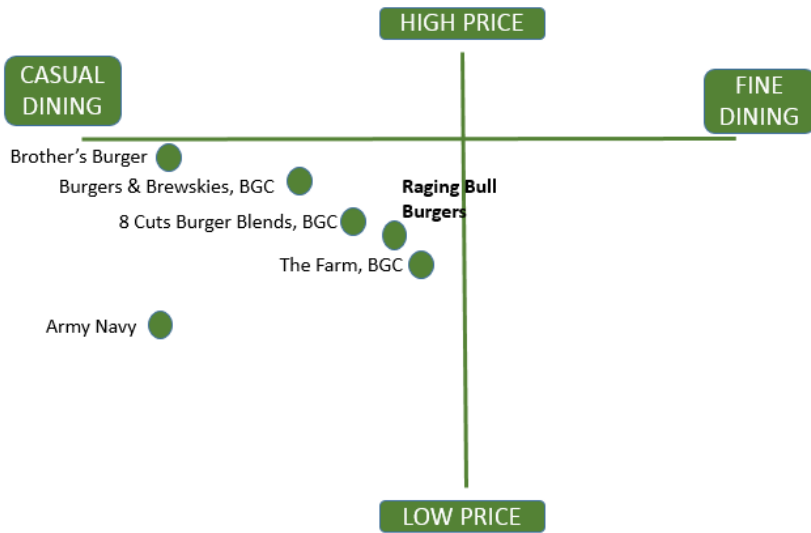


# Raging Bull Burgers

## Key strategies to support the positioning and create demand

- Surf on the **story behind the beef of Raging Bull** to create demand over quality proposition at very attractive price
- Work with KOL that will help in **developing a cult following** around the concept
- Utilize **retail** to communicate the branding
- Use at best **“People attract people”** formula to attract people having drinks street side, top music, buzzing environment.
- Adhere to freestanding restaurant operating style and pricing
- **Microsite** to drive demand and awareness [www.ragingbullburgers-fort.com](http://www.ragingbullburgers-fort.com)

## Key competitors + price positioning





# Canton Road



## Exquisite treasures with a timeless flair

*Canton Road presents the **face of modern Cantonese cuisine**, with a rich assortment of regional specialties and **signature roast barbequed meats**. The **cuisine of Huaiyang** is also woven into the menu offering: historically rich as the cuisine in the Jiangsu province, and also distinctive in its **slightly sweet flavour and delicate, creative presentation** attractive to the Manila market. The cuisine selection have been adapted to the times in terms of **contemporary presentation**, yet staying true and respectful to their treasured heritage.*



# Canton Road

## Concept Vision

Authentic Cantonese, Huaiyang and regional Chinese cuisines presented in a modern and creative way, offering mid-priced and approachable Chinese dining in a casual yet stylish elegant environment.

## Ambience

- General dining area to be approachable, unpretentious dining; no table cloths, creative table top of accompaniments & simple decoration, modern music programming, modern yet simple uniforms.
- Bright, open, natural daylight in the main dining and 2 PDR.
- PDRS's to be more sophisticated and suitable for corporate entertainment, family special occasions etc.; table cloths and a more up market table top placing and show plates, with an aim to drive average checks.

## Cuisine

- Focus to be on traditional Cantonese recipes and creatively presented.
- BBQ - including stuffed BBQ suckling pig with rice also available for retail.
- Cuisine of Huaiyang and regional dishes also included in the menu.
- Huaiyang will also be introduced to banqueting – creative cold dish presentations, hot dishes and dim sum.
- The dim sum menu for lunch will feature traditional and innovative dim sum dishes as well a selection of dishes to complete a lunch such as noodles, congee, BBQ, soup, simple stir fried dishes and salads

## Beverage

- Extensive range of Chinese teas (21 varieties) will be offered. Ming Cha is the selected brand and directly imported from Hong Kong exclusively for Canton Road and is not offered in any other establishment in Manila. Signature Canton Road tea blend also available for retail.



