# Salt & Pepper December 2018 Year 3



#### DESSERT PRESENTATION AT COCO CAFÉ

Secrets Huatulco

#### **MENU VARIATION**

Zoëtry Montego Bay

## NOT APPROPRIATE POSTURE FOR RESTAURANTS

No Nos

#### **PIB STATION**

SECRETS AURA & SUNSCAPE SABOR COZUMEL





WE ARE ON THE LAST FEW MONTHS OF THE YEAR

#### **2018 IS ABOUT** TO END!

presentations and new concepts in our resorts. We everyone. have been persistent on our pursuit of improving our standards for our guests and on being industry Happy holidays! leaders with new fresh ideas.

Fall is always a challenge to do something new for our guests and it is also when we start to pave the way for winter. For instance, we witnessed the success of the Heart of Mexico Food and Wine Festival in late September in the Mexican Caribbean. They were 4 intense days with a lot of learning and fun with the participation of guest chefs from different parts of Mexico. This was the first time all the hotels of the zone took part in it and our guests were delighted with a great variety of special gastronomic activities.

Heart of Mexico generated a lot of activity and buzz in social media thanks to guests, bloggers and the press. It is another example of excellent planning and coordination by our colleagues who we are certain did it with all the love, courage and pride for their day job. We can't wait for the Heart of Mexico Food and Wine Festival 2019!

This has been a year full of challenges: festivals, We hope this issue is useful with good ideas for

F&B Committee



#### **Heart of Mexico** AMRESORTS FOOD & WINE FESTIVAL FROM CHANITA'S INN Creativity, Innovation and 9-10 **Passion Equal Magic!** Dreams Sands Cancún **Eventos Sinfónico** 11-12 SECRETS CAP CANA Display Presentation to Generate Non 13-14 Package Income Sales and Purchase Savings with Recycling Materials SUNSCAPE PUERTO PLATA Set-Ups with Wooden Logs 15-16 Dreams Riviera Cancún **Banquet Equipment for** 17-18 Decoration Dreams Tulum Banquet Equipment Catalogues 19-20 Zoëtry Agua Punta Cana Dessert Presentation at Coco Café 21-22 SECRETS HUATULCO RESORT & SPA **Operation Equipment** 23-24 **Purchasing Tips** SECRETS ST. JAMES & SECRETS WILD ORCHID MONTEGO BAY From Natura to Set-Up 25-26 Dreams Playa Bonita Panamá **Creative Set-Up Ideas** 27-28 SECRETS THE VINE ADDING MORE WATER TO THE SOUP

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Zoëtry Paraíso de la Bonita

Waste

Information is Power

Dreams Palm Beach Punta Cana

Manage your Kitchen to Avoid

Sunscape Bávaro & Dominican Beach Punta Cana











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DECEMBER FRONT COVER



















#### A DREAM COME TRUE

 $\mathbf{F}$  inally, after several years pursuing it, we were able to achieve the goal of launching our first "Gastronomic Festival" for the 18 AMR hotels in the Mexican Caribbean.

The "Heart of Mexico Food & Wine Festival" was done for the first time to generate another attraction in our hotels during September which is both a tough month and Mexico's independence month but, it turned out to be a different experience in every sense... Each property strived for its event to shine on its own. We had an extraordinary array of activities during those intense 4 days: wine, tequila and mezcal tastings, chocolate master class, chili pepper lecture, gourmet lunches, theme nights, beer night, plated dinners, presentation of the "Secret Dreams" Wine and so forth.

Indeed, there is much to improve in future editions. However, we take away the passion and enthusiasm shown by each hotel.

We have unlimited talent when we work as a team and with the support and effort of everyone, this will ultimately be just a "taste" of what will turn this festival into one of the hallmarks of the identity of our company.









#### FOOD TRAVEL

#### SENSES PARTY THE HEART OF MEXICO OF AMRESORTS

By Mariana Mendoza

The natural beauty of the Caribbean was the perfect stage to live 4 days of complete enjoyment of the gastronomy of outstanding chefs which was seasoned with the hospitality of the exclusive Breathless Riviera Cancún, Zoetry Paraíso de La Bonita Riviera Maya, Secrets Maroma Beach, Secrets Akumal and Secrets The Vine Cancún hotels and paired with Mexican wines. From September 26th to the 29th, the first ever AMResorts Heart of Mexico Food & Wine Festival was held with gourmet theme nights, a Catrina (Mexican female skeleton figurines) pageant, a seafood market, a beer festival, a mixology experience with a visual artist and many other activities. Guest chefs gave dinners together with the house chefs. Lalo Placencia worked with Carlos Galván, Executive Chef at Breathless Riviera Cancún, for the inauguration dinner which also had the presentation of the collection "Catrinas" by Mexican designer Eder Sotelo. We enjoyed dishes such as seabass aguachile (done with lime, water and chilis) and pressed duck in black mole (chocolate & spice-based sauce).

#### Splendid Art

The following day we had two unique experiences. The first was in Zoetry Paraíso de La Bonita where the pictorial artist Luis Sottil guided us through a sensorial mixology experience made with the fruits and natural pigments that he uses in his paintings shown on the hotel walls.

Then, home Chef Rafael Borbolla and guest Chef Patrick Cros, following the bird paintings theme, prepared a striking menu in which each dish was named after a bird such as the Cardinal and Great Kiskadee with ingredients and colors that matched them. The following are some of the dishes that were paired with Casa Madero labels: a leek nest with goat cheese, a foie gras terrine with a pecan and caramelized pistachio crust and a banana and coconut custard.



At night, we went to the famous beach where Secrets Maroma Beach is located to enjoy the Fish Market and taste different fish and shellfish preparations; our favorite were Rockefeller scallops, green ceviche, grilled octopus, tuna steak skewer and salmon sashimi. Josefina Santacruz and Sergio Camacho were the guest chefs.

#### AMResorts Wine

On day 3, we went to The Beerfood Fest at Secrets Akumal, a charming hotel in the middle of an idyllic blue water beach where you can see cute turtles close to the shore. There, we tasted several craft beers and Mexican snacks. A live guitar trio, a mariachi, and folk dances set the Mexican atmosphere. The closing dinner was held in Secrets The Vine in Cancun. The guest chefs and two house chefs cooked a dish from the six-course menu. That day, the AMResorts exclusive wine label Sueños Secretos 2014 (Sercret Dreams) Wine crafted by enologist Laura Zamora from Santo Tomás winery was presented and can now be tasted in all its hotels, amresorts.com



#### HEART OF MEXICO FOOD AND WINE FESTIVAL

By Fernanda Hernández @ferhernandez\_v

#### The Chefs

Destinations with blue-water and white sand beaches and an amazing atmosphere came together to honor Mexican gastronomy at The Heart of Mexico Festival. Inside the luxury resorts, the best dinners, tastings and cocktails were enjoyed with star chefs of AMResorts and with well-known chefs of the gastronomic world such as Josefina Santacruz, Lalo Plascencia, Patrick Cros and Sergio Camacho.

Each event had a specific theme; for instance, Breathless Riviera Cancún adorned the night with a Catrina dinner. During the cocktail, one could admire several local artists finishing their works while enjoying a margarita, relaxing and getting into Catrina mood.

Undoubtedly, the Catrina pageant and the fashion pageant of designer Eder Sotelo, whose collection represents the tradition and love for Mexican folklore, stole the show that night.

Dinner made by Chefs Lalo Plascencia and Carlos Galván was a complete success with its exotic and elegant flavors. *The Dinners* 

We then enjoyed a shellfish festival at Secrets Maroma in the Fish market which was divided in stations for the chefs of each resort and for the guest chefs. Additionally, there was an open bar with mezcal, tequila and Mexican wine from Ensenada and Coahuila.

The dishes that stole the show were: Josefina Santacruz's green aguachile, Ensenada-style clam by Chef Rafael Borbolla from Zoetry Paraiso de la Bonita and Chef Sergio Camacho's salmon with citrus.

Once settled in the warmth of the Mexican Caribbean, we went to Zoetry Paraiso de la Bonita to learn how to surprise our senses with a sensorial cocktail class by Luis Sottil.

During the tasting, Luis made us rediscover our senses with an exercise which consisted in making your own drink through the aromas and colors reflected in his works. Each color was part of the essence of the paintings. For lunch, Rafael Borbolla, Executive Chef at Zoetry, and Patrick Cros, from Los Murmullos restaurant in Campeche, prepared a very special tasting based on Luis Sottil.

For the Mayas, food was the spiritual road towards eternal life, each color represented the grandeur and power of the life of kings and warriors. Thus, each bird represented purity, strength, humbleness and mysticism. First course "la vida" (life) was a mouthful of goat cheese with hibiscus. The second course Cardinal was a foie gras terrine with beetroot and corn macaron that represented "strength" and made our mouth water with every bite.

Followed by Great Kiskadee, the bird of "purity" which was a beet and coconut foam with a shrimp popcorn and parsley oil.

The closing of the event was held in Secrets The Vine Cancun with the launching of the wine of AMResorts. We first enjoyed mezcal and tequila-based cocktails where guests took their picture at the glowing sign of #HeartofMexico. Chefs Sergio Camacho, Josefina Santacruz, Carlos Galvan, Mario Blanco and Eduardo Plascencia were responsible for the closing dinner.

#### The Closing Ceremony

Well-known sommelier Laura Zamora from Santo Tomás winery helped create the wine Sueños Secretos (Secret Dreams) which is a blend of fruity and aromatic grapes. And so was the night that closed Heart of Mexico, an event focused on gastronomy, luxury and pleasure in the Mexican Caribbean.



