

Building A Dynamic F&B Program



Chef Martin Hamman



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THE UNION LEAGUE
PHILADELPHIA

Agenda

- Introductions
- State of the Club Industry
- Recognize Change as the new Constant
- Importance of Putting Staff First
 - Members must come second!
- Developing a Culture of Team
- Club F & B Programs
 - Experiences vs. Being Fed!



Club Industry Overview

- Entering the Best of Times
- One of the First “Shared Economies”
- Experiences over “Stuff”
- The Importance of Scale
- The Dues Business Model
- Dues for Access & Experiences vs. Dues for Value of Services
- Trap of the “Club Farmer Mentality”
- Change has to be the new Constant
- Story of Smith Corona – Fought Change / Lost Everything
- League’s Uber Success with Change
- Urbanization will Continue
- F&B can BOOM, Change is Possible



Putting Staff First

- Hospitality Culture – The Answer is “YES”
 - Now tell me the Question
- Put Staff First
 - Increase Member Satisfaction
- Hire and Train Staff with a Hospitality IQ
 - Praise the Behavior, the Behavior Gets Repeated



Developing a Team Culture

- Kitchen – Clean and Organized
- Sous Chefs set the Example
 - People, Product, Profit
- Hands on Approach to Cooking
 - Strong Work Ethic
- Set Standards and Do NOT Waive from Them
- Inclusive Menu Development – Involve the Line
- Layers of Team Work
 - Respect
 - Communication
 - Give and Take
 - Can't Always be the Chef Way
- Reward All Levels

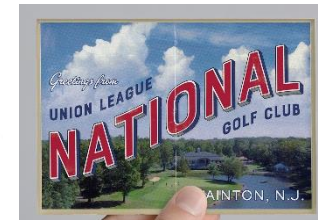


Food and Beverage Programs

- 7 - A la Carte Venues
 - 1862 By Martin Hamann
 - Café Meredith Bistro Grille
 - The Founders Room
 - MacAlester's
 - The Bungalow
 - The Guardhouse
 - UL National Grill



- 3 Specialty Venues
 - Mise En Place
 - Cellar 62
 - The Cigar Bar



- 40,000 Square Ft. of Private Banquet Space



Finally Words from my Kids

- QUALITY time at the Club and Work
QUANTITY time at Home
- Remember success is not the key to happiness,
Happiness is the key to your success.

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Always be the person your dog thinks you are!