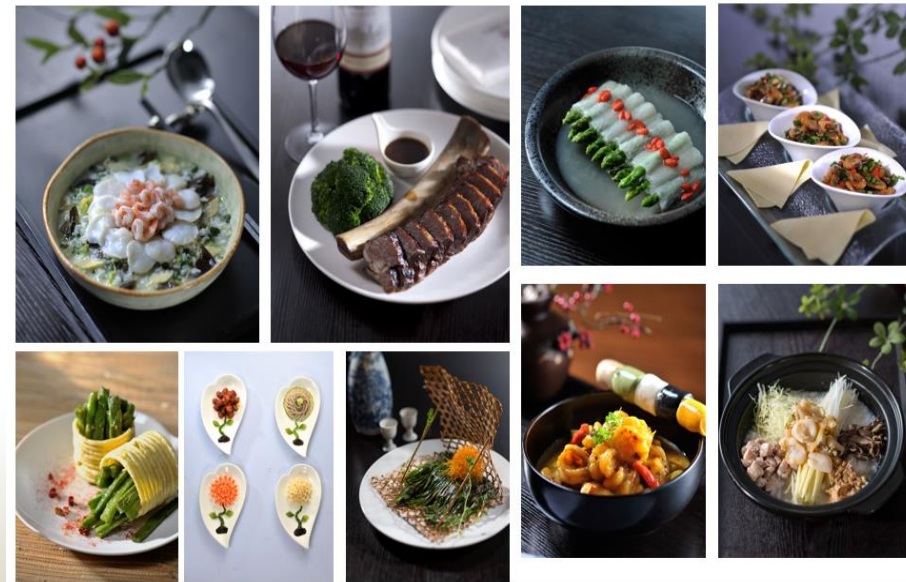
# Canton Road

## USPs

- **Authentic traditional Cantonese** recipes presented in a modern, contemporary and exciting way
- Specialized in **traditional BBQ dishes**, with signature suckling pig stuffed with fragrant rice in 3 distinct flavours sourced from local farmer, also available as retail item
- **Huaiyang cuisine** offering a refined and colourful presentation (not showcased in Manila)
- **9 private dining room**: the largest seating up to 48 people with natural daylight
- All PDRs have **private pantries and restrooms**
- Wide selection of **21 Chinese teas** provided by Ming Cha from Hong Kong including Canton Road blend, also available as retail items
- Extensive unique **wine program** composed of non-commercial labels priced at the retail level to cater the needs of the PDR dining
- Designed by internationally acclaimed Hong Kong-based **Steve Leung**

## Proof of concept

Chinese cuisine being popular in Manila with multiple new concept coming to the market. To further build on this popularity, the direction taken in Canton Road is to offer the diners **two different style of dining**, from a more casual setting to a fine dining experience. By doing so, this Chinese restaurant is relevant and will add a new dimension to the existing Chinese dining experience offered in Manila.



# Canton Road

## Elements of fun

- **Chinese doll bill folder** and fortune cookies with cheeky messages
- **Chop stick rest** for both main dining (chili) and private room (whale)
- Chinese **sketches** in the a la carte menu
- **Unusual vessels** and presentation for tea cocktails
- **Western desserts** with fun elements and twist on presentation
- **Bespoke PDR show plate** reflecting elements of the design of the room
- Different approach over **Chinese music** with modern tunes and soundtracks from recent Chinese movies creating a more contemporary and fun atmosphere
- Birthday celebrant taken to the kitchen where all **chefs sing happy birthday** and pick up their own birthday cake back to their table



# Canton Road

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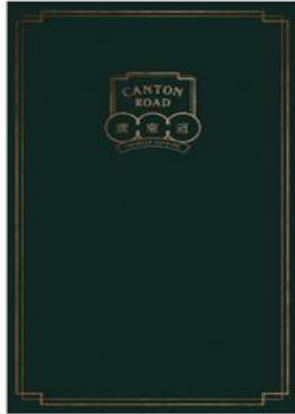
## Service sequence and approach

- **Greeting and first impression:** spontaneous and unscripted, warm, friendly and inviting, fast and less formal
- **Table sequence:** simplified, relaxed, approachable and flexible to increase guest engagement and interaction, the work frame of the sequence allows a the natural personality of each team member to express who they are in a spontaneous manner, and serving the guest the way they want to be served.
- **PDR:** More formal service based on the guest purpose of visit. Dishes are served one by one following the service sequence and not like the service sequence of the main dining room. Guest is given the choice of individual service or family style service.
- **Departure / farewell:** simple but authentic sense of recognition showing appreciation for the business making guest comfortable to return to the venue. The Bull's head with lollipops adds a fun touch upon departure