REFORMA NEWSPAPER SOCIAL WALLS

AMResorts highlights the beauty of the Heart of Mexico.



Scan this QR code and relive the Heart of Mexico Experience.



https://vimeo.com/293460689/8ab390f0b9



# CREATIVITY, INNOVATION AND PASSION EQUAL MAGIC!

By: Noé Muñoz, Food and Beverage Manager.

Our continuous commitment of achieving unique, memorable and personalized memories for our Fam

Trips and our goal of saving costs in dinner furniture and props rents and purchases for dinner set-ups or activities made us look to maximize our resources and to have a positive impact through the participation and creativity





of all the human talent that characterizes the Food and Beverage department. Most of all, to achieve the integration of our agents in a fun and interactive way. Our objective is to provide experiences and that they get to know and witness our potential and know-how to connect emotionally with our mutual customers.

We often have little time for the travel agents to know the property, but we are interested in selling our service, so it is then that we harness every minute they have to coordinate and manage that emotional connection.



#### "THE BEST MARGARITA"

Undoubtedly, we had to give a spin to this activity to distance ourselves from tradition without losing that Mexican spirit that is so acknowledged and valued by everyone who visit us.

This is how the idea of the contest of making the best margarita in the blind was born. All the participants have to work as a team thus sharing one of our values.





The concept is having a member of the team decide the ingredients for his Margarita and the rest will support him by explaining to him each element that will be used: the variety of tequilas to choose, where it will be served, the garnish and the coarse salt that will be used for the glass rim.

The last step is to pour the ingredients into a shaker and then *Cheers!* 

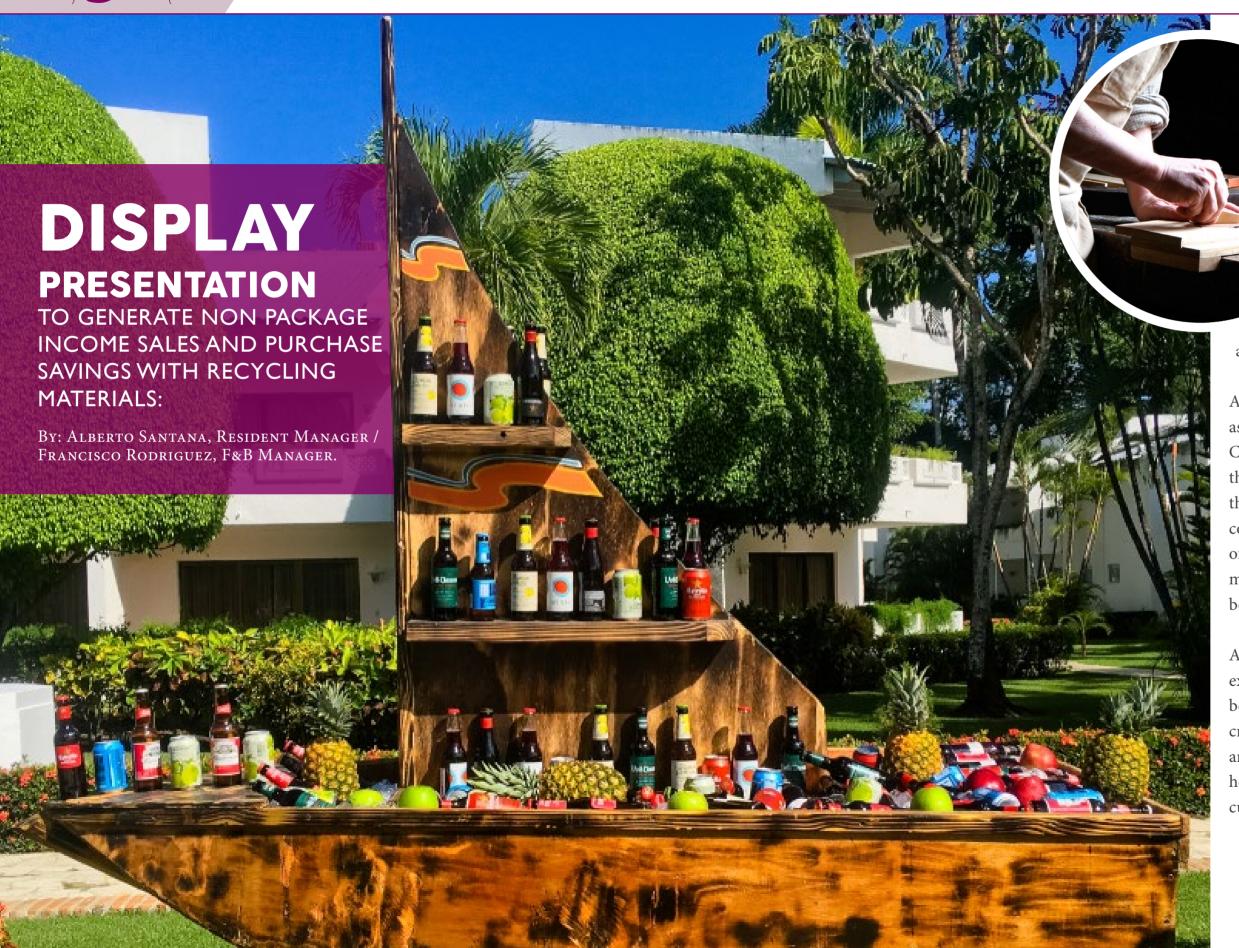


"Because thanks to the maintenance department *support we created these* structure"

The cost to make these items is minimal, since we use bicycle tires in seizures / confiscation, woods that are not being used which after refreshed with vintage paint acquire a more elegant, minimalist touch. In fact, our events become a symphony of elegance and details.



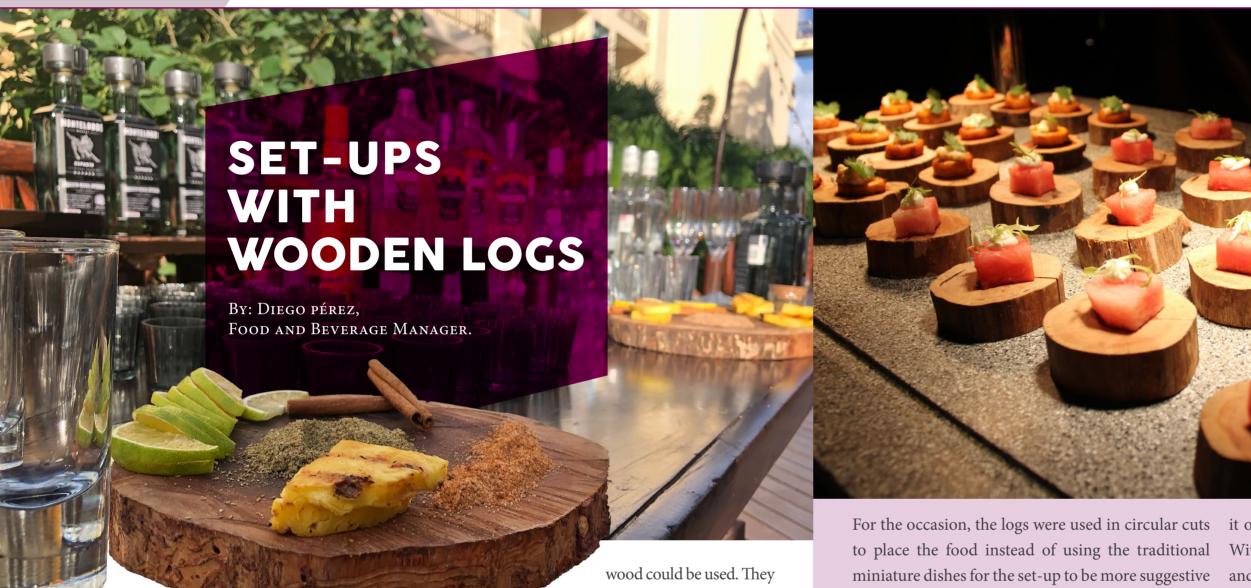




After holding a meeting of Brain Storms of Ideas, between the departments of Food and Beverage, Sales and Maintenance, the final conclusion was reached to create a tool using the specialty of the Internal Joinery Team in the maintenance area, to elaborate a little Ship with its Candle in the Center, to generate a view and attraction to the different drinks that would be presented, so that the guests can get closer and enjoy making their purchases.

As we are a friendly hotel with the Environment as well as a hotel with the Rainforest Alliance Certification, we look for the way to reuse material, that we had available in the workshop area, where the Cabinetmaker and his assistant, in a very committed way with this important task and Full of enthusiasm, they began the work of making this magnificent boat which has caused a sensation to both our external guests and our internal guests.

As a result of this new assembly, we were able to experience a significant increase in the sales of beverages, that are presented to the guest in this new created design. This way we avoid having to make an additional expense buying furniture that will help us have a better presentation and attraction to customers to generate more sales.



At Dreams Riviera Cancún, we are constantly searching to innovate on set-ups with different items to create a good impression in customers and that they can appreciate food in crystal, metal or other materials while encountering different things.

One day, the Dreams Riviera team was receiving the wood order used for the pizza oven and they realized that the wood had interesting cuts. It occurred to them that this input could also be used for food presentation; instead of using miniature dishes or melanin, pieces of

tested a couple of pieces by serving canapés to the members of an inspection visit and they gave a very good impression and obtained good comments.

On September 28<sup>th</sup>, we had the chance to present the mezcal festival jointly with the program organized by AMResorts at the HEART OF MEXICO FOOD AND WINE FESTIVAL.

There, Dreams Riviera was able to stand out by doing different and innovative set-ups to surprise guests and visitors.

