

Food & Beverage Symposium 2.0

February 12, 2018



Penelope L. Wong, CEC
Executive Chef

Glenmoor Country Club
110 Glenmoor Dr.
Cherry Hills Village, CO 80113
Tel: 303.339.3559
chefpenelope@glenmoorcc.org



“One of the very nicest things about life is the way we must regularly stop whatever it is we are doing and devote our attention to eating.”

Luciano Pavoratti



“What is Patriotism but the love of the food one ate as a child.” – Lin Yutang



*Country Club Cuisine: Does it have to be
Continental, Classic and Traditional?*



“Food, in the end, in our own tradition, is something holy. It's not about nutrients and calories. It's about Strength. It's about Honesty. It's about Identity.” - Louise Fresco



Khao Man Gai: Thai Chicken and Rice

The epitome of street food in Bangkok, Thailand

*Ginger Steamed Rice
Delicate Poached Chicken*



Fermented Soybean-Thai Chili Sauce

Ethnicity & Fusion: incorporating this concept onto club menus alongside colb salads & club sandwiches





Glenmoor Country Club

- *Membership Status: at capacity*
- *Number of Golf Memberships: 475*
- *Number of Social Memberships: 168*

- *HOA Memberships: 12 (capacity 15)*
 - *Social Awaiting Golf (S.A.G): 50*

- *Golf Initiation Fee: \$80,000*
- *HOA Membership: \$90,000*
- *Social Initiation Fee: \$30,000*

Trends: a general direction in which something is developing or changing.

- Staying up to par with trends
 - Trends come and go
- Create your own identity



Pho Sho!



“Man seeks to change the foods available in nature to suit his tastes; thereby putting an end to the very essence of life contained in them.”

--Sai Baba



- *Build Something Genuine*
- *Maintain Your Identity*
- *If you have no Identity, you have no Character*
- *If you have no Character, you have no Integrity*

Raise the curiosity: "WTF?"

WTF
(where's the food)



Ma Po Monkfish: Monkfish, Silken Tofu, Peas, Shiitake, Chinese Fermented Black Bean, Szechuan Chilies, Rice Wine, Ginger, Sesame, Cauliflower Rice

Contemporary Global Fusion: Menu for Success



Member Accomodation vs. Realistic Operational Standards

i want!
i want!

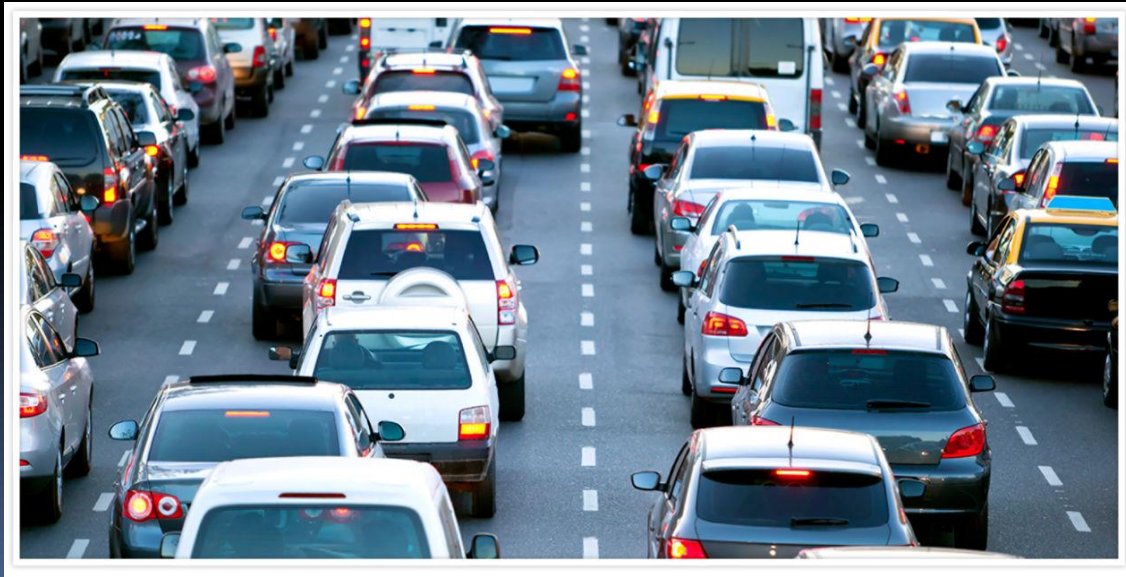


Yes Sir!



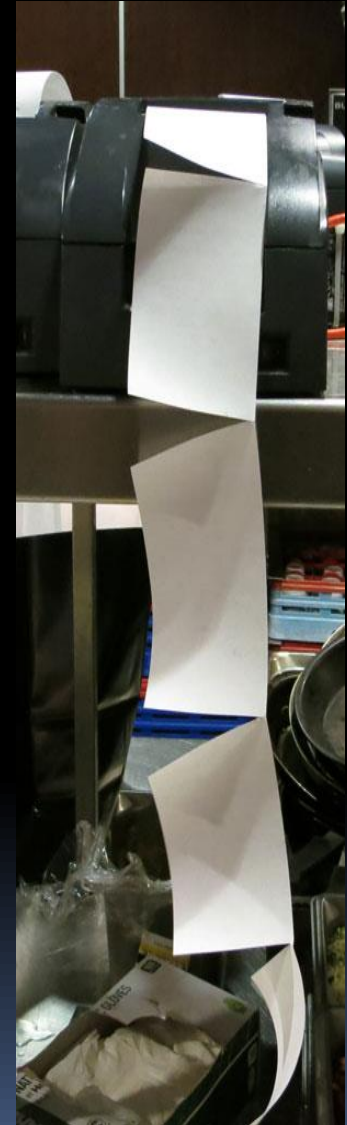


joe-ks.com



Can I have...

No!



Membership Survey Report

- *Conducted by the McMahon Group
670 Mason Ridge Center Drive
Suite 220
St. Louis, Missouri 63141
Tel: 314.744.5040
www.mcmahongroup.com*
- *Glenmoor Country Club: 90% satisfaction rate amongst the membership
in their club dining operations*
- *F&B Specific Survey: Amongst 100 other clubs across the U.S.,
Glenmoor CC scored an overall 4.2 rating against a national average of
3.8 in member dining satisfaction (highest score: 5)*

“You don't need a silver fork to eat good food.”
-- Paul Prudhomme





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THE
BOARDROOM
magazine



COLORADO
AVIDGOLFER

CLUB & RESORT BUSINESS
IDEAS FOR FACILITIES, FOOD & BEVERAGE, COURSE & GROUNDS, AND PRO SHOP

The National **Culinary** Review
OFFICIAL MAGAZINE OF THE AMERICAN CULINARY FEDERATION

Thank you!!!

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