# Canton Road

## Menu & Artwork



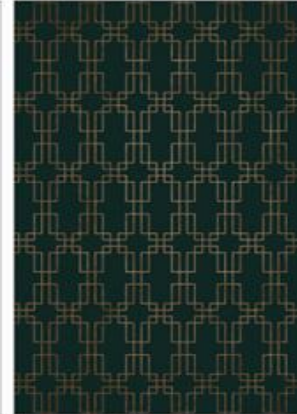
Core Menu - Cover



Core Menu - Insert 1



Core Menu - Insert 2



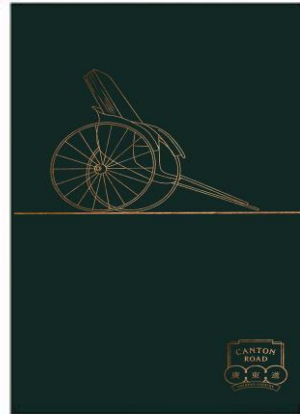
Lunch Menu - Cover



Lunch Menu - Insert



Lunch Menu - Insert



Private Dining Cover



Private Dining Insert



Private Dining Insert



Beverage Cover



# Canton Road

## Uniform

Waiter / waitress



Waiter / hostess



Waitress belt detail



Waiter collar detail

Click here to go to the [SLFM Uniform Look Book](#)

# Canton Road

## Retail & packaging

### Ming Cha Chinese tea retail



Signature suckling pig stuffed with fragrant rice in advance to take out (packaging needs to travel well and make a visual impact)



Chef's own XO made on site in line with restaurant branding

Canton Road signature nut mix in line with restaurant branding



# Canton Road

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## Beverage program (target 11.5% of the total revenue)

- **Extensive range of Chinese teas** (21 varieties) will be offered. Ming Cha is the selected brand and directly imported from Hong Kong exclusively for Canton Road and is not offered in any other establishment in Manila.
- **Asian inspired tea cocktails** made from Ming Cha tea.
- The **tea program is included in the food menu** as the first page with picture.
- A **full international beverage list** will be featured with an extensive wine list.



## Wine List

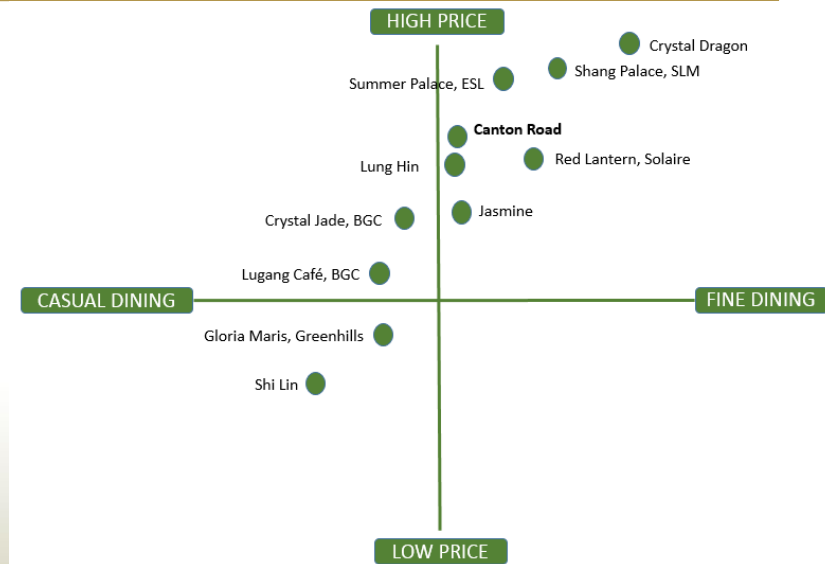
Due to the proximity of Canton Road with Raging Bull, the 325 SKU wine list will also be made available to Canton diners featuring a vast international spread of famous yet boutique wineries and non-commercial brands making the list exciting and different from what's available in the market. 8 red and 8 white by the glass with 1 champagne and 1 sparkling.