For the occasion, the logs were used in circular cuts to place the food instead of using the traditional miniature dishes for the set-up to be more suggestive of mezcal by creating a more traditional and ad hoc atmosphere. This achieved a good impact on those who shared the event. Using these logs as the base for canapés and/or to place the garnishes used by mixologists to decorate drinks had a good result.

The set-up obtained many positive comments due to the peculiarity of the materials that were used. Thus, we confirmed that using wood differently and making the most of the resource in different set-ups and hotel events was a great idea.

Additionally to what we have already mentioned,

it occurred to us to use them as customized items. With the help of the carpenter, they were carved and shaped to use them during coffee breaks and in other outdoor events. It should be mentioned that they are also used for recognitions in the different activities of the department.

Thus, we found that wood logs turned out to be a very useful material in any presentation. They are durable and easy to handle and store, and they do not need much care or investment. The result is a different low-cost item with a good visual impact.

Sincerely, Diego Pérez P.



#### BANQUET EQUIPMENT FOR DECORATION

By: Alberto Flores, Food and Beverage Manager.

In Dreams Tulum, the banquet set-up equipment is made with the help of the Steward department since some of the employees know how to work with wood. Using their creativity, they have built bar holders, bars, mobile food stations, etc. with a unique design at a very low cost. This is achieved by reusing wood that could be deemed useless and by doing so, we have been able to innovate set-ups. We will gladly share the progress we have had in this area.

Thanks to the work of the Stewards led by Armando Poot (Chief Steward), making this operations equipment has considerably reduced the cost of set-up equipment since the purchasing price in the market would be higher.

We can find most of the raw materials in the house since it is scrap wood that was used somewhere else. Thus, creating more



striking wooden bars for our banquets and mobile food stations for a wide range of events. We have succeeded in making recycling a legacy for the creation of new equipment which will be very useful for outdoor set-ups.

This recycling project is part of our compromise to the environment. Employees have gotten involved with it and we have fostered their creative work since they are responsible for the set-ups in many events. Their creativity has really stood out in many events since at Dreams Tulum banquets are not only for celebrations, they are also for creating special memories in which décor has a very important role.

Thanks to this, we have been able to satisfy meeting planners, brides and guests. We have obtained very





good comments about creativity and originality in the different events where this furniture is used.

Dreams Tulum is committed to continuous improvement, innovation and creating new things, but most of all, to reusing natural resources without having an impact on its surroundings.





#### SECRETS PUERTO LOS CABOS



The F&B Department at SEPLC are focused on meeting the expectations of each one of our guests. Our commitment is such that we can turn any room into the perfect place for an event. We know that linens and glassware are our most important calling cards.

Due to the opening of new ball rooms and to the high demand of services where equipment is required (be it banquet, weddings or congresses furniture), the idea to have our own equipment for different events came up. Thus, dramatically reducing the exponential dependence we used to have on local furniture suppliers for high-end events. The former usually show a few options of high cost set-ups limiting the level of the event without meeting the standards we aspire to have.

With this principle in mind, the project to have our very own improved set-up equipment was

born. The ultimate goal was to have more and better flexibility as well as directly increasing revenues and new package sales. The project was carried out successfully.



To share this achievement, the Banquet team created two catalogues:

LINENS AND EQUIPMENT CATALOGUE: IT shows the work equipment we have and that can be used to make any location have the perfect atmosphere for the event.

#### **SET-UP CATALOGUE:**

it shows an endless number of specifically predesigned options to achieve the desired impact.

To give more promotion to these catalogues, we set up the best of the best on each Theme Night for the delight of our guests who never tire of taking pictures of the set-ups, creating the perfect atmosphere.



enhance our desserts.

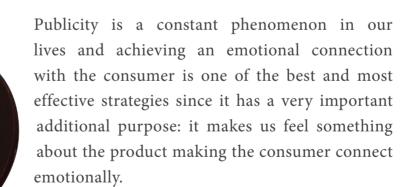




DESSERT PRESENTATION AT COCO CAFÉ

WITH BRAND ESSENCE AND APPEALING PLATING

Pursuing our continuous improvement and looking to offer delicious food but also good-looking presentations with an eyecatching touch have always pushed us to redefine our gastronomic offer. Proof of



This is bearing in mind that the cost of dressing the plate is not significant and that as we have already mentioned, it allows our brand to be around the memories of the vacations of our customer all throughout the Internet.

We have shared the vendor details below:



#### **VENDOR**

http://www.dukrons.com.mx/

White chocolate coin with Secrets logo, Box with 1000 pieces. \$216 USD (approx) Dark chocolate coin with Coco Café logo, Box with 1050 pieces.. \$227 USD (approx.)

#### **VENDOR**

Productos alta reposteria, sa de cv. "par de france" https://www.pardefrance.com.mx/

Golden poly aluminum no.9 3/c Box with 100 pieces. \$6.8USD



BY: BERNARD MAZET,
FOOD AND BEVERAGE MANAGER.

BY: BERNARD MAZET,

#### SECRETS ST. JAMES & SECRETS WILD ORCHID MONTEGO BAY



latest trends through websites, forums and online magazines. This is a requirement to be able to develop your knowledge and stimulate your ideas. Look for vendors and build relations both with local and foreign ones. Get the vendors involved by asking for leaflets, information, demonstrations or even samples if it is food or beverages.

Lastly, demand training and technical assistance as part of the purchase agreement since post-sale service represents added value.

Let's now be more concrete in guiding you through a specific example... Building a new kitchen or renovating it is a great task, so before starting to choose new equipment, make sure you did you research and know exactly what you are getting yourself into. It might seem simple, but:

#### FIRSTLY, PLAN YOUR MENU.

This way, you will know what kind of special equipment you can invest in for the company and most important of all, what expensive special equipment you do not need.



The ever changing and complex world of Food and Beverage is moving quickly. To keep up with the new ideas and trends that are born almost every day, the Food and Beverage Director should adapt quickly and ride on the innovation train with modern designs and concepts in this area.

We now share some basic rules and advice that will help you make wise and smart decisions when purchasing equipment, accessories or food and beverage items. Generally speaking:

Be curious, research and stay up to date on the

#### MAKE (AND STICK TO) YOUR BUDGET.

The key is to find a balance between quality and affordability. Indeed, one will always want the best quality and durable equipment which will help us produce better quality food and that will work more efficiently. However, if you cannot afford the best of the line, determine which are the most important pieces of equipment and prioritize them in your budget.

#### MEASURE YOUR SPACE.

It may seem obvious, but when you buy new kitchen equipment make sure it fits in the space you have got. Unfortunately, many buyers make the mistake of ordering new equipment without having measured their space and it either does not fit or needs more room than expected. This also includes measuring the entrance door to make sure the equipment will make it into the building.

#### MAKE SUREYOU MEET ALL THE LOCAL CODES.

Before purchasing kitchen equipment, make sure you are familiarized with all the health, construction, fire and other local codes. Remember local codes vary and regulations you are familiarized with might be very different depending on the location. If you want to play it safe, get together with inspectors and officials before purchasing new equipment to be sure that you are on the right path.

#### DREAMS PLAYA BONITA PANAMA



Let's start with the word "Natura" which means a group of the things and forces that make up a perfectly balanced and harmonious Universe. Having said this, we often focus on trying to innovate on man-made materials, sometimes we use recycled and other products, without realizing how amazing, beautiful and impressive are the works that Mother Nature gifts us with every day.

The idea came up from what we call madness. However, in Dreams Playa Bonita, our motto is "Do not fear failure, always get up and try again."

In Panama, the sea is ruled by currents throughout the day that create "*Tides*". We take advantage of the low tide to go a bit into the uncovered beach and look for unique rocks of the sea bed.

Likewise, we use our Trail Tour (done by the Entertainment team) to look for logs or natural

objects provided by the rainforest and bring them back to our beautiful hotel. Here, all the departments look for creative and witty ways to bring these natural elements together to use appropriately what Mother Nature took years to forge.

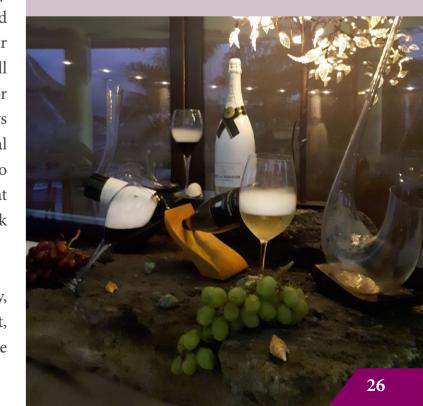
At the end of the day, this does not cost, we help preserve the environment and we bring objects to life which we do not know how to appreciate in their habitat.

Not only do we innovate, we are also creating a very peculiar new environment with a hallmark that will distinguish all of us.

The wine exhibition is an example and result of some of the projects we have done since its display is made of a rock extracted from the sea. By displaying our best wines, we are inciting sales suggestively. Another one would be how we use the root of a centennial tree as a table for a family dinner in our beautiful gardens next to the pool with an amazing view of the surrounding nature. We pair this landscape with a menu created by our Chef which tests all the senses of our guests.





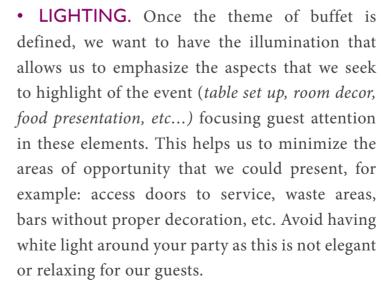


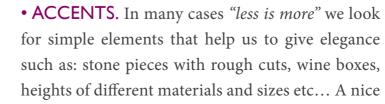


# CREATIVE SET-UP IDEAS

A good impression of an event is not always associated with high expense on renting decorations. We can use different elements that will help us have satisfied guests and create "wow" moments during their stay at our hotel. Below we share some suggestions with you.









touch is adding handcrafted items or local products to promote a cultural experience for our guest.