# Canton Road

## Key strategies to support the positioning and create demand

- Identify and **promote signature** dishes pre-opening via KOL to seed the market
- **Create public profile** for the Chinese chefs behind the signature dishes
- Educate the local market on **Huaiyang cuisines** via social media engagement
- Work closely with the Chinese tea brand partner to activate meaningful events that will make our tea program a true UPS and drive demands for Canton Road
- To adhere to a freestanding restaurant operating style with **pricing offering value for money**
- Drive the **retail** side of Canton Road as a unique value proposition
- [www.cantonroad-fort.com](http://www.cantonroad-fort.com)

## Key competitors + price positioning



# Samba

Samba

## Colorful celebration with festive energy

*Samba poolside restaurant offers **Latin American cuisine** presented in a **simple, contemporary way** featuring specialty dishes, with a particular focus on seafood. Guests have a choice of indoor or al fresco seating by the poolside surrounded by **lush tropical gardens**, providing a festive **colourful atmosphere**.*



# Samba

## Concept Vision

Capturing the energy and vibe of Latin America by featuring a dining experience bringing together a colonial inspired dining room, al fresco and poolside areas with a vibrant menu selection of creative culinary influences.

## Ambience

- Rhythm, Fun, Casual dining, Upbeat, Fresh, Energetic, Rustic;
- Latin music, Events and Activities.

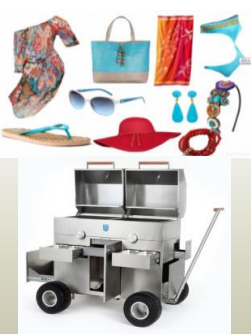
<https://www.youtube.com/watch?v=i9ZkY5g8KBU>

## Cuisine

- Eclectic mix of Japanese inspired Peruvian dishes (Nikkei), featuring several Spanish and recognizable dishes for the Filipino diners (related with their Heritage) with some Brazilian and Mexican influence
- Fresh, bright, colorful ingredients - contemporary presentations
- South American grilled seafood with elements of meats
- Portable BBQ – for weekly events and poolside brunches
- Tiradito, Ceviche, churrascinos, giant paella, grilled seafood, dish for share

## Beverage

- Creative cocktail program inspired from the Caribbean, Central and South America
- Sharing cocktail jars and punch bowls
- Evening Sundowner lounging around the pool



# Samba

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## USPs

- **Contemporary Latin American cuisine** that is fresh, vibrant and tasty. A South American chef at the helm lends authenticity and relevance to each dish.
- **Distinctive design** from internationally-renowned architect Manny Samson: restaurant interior is inspired from Spanish colonial influences with dark wood material and botanical accents.
- Restaurant is surrounded by **multifunctional spaces**, making it ideal for social gatherings and special corporate events.
- Solid **cocktail program** inspired by the Latin American rhythms such as but not limited to: caipirinhas, pisco sour, mojito, daiquiri, margarita, sangria, etc.

## Proof of concept

In the history of the Philippines, there is a strong Spanish and Latino influence in both culture and cuisine. In recent years, South American cuisine scene is trending in the world. The direction taken by Samba is to offer a vibrant and approachable dining experience featuring **a cuisine** which is highly attached historically to the **root of the local Filipino cuisine**, authentically executed by a South American chef. By doing so, this restaurant is offering something that the local market will be able to relate to and enjoy.



# Samba

## Elements of fun

- **Tiki cocktail** and general cocktail presentation with vessels and coasters
- The **treasure map** as cocktail menu
- Signature **falernum shots** served after meal
- **Bug bill** holders
- **Latin band** performing every Sunday brunch
- Pool side **fan menus**
- **Wine bags** for white and rose wine presentation
- **Giant Sunday** brunch paella



# Samba

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## Service sequence and approach

- **Greeting and first impression:** spontaneous and unscripted, warm, friendly and inviting, fast and less formal
- **Table sequence:** simplified, relaxed, approachable and flexible to increase guest engagement and interaction, the work frame of the sequence allows a the natural personality of each team member to express who they are in a spontaneous manner, and serving the guest the way they want to be served.
- **Poolside service:** Pool service must be fast, fuss free and efficient. Food and beverage items are featured on the same menu. Food is served on overlap tray if guest is on a sun lounger and directly on table if guest seats at the table in tiffin boxes.
- **Departure / farewell:** simple but authentic sense of recognition showing appreciation for the business making guest comfortable to return to the venue.