• FLOW. Focus on distributing food, bar and service areas in a way that the flow of guest is consistent avoiding long lines at food stations.

A good buffet layout will allow the service to look consistent, professional and elegant.







#### ZOËTRY PARAÍSO DE LA BONITA

#### ADDING MORE WATER TO THE SOUP Zoëtry Paraíso de la Bonita

#### COCO **CEVICHE** HOUR!



The environment is our main source of resources, it all comes from its use and exploitation.

The goal of our hotel is to leave the smallest footprint on our environment since, as we know, our business is the unique beauty of the beaches and areas where our hotels are built; without them, we cannot generate revenues.

We can help our increasingly populated world, where plastic, paper and other resources are excessively used, by making a great investment which does not necessarily involve money. It is done by implementing several good ideas that we will share with you:

#### CEVICHE STATION USING COCONUT **HALVES TO SERVE:**

The ceviche cart implemented in Zoëtry Paraíso is creating a buzz. It is totally home-made with the resources we have in the property thanks to the



endless number of palm trees we have and to the support of the gardening team.

Every Saturday, our Chefs and their kitchen team prepare it with their limited budget without generating any additional costs. This activity is really appreciated by the guests and it shows how we can get a wow out of our guests with few resources and with produce we have at hand. Furthermore, the whole coconut is used: its water and meat and creates a real buzz.

#### **AREYOU THIRSTY AT OUR HOTEL?**

Guest refreshment areas free of disposables:

Another good idea we are implementing in our marvelous property is the use of glass barrel jars or water dispensers with the option of having flavored or plain water. Not using PET bottles and saving on individual bottles is helping us use our monthly budget better. Additionally, we have reduced polluting elements such as bottles, labels and lids that impact greatly on our planet since they

are already causing global environmental tragedies, namely in beaches, where our business is located. So, in the long run, this will have an impact on our business if we do not start controlling the right use of what we can reduce. Enough! Say no to using disposables!

A well-thought investment, which is helping bring costs down, increase satisfaction and reduce polluting agents, is the implementation of cloth napkins and mats in bars and rooms. Although, it might seem an initial high investment since each unit costs around \$0.50

USD, they are reusable since they can be washed, unstained and returned to the operations areas. In our hotel, it is already a fact in the Impression area and we are implementing it slowly in the rest of the hotel. This can be implemented in any hotel and the range of vendors and fiber producers is such that it can also be a support for local economies. Thus, it is a responsibility circle where the planet, the community and the hotel finances are benefited.



#### DREAMS PALM BEACH PUNTA CANA



INFORMATION IS POWER

By: Alberto Torre, Food & Beverage Manager.

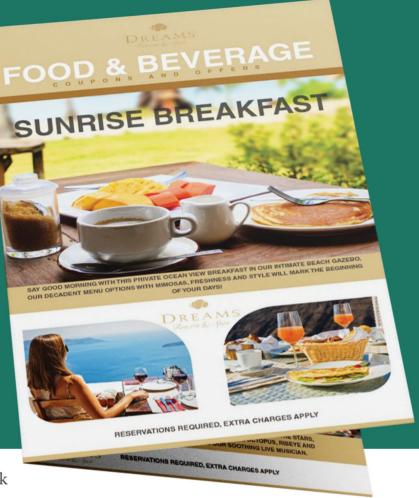
# HOW CAN OUR GUESTS BUY ANYTHING IF THEY DON'T EVEN KNOW IT EXISTED?

The variety of gastronomical and enological opportunities we offer to our guests are well received and enjoyed by our guests. However, we have noticed lately that many of our visitors don't have the information of our products and options, hence of course they don't consume it. For this reason, we've decided to include a flyer in their Welcome Kit to close this information gap.

This new flyer is delivered to our guests at Check in with their welcome kit, it includes the following: Wine discounts, dinner promotions, wine pairing dinner information at our wine cellars, lobster and special breakfast options as well as our non-package sale dinners Moonlight and Caveman.

We intend to make it a versatile option that can be adjusted and adapted according to the season and new offers and projects without affecting the design of the whole welcome kit. This way we ensure our guests have fresh and up to date information every day.

Additionally, it has strengthened our Moonlight and Caveman dinners that have proved to be a



successful strategy in the last couple of months. We organize one event every 15 days in which we host a dinner Al Fresco with a special menu, live music and personalized service. The concept for Moonlight Dinner is a Surf & Turf soiree with Lobster, Octopus and grilled meat specialty cuts. Our Caveman Dinner on the other hand is inspired in the Brazilian Rodizzio style dinner with traditional swords.

The full strategy includes sending invitation letter to the rooms and placing reservations table two days before the event. Upon reservation we charge 50 usd per person to the room and we give them a wine credit with their purchase to select wines from our wine list. This increases our wine sales while at the same time enhancing our dining options. We have made approximately 1,200 usd – 1,600 usd per dinner.

Both the flyers and these two dinners have helped us to increase our Non-Package revenue while improving our guests overall experience.





#### SUNSCAPE BÁVARO & DOMINICAN BEACH PUNTA CANA





# **MANAGE YOUR KITCHEN**

TO AVOID WASTE

By: Maxaida Marte, Resident Manager.

Within the hotel facilities, an important line of activity and business is related to food, most of the natural foods that are used in kitchens suffer substantial losses during their preparation process, which must be quantified and considered in the cost at the time of being presented as a finished product to be absorbed inside the kitchen. sale price, it is data that undoubtedly invite reflection on one of the main causes of food cost overruns.



The optimization of costs is one of the factors that influence more directly the profitability of any business, so we must put special emphasis on the following points, so that the correct management of your kitchen results in avoid waste, first, we must consider in which part of the process the losses occur. By way of summary, these are the 4 stages that should be taken into consideration:

- Supply, for example, fruit or vegetables that are crushed during transport.
- Storage, products in poor condition due to incorrect storage.
- Preparation of food, for example, waste of husks, roots, bones, animal fat.
- Food left over, remains of the dishes that return to the kitchen or the remainder that has not been consumed.

We give you a series of practical recommendations to manage the kitchen more efficiently and avoid waste:

- raw materials of your kitchen is critical to save costs methods such as vacuum cooking. and, of course, to avoid waste.
- 2. Inventory review. This way you will avoid buying more than necessary. If you buy a seasonal product at a good price, offer it in its different options for a better use.
- 3. Analysis. It establishes why some dishes produce more waste than others. For example, if you see that some dishes are returned to the kitchen unfinished, perhaps the quantities of food served are excessive.
- 4. Efficient productions. Try to make the most of each

1. Saves costs in storage. The correct storage of the product and each piece and use efficient processing

5. Training. Train your team to minimize errors in the treatment of raw materials. Know the percentage of shrinkage of the ingredients that you use most in your recipes.

All these measures can be a great saving for your kitchen at the end of the year, but it is of great importance that the staff is sensitized with the management to avoid waste and that the plan is continuously monitored to identify possible areas of risk, without forgetting new forms of reduction.



#### SECRETS MAROMA BEACH RIVIERA CANCUN

## ADDING MORE WATER TO THE SOUP Secrets Maroma Beach Riviera Cancun

#### ADAPTING TO CHANGE

By: Jorge Zenón, Food and Beverage Manager.

Part of the success of big companies is knowing how to adapt to changes that might come up at any time.

As part of adapting to the changes we are currently experiencing as a company, the Room Service department came up with the idea of helping with savings and adapting without impacting our guests.

Room Service researched the policies of the company and of AAA in relation to beer and soda delivery to the room. Based on them, they started to offer draft beer to our customers as a way of offering a better product. This helped us reduce our consumption of beer cans and take the draft beer served on the spot from the Room Service bar tower. This action has also contributed in obtaining points in the Rainforest Alliance certificate by reducing aluminum waste.

Likewise, we have started sending sodas using the dispenser fountain which has obtained very good comments from guests since they are thankful that we avoid using cans.













We must point out that we respect the decisions of our customers and specially of those who still ask for cans. This is simply about offering the service in a different way and 95% of our guests have accepted and understood it gladly.

You can now see a comparative table of the services of the past few months of managing the resource where this activity has contributed to the total savings and has reflected directly on the GOP.

	CAN COST	KEG COST	DIFFERENCE
BEERS	\$ 6.29	\$ 6.29	\$ 6.29

	CAN COST	BAG IN BOX	DIFFERENCE
SODAS	\$ 3.79	\$ 0.52	\$ 3.27

CONSUMPTION	SEPTEMBER	OCTOBER	NOVEMBER	TOTAL	COST DIFFERENCE	TOTAL SAVING
BEERS	712	760	565	2037	\$ 3.64	\$ 7,414.68
SODAS	677	716	151	1544	\$ 3.27	\$ 5,048.88



### SECRETS VALLARTA BAY & NOW AMBER





Sous-vide cooking with controlled temperature is a growing technique with advantages in product quality, protein yield and savings on power, money and time.

The Sous Vide technique increases product quality and achieves a better texture in dishes minimizing humidity loss and protein grams, while efficiently preserving aroma and nutrients, contrary to traditional cooking. An added value is that very little fat and salt are added to the recipe.



In the kitchen, Sous Vide cooking has consistent results in generating high-level automated processes. By investing fewer man hours in cooking, it minimizes product wastage. Indeed, it maximizes accurate portion control and cost per dish.





# A SENSORIAL MOMENT

Trying to integrate a fresh option to our guests, the Bars team set out to integrate recipes of sensorial drinks based on tropical fruits and aromatic roots that convey the freshness of visiting Puerto Vallarta.

Spearmint, Cardamom, Rosemary, Mint, Ginger and Star Anis are some of the flavors in this proposition in which our guests can taste a variety of sensorial infusions everyday by going to our buffet restaurants.

This practice of offering and suggesting a healthy, natural and fresh option to our guests reduces the impact of variable consumption to our bar because cost is regulated, and we focus on massive consumption on a specific line of inputs in a specific sensorial water proposal.

As an added value in high occupation levels, offering sensorial infusions contributes with optimizing times and service staff allocation. They are also very liked by our guests who often ask and repeat: What will be tomorrow's sensorial drink?





#### ZOËTRY MONTEGO BAY





Zoëtry Montego Bay is a small boutique hotel Those can be tough conditions to add water to our soup and keep it tasty for our valuable guests.

In times of low occupation, closing a restaurant can represent great savings in terms of food costs and

labor. However, since our hotel is small, it only has and sometimes our production volume is smaller. 3 restaurants in service, this could limit the options and value to our guests.

> We solved this by varying our menus daily in all our food centers which represents a huge advantage for a small property.

Firstly, by varying the offer daily, guests never get bored of our menus. So, even if we only have 3 restaurants, they will not notice if one closes because the variation does not depend on the place but on the menu.

Secondly, it allows our chefs to buy products, food and fresh fruits in smaller quantities to local vendors who could not deliver big quantities but who have excellent quality products at a very good price. This not only saves us purchasing money, but it makes it an excellent and creative product. Great! from the farm to the table, which really fits Zoëtry's concept.

Thirdly, this is how our soup really obtains added volume since our chefs can calculate more precisely how much product they will use depending on the number of guests in the house and the amount of mise en place they have to prepare every night; thus, saving in their daily purchases.

Additionally, the waste of non-used prepared product is much less, and we have more flexibility to use the surplus products more creatively in the menu of the following day.

Finally, it allows our chefs and service staff to react quickly if they see that certain customers have specific preferences during a given period. We can adapt our menus to their taste in a day and exceed their expectations.

This is how we make our fresh home-made soup at Zoetry Montego Bay... ; with a generous yield!





these assemblies. They are washed and disinfected, then pass through a resin application, to avoid direct contact with the food.

The assemblies of lunches and dinners also have their natural aesthetic touch. A natural leaf is the secret, because it gives the decoration detail to the table and even more when the menu to taste is written on the same leaf. Like the wood trunks, this also has no cost, more than the hands to write.

Pay attention to the detail at the set up time is our secret, to obtain the

highest satisfaction of

our guests, who will be more in love with our property.

The presentation of our amenities is the key to conquer our guests, and more when we want to show our quality in the products and services we offer.

At Zoëtry Agua Punta Cana we look for our assemblies be completed by each of these characteristics in conjunction with originality. From the amenities delivered to the guest rooms, to the menus placed on our special tables, express each of these points.

In this modern world in which we live, our guests

are looking for places where detail, simplicity,

naturalness and personalization are the main

characteristics of their destinations.

A wooden trunk, replacing the porcelain plates, is a touch more natural and different to the guest. In addition, it does not represent any additional cost for the company, more than the man labor to elaborate it. The wooden trunks that our sea drags towards our coasts, are the ones we use to create



#### NOW JADE RIVIERA CANCUN

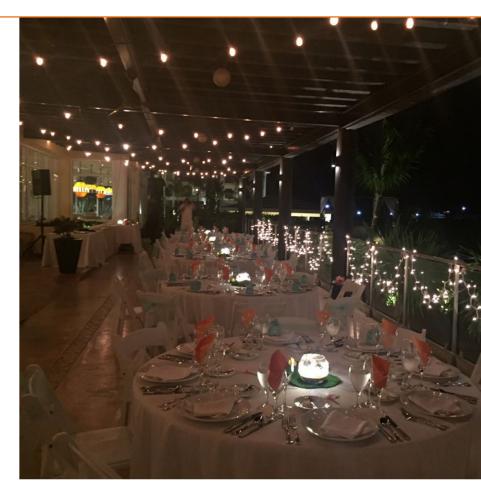


#### THE CEREMONY

It all starts with the ceremony, be it a religious or legal one with the customized details of each couple. It can be set up in a hall-style, crescent style or it could even be something out of context like a spiral set-up. It all depends on how versatile the bride and groom want the event to be.

#### COCKTAIL

As the middle man, we can do these cocktail-style set-ups with tall round vintage tables with linens, lounge furniture or even just do canapes or a wedding service if the happy couple asks for it.



#### WEDDING SET-UPS

By: Erick Marker, Resident Manager.

Within the area of social events, we cannot overlook an event as important as weddings. It is very significant for many people; thus, it requires extreme attention to detail from the first preparation to tastings to choose the food, tours to different locations, linens choice, decoration, centerpieces, clothes and even the time. So, all these elements plus the service will have the magic of an unforgettable experience.



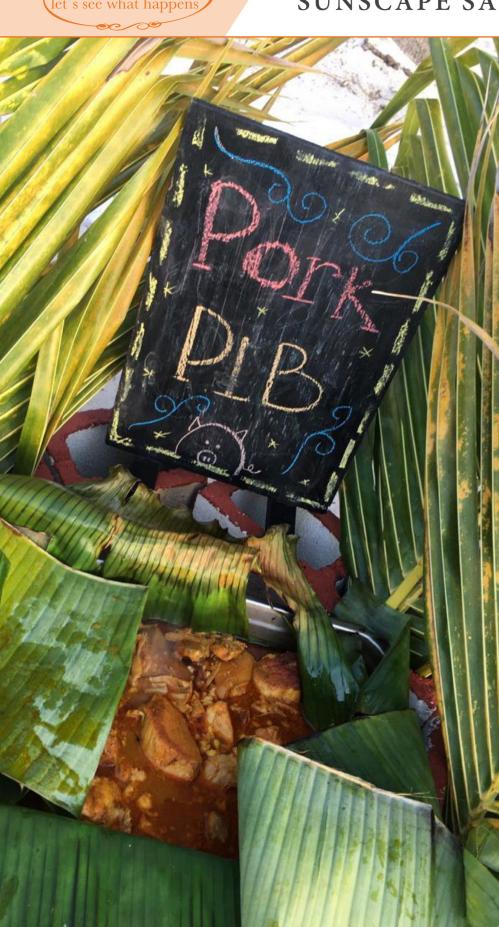
#### THE RECEPTION OR DINNER

Out of all this magnificent experience, we could say that this is one of the most important set-ups because it must show perfection and harmony. The creativity and detail of all the elements come together and are the cherry on the cake to end the activities of the day.

Glassware, crockery, decoration and linens together with the fine tuning of the service and the delicious food bring this magnificent event to an end which will be remembered forever.



## SECRETS AURA & SUNSCAPE SABOR COZUMEL



# PIB STATION

By: Chef David Reyes.

In Secrets Aura & Sunscape Sabor Cozumel hotels, a station has been implemented at the beach at night to represent the culinary wealth of the states of the Mayab by doing a representation of the PIB oven.

Together the steward and maintenance departments decorate elements in line with nature and the cultural wealth of the state: indigenous plants, calabash and palm tree lining for small houses.

We also share a text conveying to our guests the meaning of the "Xibalbá" offering represented in the PIB oven. Ancient Mayans believed in the continuous life-death cycle where the Earth would receive an offering with the elements she provided as payment.

Achiote (a reddish spice that comes from a small tree of the same name) represents the blood, the green plantain leaves represent life on Earth and the animal the vital strength. All these elements are buried with fire.

in return, earth gives back a full-of-life-dish as a thank you for the offering.

This station has a very low cost using elements found in any area of the region and offers a wider variety on our theme night.

Spreading these representative knowledge and tastes of the peninsula allow guests to take back a culinary memory to their homes from our tourist destination.







DISH PLATING

USING NATURAL

ELEMENTS

One of the most elating moments for a chef is when he starts to dress the plates...the presentation, the glory, the art of "It is time to show what I am capable of doing" "My edible piece of art". With time, it becomes something mechanical and routine, but designing a new dish is as exciting as discovering a star.

There is no mystery, we want to flatter our guests and show them new and different things between their current and last visit by plating the most popular food of Seaside, Patio and Oceana restaurants in an innovative way using natural, regional and seasonal elements.

The grilled Rib Eye with vegetables is plated on an elephant-ear tree board which is a precious wood from the region.

The fresh Tuna Tataki with zarandera sauce glaze is finished at the guest's table on a pre-heated river stone.