# Samba

## Uniform



Click here to go to the [SLFM Uniform Look Book](#)

# Samba

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## Beverage program (target 27% of the total revenue)

- **Cocktail program inspired from Latin America favorites** - caiparinhas, pisco sours, mojitos, daiquiris, margaritas, etc.
- Refreshing and contemporary **drink presentation**. Evening Sundowner sessions by the pool at private cabanas

- **18 cocktails**

- 4 Tiki cocktails
- 6 Latin twisted classic cocktails
- 4 Punch cocktails
- 4 Virgin cocktails
- 4 Iced Teas



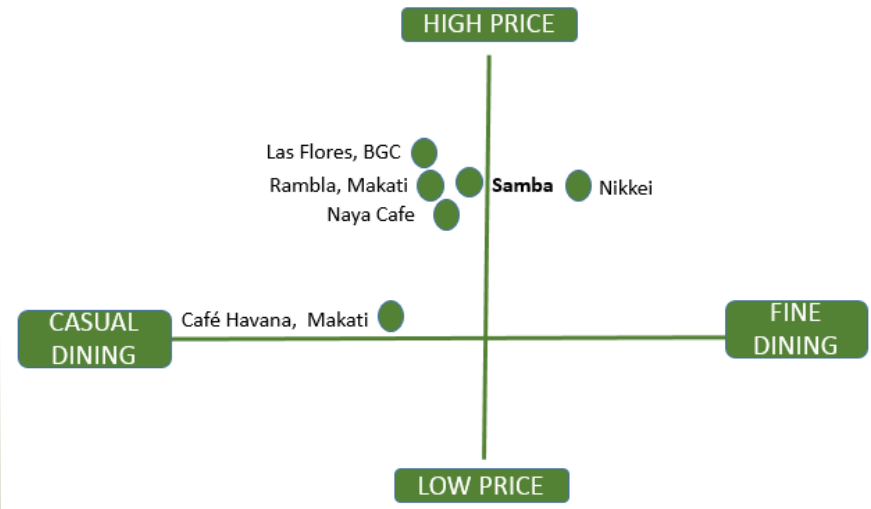
- A range of **Tiki cocktails** in Tiki mugs will also be part of the experience.
  - **Sharing punch bowl and mason jars** in the middle of the table will also bring a different dimension to the beverage experience.
  - **Wine list** is simple and contains maximum **30 labels**, easy presentation on colorful wine bag
-

# Samba

## Key strategies to support the positioning and create demand

- Identify and **promote signature dishes** pre-opening via KOL to seed the market
- **Create public profile** for the chefs behind the signature dishes and develop him to become KOL within Manila market (open Instagram account, and create followers with natural spontaneous and engaging content)
- **Pool Parties happenings** to promote the venue as a perfect outdoor drinking venue
- **Spotify preview** of Samba music; podcast for upcoming events and news related to outlet
- Drive for social media engagement in relation to **Latin American cuisine & poolside events brunch**, live music to increase engagement and profile the brand of Samba further
- Attractive and aggressively priced **45 minute 3 course set lunch** to drive business lunches.
- [www.samba-fort.com](http://www.samba-fort.com)

## Key competitors + price positioning



# Limitless

# LIMITLESS

**Pulsating beats, boundless possibilities**

*Limitless is an entertainment experience transitioning from **laid-back lounge to energetic up beat bar**, it provides a full spectrum of overall enjoyment with its **vast choices of beverage**: from barrel aged to **artisanal cocktails**, great whisky selection, craft beers, fun punches bowls and full bottle service complemented by creative bar chow, opulent interiors and top notch music from **emerging up and coming DJs**. For those who wish to have a more heightened sense of exclusivity, **seven private lounges** are available offering devoted service. Limitless regularly features international guest bartenders and DJs making the round, igniting more choices for night owls who are on the pulse of worldwide trends*



# Limitless

## Concept Vision

- A fun lounge & bar evolving into upbeat bar later at night.
- The concept is an emergence of refined design with top shelf F&B offering and a well-crafted cocktail culture, cheeky service combine by a cutting edge music program supported by International DJ's attracting the evening music market.
- Great drinks, lots of fun and good times in the main hall, 7 private lounges with refine service to the level of guest requirement.



## Ambience

Elegant, sleek, fashionable, energetic. Bold and innovative modern design by New York based Rockwell Group. Modern mood lighting and top level sound system

## Cuisine

Robust bar friendly food, nibbles and sharing dishes.