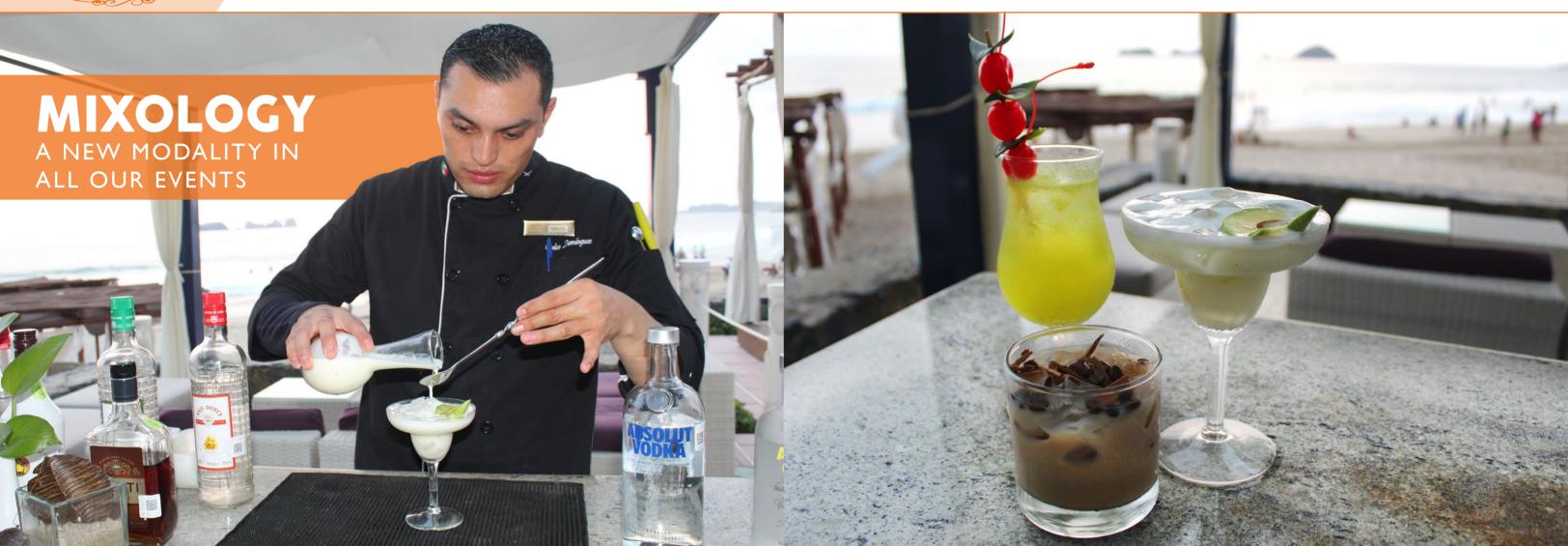
The cold avocado soup and fish stock with shrimps is served over an ice bowl and obelisk petals (*the signature flower from Puerto Vallarta*).

The scallop and shrimp aguachile is served in a coconut half which grew in the property.

But what difference does it make?... At Dreams VM, we just want to have fun plating dishes showing a bit of the region!



#### SUNSCAPE DORADO IXTAPA



Trying to find an alternative that allows us to be at the forefront of the competition, we have integrated mixology drink preparation to our special events, local banquets and VIP cocktails for our groups and conventions market, resulting in wow moments and surprise in our customers and guests while generating non-package income.

Our bartender team has gone beyond the classic service of pouring drinks by innovating and creating balanced and spectacular cocktails by combining ingredients, colors and originality.



Mixology is recognized as the art of creating cocktails and has changed the idea of a traditional drinks service of both our customers and our whole bar service team. The latter have expressed their passion in developing their skills by creating cocktails that cause unforgettable sensations, charming palates and of customers when they watch our employees prepare their unique and special cocktails. It is just Sensational.



#### SECRETS SILVERSANDS RIVIERA CANCUN





Each week, the Food and Beverage team organizes an event with the collaboration of all members, turning it into one of the most sought-after activities by our guests. In this event, we have the chance of offering music, a special set-up by the Steward department and a high-level service to our guests by our banquet and bar staff.

The Chef and his team offer a tasting of international cheeses with their fact sheets for guests to get familiarized with them. We pair all of this with Premium wines previously hand-picked by our Sommelier who is responsible for group tastings and for giving additional important information about wines in our menu.





Thanks to this weekly event, we obtain great benefits:

- We obtain excellent comments in Social Media
- An emotional connection between our staff (*Kitchen*, *Bars*, *Service*) is created.
- The wines are chosen by our Sommelier for the activity who offers excellent options to the guests.
- Non-package sale is boosted with the different dynamics held during the event: discounts on

selected wine purchases on the spot, bottle raffles, discounts for special dinners in different food sale centers, as well as wine bottle auctions.

In the case of auctions, an appealing starting price is set (which is higher to the cost plus an established percentage but lower to the regular retail price) which triggers a healthy competition to get it at an excellent price.

Little by little, the activities done in our Cheese & Wine can be increased. However, it should be mentioned that the cheese and wine subject is a world on its own. Not only is it attractive to our guests, it allows us to improve week by week, as well as having different foci, e.g. by country, wineries, etc, that prevent the event from becoming monotonous and that non-package sales are guaranteed.





#### SECRETS CAPRI RIVIERA CANCUN





# FOOD & WINE CONCIERGE

By: Carlos Rudich, Food and Beverage Manager.



The Food & Wine Concierge position was born from the need to increase our non-package income. Whoever holds this position needs to be a sales expert and be knowledgeable on gastronomy, wine service, restaurant operation and all the services offered by our hotel. In a nutshell, he/she is a remastered concierge focused on Food and Beverage operations.

Our Food & Wine Concierge is responsible for generating 20% of the global wine sales and 50% of

romantic dinner sales. We offer our service by doing promotion in the events our entertainment team does weekly: Tribute to Il Divo, Beatles Revolution Show, Mexican Night, Elements, among others. In these shows, our F&B teams are responsible for prepping private tables for couples or groups who are offered the Chef's special menu which is different to that of traditional restaurants. A special atmosphere is created so that guests who choose this option have the chance to do these events as a unique experience. The price per table varies since the only requirement is to enjoy their dinner with a bottle of wine form our menu with prices ranging from \$32 USD up to \$1,600 USD. Which one would you choose?

In Secrets Capri, we do not miss the chance of generating experiences with our guests, specially with the ones who come to a celebration. We offer

to them different options such as romantic dinners, private dinners in restaurants or the traditional dinner in the Wine Cellar with a wine paired dinner, trying to be complicit in their experience, rendering it unforgettable.

Our guests tend to start their day early; thus, it was decided that our Food &Wine desk be in the main lobby next to the breakfast buffet with a 9am to 6pm schedule, so that the sales effort starts the minute the guests have had their breakfast.

Besides, they get used and familiarized with the Wine concierge easing the sale of our services.

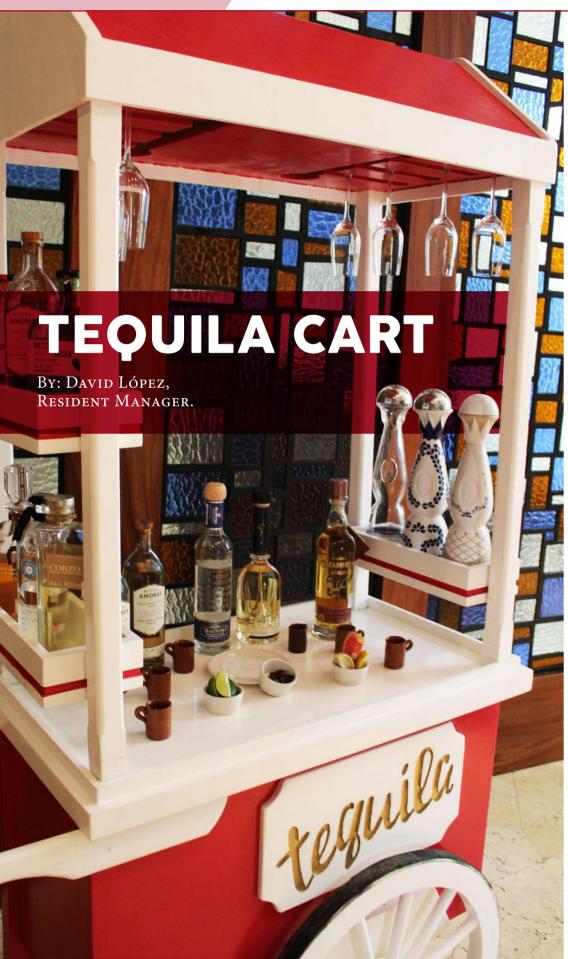
As we can see, this position has a great responsibility in the department despite being a relatively new position. It has helped us increase the sales of different specific areas, offer a quality service, meet expectations, but most of all create unique moments.

At SECRC We are still cooking....





#### SECRETS AKUMAL RIVIERA MAYA



In the last few years, non-package sales have become an obsession to most hotels. To that end, they look for thousands of options, for the best ideas and locations to be able to generate those incomes every month.

Secrets Akumal was no exception. With a lot of wit and an investment under \$75USD, we made a beautiful tequila cart which is easy to drive and that goes around the Mexican Restaurant offering a taste of our tequilas and mezcals to the patrons. Variety is

slowly growing due to the demand of our guests, so we also use it as an exhibition tool in the Tequila Tasting and Mexican Theme Nights to make the most of it. These efforts have generated a higher sales volume of wines, a 10% increase can be seen compared to the previous month.

On the other hand, we found a place in the hotel that can work as the perfect location to promote our wines. We have named this place "Passion ISLAND"; it is a small space located in the middle of the relaxation pool.

A bridge is mounted to be able to cross the water to offer a complete experience to the guests from the minute they arrive to the minute they leave. We pamper them with different experiences such as: a glass of a good sparkling wine, a tasting guided by our main Sommelier while he enjoys the previously wine-paired dishes.





At the end of the dinner, the guests are invited to stay to continue enjoying the stars and full moon with a very ad hoc background music.

This service is mainly offered to honeymooners, anniversaries and to anyone who loves good food and drinks.

#### BREATHLESS CABO SAN LUCAS



Non-package sales of wines in party hotels such as Breathless has made us promote Champagne and premium spirits which has led us to develop the pre-sale of "VIP SPOTS" where people want to be seen by the rest of guests because it gives them a certain status. The pre-sale is done with an eye-catching display created with the support of visual material. The VIP SPOT includes the complete experience: sunglass cleaning, 15-minut massage, sweet bites and wipes with essences. Additionally, representative names of the hotel were created:

- VIBE DAY BED
- MUSIC DAY BED
- GROOVE DAY BED
- FUNKY DAY BED
- SUNSET COUCH
- SUNRISE COUCH





#### SUNSCAPE PUERTO VALLARTA







At Sunscape Puerto Vallarta Resorts, we are doing wine paired dinners at our Damario restaurant again. We are starting the last bimester of the year with a bigger mix of foreign customers who enjoy experiencing a guided dinner with the suggestion of perfectly paired dishes with the wine they have chosen, as a base we present pre-designed alternatives.

On November, we started doing publicity in the Hotel areas and offering them to guests who go to Damario as another service option.











**ROMANTIC** 

# PRIVATE DINNERS

Romantic dinners are a package that has 4 options for the guests. In our search to increase our non-package revenue, the F&B team proposed creating private dinners packages with the option to choose a wine in accordance with the dinner pairing chosen by the guests.



What is more unique is the privacy and options the guests get. Revenues for private dinners are also predictable because they are reserved with anticipation. One of the most important values of creating a private dinner is the guaranteed weekly income and the months when most of private dinners are booked 30 or 60 days from their current date. The new option of a wine list that is not included in the private dinner gives us an additional option to increase wine sales revenues in romantic dinners.

The regular price for a private dinner varies between \$50USD to \$60 USD, the wine option can add a further \$30USD to \$45USD approximately to the dinner price. Romantic dinner sales currently represent a monthly average of \$7,609.74USD, this figure is selling 4 private dinners a day without the wine list option which is not included.

Our new option with the collaborative effort of the Executive Chef and the new wine list, we can foresee a \$3,000 increase.





PROPOSAL TO INCREASE NPI WINE AND R OMANTIC DINNER SALES							12 12 10	30 30 30	PRICE 35 50 70
USD	CURRENT ACCUMULATED SALES	MONTHLY AVERAGE	DAILY AVERAGE	AVERAGE SALE PER TABLE	ADDITIONAL SALE	DINNER TABLE INCREASE PER DAY	ROMANTIC DINNER PRICE	MONTHLY AVERAGE	ANNUAL SALES INCREASE
	76,097.38	7609.74	253.66	3.6		2	100	3000	39000
	31,953.97	3195.40	106.51	3.0		2	70	2450	29400
								INCREASE TOTAL	68400



## SUNSCAPE COVE & SUNSCAPE SPLASH MONTEGO BAY



In our pursuit to give an added value to our guests, we offer several kinds of set-ups that can include canapés and national and international drinks that range from aperitifs to liqueurs. The objective is that guests and employees spend time together in a truly spectacular way. In this type of set-ups, we offer several coffee options including the "Flambé Irish Coffee" together with our pastries, exceeding the expectation from every guest and palate.

This option of taking these services to different restaurants to offer an additional touch to the services

offered in the food centers has been an excellent decision. This newly implemented modality has scheduled set-ups from the opening time of the food centers to their closing time, guaranteeing that any one can get an extraordinary aperitif before his dinner, a delicious digestive after it, a drink while waiting for a table or just treat himself to a brilliant good-quality customized coffee.

Often, when guests dine in a restaurant, they might wish to be in different atmospheres on the same night, more so if it is an "Unlimited Luxury" hotel like ours. Thus, they look for something different every day, so we can focus on preparing something new to share with them. Having said that, we have created different set-ups with diverse concepts: Gin&Tonic Bar, Margarita, Mojito, Martini, International Bar and the most expected by our guests, our Café bar.

All this gives us the chance to get endless valuable comments and increase guest satisfaction which we proudly share with our F&B employees who are responsible for the daily interaction through these services.

"...any one can get an
extraordinary aperitif
before his dinner...or just to
treat himself at any time"



#### DREAMS LAS MAREAS



in the pool and beach areas so that the customer can spend his day in a comfortable place enjoying a good cava or champagne bottle with fruits, a cheese board and cocktails. Evidently, our personalized attention with very appealing new income cannot be missing.

Front Desk staff, Pool Concierge, Waiters, Bar tenders and the Sommelier are our sales agents who will successfully help us promote these locations.

#### ROMANTIC AND FAMILY DINNERS

We offer romantic dinners in the beach and its interesting surroundings. They are good sellers and generate a good revenue.

#### BRIDAL SUITE AT THE SPA.

We offer a Bridal Suite at the SPA which is a Hospitality Room at the SPA used by the bride and her friends while they get massages and have their hair done for the big celebration. We offer a food



and beverage menu that they can enjoy during their stay at the SPA. This gives way to food and beverage sales while promoting SPA sales.

#### WINE, TEQUILA & RUM TASTING AND MOJITOS CLASS.

We do this several times a week as an entertainment activity that we use to promote rum, wine and tequila sales. We show it to the customer as a chance to both learn new experiences and to purchase drinks at a preferential cost.



Lovely places in the hotel as a terrace, an indoor garden; indeed, a spot in the sand with a perfect ocean view and an attractive set-up can help convince a customer to buy romantic dinners, bottles of wine or champagne.

Undoubtedly, fattening the piggy is an effort

In our Hotel Dreams Las Mareas, we sell the huts







By: Martín Vázquez, Food and Beverage Manager.



# CARLOS DANIEL PECH ROOM SERVICE WAITER

Carlos joined Dreams & Secrets Playa Mujeres in February 2017 as Busboy. As the proud father of two girls, he decided to better himself to inspire his family and give them a message full of morals. Thanks to his effort, he was promoted as Room Service Waiter. Carlos says this is just another baby step in his career since his next goal is to become Room Service Manager.

We are sure we will soon see Carlos reach his goals.

#### MIGUEL ÁNGEL NÁJERA ROSAS RESTAURANT MANAGER

Nájera, as we all know him, is an example of tenacity and wanting to better oneself. He joined Dreams & Secrets Playa Mujeres in the starting position of Specialty Restaurant Waiter in 2015. Nájera, who plays soccer and whose inspiration is Gabriel Batistuta because of his talent to score goals, decided to make a great play by showing his main skills which quickly got him promoted to Restaurant Maître d'. He was adamant about succeeding so his next goal was to be promoted to Restaurant Manager, the position he currently holds. *Congratulations Nájera!* 





# ÁNGEL RODOLFO KEB CHULIN ROOM OPERATOR

In the month of the Steward Department, we are very glad to introduce Ángel Chulin in this section. He joined Dreams & Secrets Playa Mujeres as a Steward. Thanks to his performance, kindness, speed and efficiency in his daily tasks, but mostly thanks to his wish to better himself, Ángel was promoted to Room Operator on November 1st. We as Food and Beverage have mixed feelings since we are sad to see him go; however, we are glad that he continues growing and harvesting personal and professional success. We hope to continue harnessing his skills at AMResorts irrespective of the department or area where he is. *Congratulations Ángel!!!* 

# TERESITA VILLASEÑOR BAR MAÎTRE D'

Teresita started her career at Dreams & Secrets Playa Mujeres as a Bar Waitress. Tere, who has always looked for professional growth, started her new talent training program where her tenacity, great sense of humor, leadership, warmth and quality in service made her stand out and be considered for the Bar Maître d' Position which she currently holds. Teresita enjoys spending time with her family; actually, her grandma is very important to her since she has been her role model.

She likes going to the movies (whenever she can go...), she loves reading and learning new things. She never misses our Salt & Pepper Magazine. Without a doubt, Tere is a fundamental piece of the bar team by injecting the perfect dose of joy and happiness. Congratulations Tere!





#### DREAMS PUNTA CANA

STEP BY STEP
Dreams Punta Cana

AMResorts has been recognized as one of the main companies committed to the growth and well-being of its employees. Today, a high percentage of employees who are in charge of the middle management and operations, have been promoted thanks to the constant training they receive in the company, and also their sense of duty.

This time, we present two colleagues that are prepared to go for more achievements, because of their passion, dedication and performance:

#### FRANCISCO SEVERINO

**SOMMELIER** 



Francisco joined our team as Captain of restaurants, standing out in the service area for his kind treatment, good practices and being an inexhaustible collaborator. The Food & Beverages Management recognized his talent and encouraged him to get trained in Enology. After being instructed in several courses and workshops hand in hand with El Catador, he was promoted to Sommelier, achieving the sales goals consistently.

He is currently studying the Bachelor in Marketing at the O & M University; knowledge that he applies to the excellent sales performance he carries out in his department.



JUANA JEREZ
CAPTAIN OF
RESTAURANTS

A Hostess is a key piece, she is the first impression our guests receive when they arrive at the restaurant; she is the person that welcomes, guides and ensures the smooth of the service, always having a warm smile. Juana has always agreed and put it into practice with a lot of responsibility, from the first moment she came into our hotel as a Hostess. A few months later, due to her extraordinary performance and the potential that the A & B Management recognized in her, she was offered the opportunity of getting trained as a Restaurant Captain. Afterwards, she was promoted and has excelled in performing her tasks with excellence and professionalism. At present, she is being trained to become a manager of the restaurants area.

By: Farrah Borg, Manager Assistant.





#### KATHERINE DEL ORDEN ZORRILLA

CAPTAIN OF RESTAURANTS

By: Alejandro Garrido, Food & Beverage Manager.

Zorrilla is a young professional dedicated to service with a high degree of dedication and a sense of urgency. In almost 2 years working in the company performing an exceptional, arduous, consistent and persistent work was allowed the opportunity of development and growth, which was worthy.