## Beverage

- Artisanal cocktail creations – homemade bitters, liqueurs, infusions and unique ingredients used in cocktails. Special vessels and glassware that gives the “WOW” effect when delivered to guests. Sophisticated garnishes that differs from other bars and makes the talk of the town.
- Oak barrel aged cocktail
- 300 label spirit selection with 70% craft products
- Full bottle service in various format



# Limitless

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## USPs

- Extensive artisanal and well-curated **craft cocktail program**
- **Seven private lounge** for exclusive social and corporate gatherings
- Full selection of **fine quality bar food and party packages (fully equipped kitchen attached to the bar)**
- Distinctive **music programming** with emerging DJs and international acts
- Approachable friendly and cheeky service
- Designed by multi-awarded New York based firm, **Rockwell group**
- **Street access** with no direct hotel access



## Proof of concept

The direction taken by Limitless is to offer an approachable and friendly lounge & bar in the early evening with an update atmosphere later at night. The price point is moderate and accessible. With our 7 private room, we will be able to tap into the private events and product launch market which is evolving in Manila

- Nightclubs in Manila have a 1-2 year life span
- Current market leaders in Manila facing various level of success
- Bar Lounge concepts are more sustainable and successful in the market



# Limitless

## Elements of fun

- Various **vessels and coasters** in which cocktails are presented
- Pour your own cocktail from an **oak barrel** (Martinez, Negroni, Sazerac, Manhattan)
- **Full bottle** service ceremonial with sparklers
- **Sketch** of cocktails in the menu print
- **Bartender ceremonial** engagement to crank the crowd with shots
- **Absinthe fountain** over the bar



	GLASS	BOTTLE
<b>HIGHLAND</b>		
Claremont Highland	145	1820
Claremont Highland	160	2000
Claremont Highland	160	2100
Claremont Highland	200	2500
<b>ISLAY</b>		
Islay	150	1900
Islay	220	2800
Islay	175	2200
Islay	175	2800
Islay	175	2200
Islay	200	2500
<b>SCOTLAND</b>		
Scotland	220	2500
<b>TOWLAND</b>		
Towland	175	2200
Towland	250	3400



# Limitless

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## Service sequence and approach

- **Greeting and first impression:** spontaneous and unscripted, warm, friendly and inviting, inclusively exclusive. Hostess won't walk the guest to regular table, only for PDR. Separate entrance via the car park for PDR bookings and VIP.
- **Table sequence:** The service style is un-pretentious, fun, spontaneous, but professional. Flirty in a playful way without being childish and teasing in a cheeky and clever way. It's sly but with a hint of mischief. It's an attitude, a way of losing inhibitions without feeling even a little bit self-conscious about it, but always in a respectful manner.
- **Over the bar:** Professional bartender holds the bar with charisma. He is engaging, spontaneous, playful but professional and eager to serve with the highest sense of integrity. The guest can either order from the menu or ask for a bespoke recommendation.
- **PDR service:** Devoted service for discretion, each PDR has its own assign service team member at all time
- **Departure / farewell:** simple but authentic sense of recognition showing sincere appreciation for the business.

## Beverage menu

Peg direction only



## Bill folder





# Limitless

## Uniform

Waiter / bartender



Hostesses – 2 sets



Waiter / waitress



# Limitless

## Beverage program (target 77.4% of the total revenue)

- **4 barrel aged cocktails** serve by the glass or whole barrel to share on table  
*Manhattan, Negroni, Sazerac, Martinez*
- **Creativity** is a must. Elaborated cocktails – homemade bitters, liqueurs and unique ingredients used in cocktails. Special vessels and glassware that gives the “WOW” effect when delivered to guests. Sophisticated garnishes that differs from other bars and makes the talk of the town.
- Beverage range: Over **300 spirits including** 30 Japanese fine whiskies
- The vast part of the spirit brands are **non-commercial and crafted** in nature  
<https://archierose.com.au/>



## 24 cocktails

- 4 gin cocktails
- 2 vodka cocktails
- 4 whisky cocktails
- 4 rum cocktails
- 4 tequila/mezcal cocktails
- 2 brandy/other cocktails
- 2 sparkling cocktails
- 2 virgin cocktails

## SIGNATURE BEVERAGES

### SIGNATURE BEVERAGES

1. Barrel aged cocktails served individually on table with nice ritual such tray with barrel, chunky ice, condiment and glassware
2. Apothecary & signature cocktails prepared in creative vessels, becoming the talk of the town
3. Service of oversized Champagne and Spirits by the bottle will be part of the table service strategy and offer an opportunity of theatre

# Limitless

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## Entertainment

- Emerging up and coming non commercial DJ programing with international guest DJ events.

Music direction: Deep melodic non-commercial house

<https://soundcloud.com/djanguswong/mr-wong-n023>

<https://soundcloud.com/voidmusik/the-weeknd-x-ember-island-cant-feel-my-face-steve-void-remix>

<https://soundcloud.com/mirayoulie/mixtape-miya-manilla/s-E8C6C>

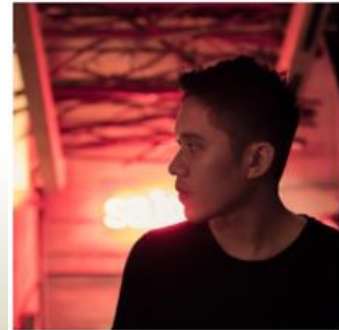
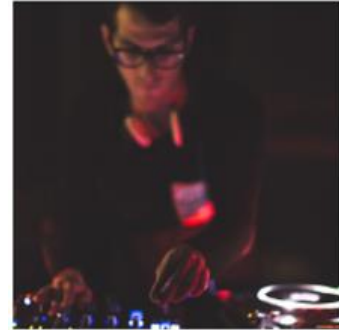
<https://soundcloud.com/maedchenhouse/maedchenhouse-vol-18>

<https://soundcloud.com/aeroplane/what-do-you-mean-balearic>

- Hong Kong based Cliché records to provide DJ line up and source International emerging DJs the will have residency 2 month at the time. They are also responsible to source local talents reflecting the music philosophy direction of Limitless. This needs to be consistent to send the right message to the market on who we are.

- <http://www.cliche-records.com/about-us/>      [www.the-m.asia](http://www.the-m.asia)

- A monthly event calendar is in place with top quality international DJs featured once per month. Limitless exclusively brings to Manila with the commitment of a promoter/event partner to drive the crowd to and awareness of the venue. Limitless will become known as the place to see and hear the finest in cutting edge music offering smaller-scale and more intimate live-music experiences of top DJs.



# Limitless

## Key strategies to support the positioning and create demand

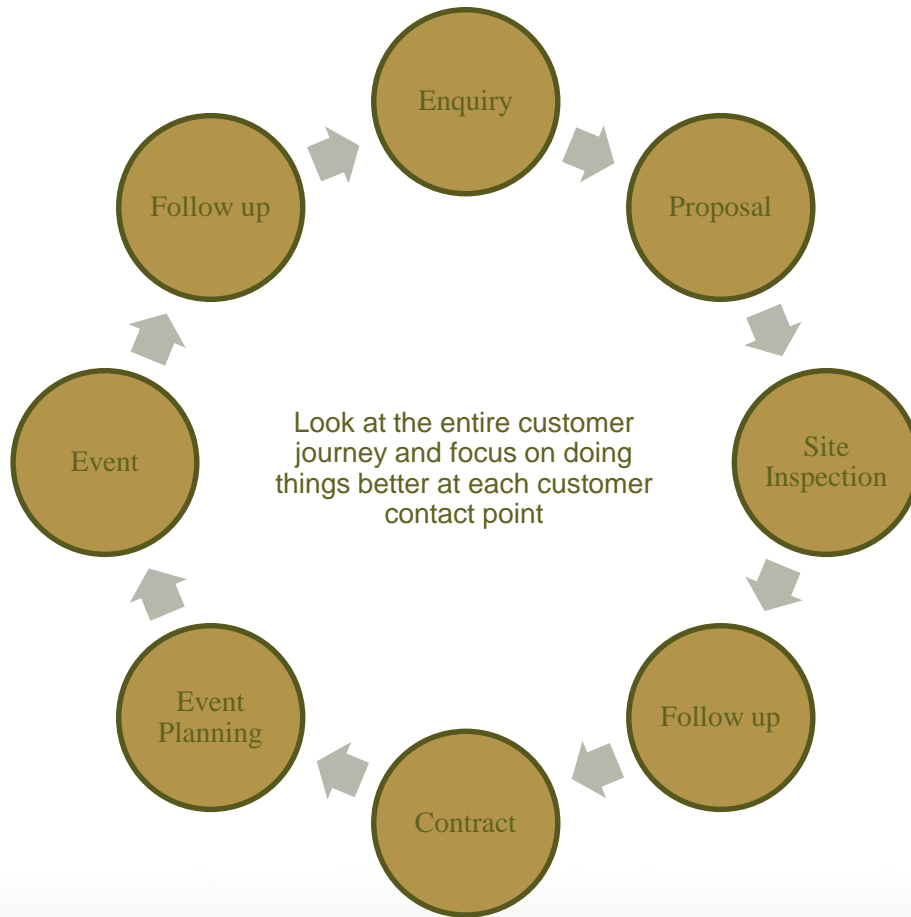
- Create **public profile for Head bartender** via social media and making him a respected KOL in the Manila cocktail and beverage scene (open Instagram account, and create followers with natural spontaneous and engaging content)
- **Non-commercial top quality music programming** by having foreign resident DJ
- Drive world-class cocktail culture in a night club environment by hosting guest **bartenders happenings**
- Promote and utilize the **private suites** to high end entertainment with commission based incentive scheme to sale the private lounges via dedicated sales team but also by partnering with PR firms and event companies.
- **Microsite** to drive demand and awareness [www.limitless-fort.com](http://www.limitless-fort.com)

## Key competitors + price positioning



# Banquet

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## Focus Points

- Key elements to focus on: Business Lunches, Coffee Breaks, Beverage program
  - Communal coffee break space
  - Post event cocktail with canapés
  - Office delivery
-

## 1. Interesting venues



## 2. Special themes



## 3. Interactive set ups



## 5. DIY



## 4. Grab and go



# Breather

1. Bubble me up



10. Juice up



9. Craft Bar



8. Mason Jar



2. Samba



7. Barrel Aged Cocktail Bar



# Beverage Bar Program

3. Single Malt Bar



4. Gin & Tonic



6. Tiki Corner



# Level 4 breakout lounge



## Modern Pastry

- Buffin
- Home made health granola
- Crunchie
- Home made cookies
- Gluten free banana bread

## Fresh Juice

- Kale, green apple and ginger smoothie
- Blueberry and thyme cold pressed lemonade
- Farmers market fruit and yogurt smoothie
- Infused water and Ice Tea

## Bagels

- Anthony's bagels, cream cheese, sweet farm butter,
- house made preserves
- Bagel griller

## Sweet Corner

- Selection of sweets accompanied by Manila bags

## Fruit Cups

- Selection of seasonal fruits in cups
- Option of Yoghurt and muesli to add

## Snacks packaged

- Crisps
- Nuts
- Dried Fruits



# Deson Banqueting Equipment



## F&B Pre-Opening Training Plan

Jan 11-15 Orientation and SFSMS Training for all new arrivals

Jan 16 Colleagues introduction to F&B

◆ Training focused in small, outlet-size groups

◆ No more individual general SOPs, Shangri-La Experience and service sequences but instead we developed the *SLFM experience*

◆ Daily dry-run, role play and practice on *SLFM experience*

Jan 17-Feb 17 Training and set-up of the outlets

Basic Wine trained by Koen

Spirits, Bartending and Dilmah Tea trained by Ulysse

◆ Specialty training

Mingcha tea trained by Mingcha

Coffee trained by Toby's Estate

Behaviorial and Guest Engagement training led by Martin de Castro

WSET by Yang Lu/outside trainer

Feb 18-28 Simulation 3,800 covers forecasted over 8 days in 5 outlets, IRD and Banqueting

## F&B Simulation Plan

Feb 18-22

Internal Simulation

2,004 covers

High Street Café, IRD, High Street Lounge, Raging Bull, Canton Road and Samba

Banquets; different events and mock-ups across the function rooms

Focus on training the SLFM Experiences and establishing work-flows

Feb 23-25

Re-training and Process Improvement

Feb 25-28

External Simulation

1,800 covers

High Street Café, IRD, High Street Lounge, Raging Bull, Canton Road and Samba

Banquets; large event in Ballroom

Focus on Consistency, Quality and Engagement

Feb 29

Guests in house – final preparation for opening on March 1<sup>st</sup>



# Shangri-La at the Fort

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MANILA