As a result of the demand for supervision in restaurant areas and the commitment to the excellent service we must provide our guests, it became necessary to have a person with such qualities. Katherine is an energetic, capable and very innovative person, her achievements and purposes are samples of love for the profession she does. His beginnings in the company were like Hostess, where he worked very well, he showed a high degree of kindness, always available to his colleagues and superiors and with many wishes for improvement.

The beginnings as always are not easy, but their decision, commitment and consistency were stronger, making known once again that the food and beverage department of Dreams Dominicus has excellent collaborators with many desires for growth and capacity.

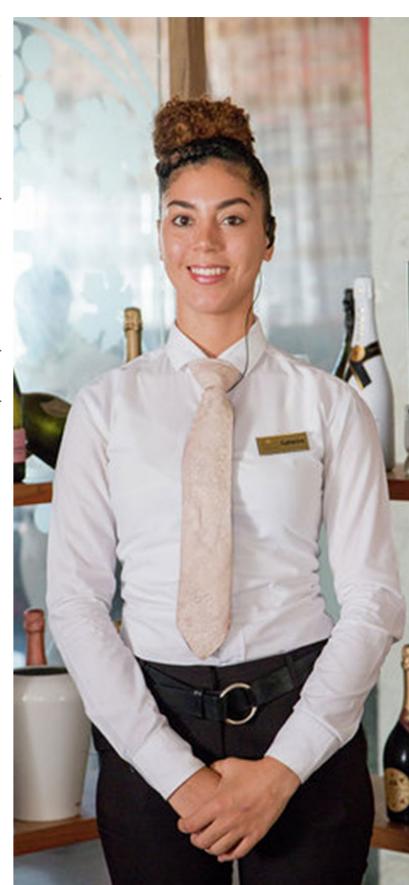


This collaborator is playing the role of Captain of Restaurants, always with an attitude of fresh and original service, providing support for any eventuality and showing its excellent qualities. When requesting and carrying out the training as a restaurant captain, it was promoted successfully, they were months of hard work and tireless support where he demonstrated his intellectual capacity of responsibility and leadership.

Katherine Zorrilla shows that when you want you can, there is nothing impossible for the one who believes, showing that tenacity and perseverance must be magical keys that open the doors of thousands of opportunities and allow us to achieve what is desired. Undoubtedly, the efforts are proof that we can and that with a touch of dedication, dedication and love can be achieved.



"...tenacity and perseverance
must be magical keys that
open the doors of thousands of
opportunities and allow us to
achieve what is desired."





She obtained her BA on Gastronomy at 22 at the become Specialty Chef and Junior Sous Chef. As Puebla, Mérida, Cancún, San Luis Potosí and in Gastronomy Contest of AMResorts. Tampico, her hometown. She has always focused on the traditions and origin of gastronomy.

In May 2013, she moved to the Mexican Caribbean. Federico López. She started out in the hotel industry at Hacienda Temozón Hotel in Mérida, then at the Westín San Luis Potosí and at the Hilton Cancún.

She started in AMResorts at Now Sapphire Hotel on June 1st, 2013 as B Chef at the Paramour restaurant. Eight months later, she was promoted to A Chef starting her road to success to then

SUGAR International Culinary Institute Tampico Specialty Chef, she obtained the 2<sup>nd</sup> place of the Campus. She did her professional practices in Mexican Caribbean Region, in the 1st "I am Chef"

> She has had the chance to work with important Chefs such as Joan Roca, Christian Bravo and

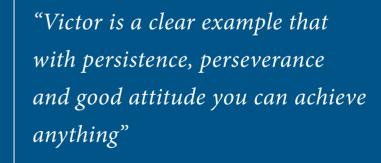
"... obtained the 2nd place of the Mexican Caribbean Region, in the 1st "I am Chef" Gastronomy Contest"

**VÍCTOR ALFONSO** GÓNZALEZ CHABLE. STEWARD SUPERVISOR.

His need to work, made Victor look for a job in his hometown of Tabasco, due to the few work options, he started fishing with his grandfather.

At 19 years of age, he arrived in Cancun in November 2015 looking for an opportunity. He started working Now Sapphire Riviera Cancun eager to learn. His commitment, excellent attitude and always willing to give more of what was required, made him be considered for an internal promotion.

After a couple of years, Victor started his practices as Steward Supervisor. His focus on learning and meeting all the guidelines quickly gave him the position, whose support is vital for the daily operation of our amazing hotel.







#### **MIRIAM** PEREZ MARÍN

She is originally from Felipe Carrillo Puerto, in the Mayan Zone. Miriam joined Dreams Puerto Aventuras on January 5th, 2017 as a Hostess for the Gohan Restaurant where she quickly stood out for her passion to do things, her performance and dedication every day.

As the natural leader she is, she took over the restaurant in the absence of the Maître D' and was the first one to jump at the chance of doing administrative functions of the department. She is and administrative tasks of the post.

performance assessment results, it was decided only path that led me to professional growth" that she should take part in a 3-month training workshop. It was an intense training program to enrich her skills and knowledge that would favor her upcoming professional growth.

Miriam finished her training successfully in every department assigned to her which would be very relevant for her "make or break moment". On November 15th, Miriam was promoted to Maître d' of our World Café Restaurant.

Congratulations Miriam. Her valuable effort and



the Hostess leader, she gives them their induction, sacrifice of spending less time with her daughter trains them and gives them instructions about the Sofia and her husband have been fruitful. Miriam position and even about how to do the operative is proud and says that her life partner has moved her to grow Professionally and has motivated her to be a role model. In the end, she talked about her After 1 year and 7 months at her position, with her cross-training, "I challenged myself and it was the

DEPARTMENT	NO. DAYS	NO. DAYS
Quality and Hygiene	10	40
Kitchen	14	56
Steward	12	48
Bars	20	80
Specialty Restaurants	20	80
Room Service	14	56
TOTAL, DAYS	90	360
AND HOURS.		

#### **OTILIO ALONZO** ZACARÍAS

Knowledge is useless for one who does not know how to apply it.

He is from El Triunfo Balancán Tabasco. He thinks of himself as a globetrotter since he had a 14-year adventure in the United States (he was in Dallas, Chicago, Washington, Kansas City, Missouri and Los Ángeles) where he learned a lot about the restaurant business. It also allowed him to train on Food and Beverage high standards.

He started in Dreams Puerto Aventuras as Room Service Order Writer for 2 years. His sense of participation and desire to learn both personally and professionally made him get the Maître d' position in 2012. This allowed him to learn about the operations of specialty restaurants, standing out for his ambition to meet the set sales objectives.

He stood out because of his good attitude, leadership, coaching his people, his high English level, kindness and most of all for being someone who talks and behaves respectfully and humbly.

It should be mentioned that Otilio is in the top 5 of non-package revenue through wines, tequilas and special dinners.



In 2018, he decided to take on a new growth challenge and asked for the opportunity to be Junior Sommelier. After a 3-month training with excellent results, he was promoted to the Junior Sommelier position.

By: Miguel Ángel Romero, FOOD AND BEVERAGE MANAGER.



He was born in Santa Maria Xhadani, a small He joined Dreams Huatulco municipality in the state of Oaxaca. Raúl Pascual Resort & Spa since its opening in started his career in the hotel industry at 18, very 2008. His dedication and attention young. He joined Camino Camino Real Huatulco to detail made him stand out, which 26 looking for a better future. There he expanded his motivating his team to be better every day. knowledge in the Food and Beverage area by working in a Kosher bakery as a cook.

When he came back to Mexico, he worked as Steward supervisor in world-renowned hotels.

hotel as Public Areas Assistant; he then moved to led him to becoming Chief Steward on February. Ixtapan de la Sal where he worked as a steward for Raúl continues to strive to offer a quality service to the first time. He emigrated to the United States at our guests with the smile that characterizes him,



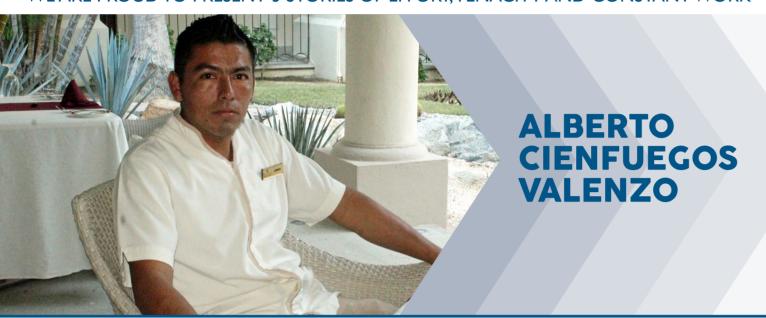
#### ROGELIO GARCÍA **GONZÁLEZ**

He is originally from Mexico City. He started in the hotel industry in 1992. His previous knowledge and experience in other hotels of the area helped him when he joined Dreams Huatulco Resort & Spa, since its opening, as A Chef. He stood out thanks to his performance, responsibility and creativity. In 2009, he was promoted to Chef de Partie and assigned to the Portofino restaurant, where he strived to please our guests. He is currently a Junior Sous

Chef giving excellent results. Rogelio has become a role model to all of us for his dedication and effort that show every day. He shares his knowledge with the people under his supervision and push them to grow as a team. We are proud to have employees with such level of determination and commitment.

#### DREAMS LOS CABOS SUITES, **GOLF RESORT & SPA**

#### WE ARE PROUD TO PRESENT 3 STORIES OF EFFORT, TENACITY AND CONSTANT WORK



He is originally from Huixquilucan, State of Mexico. acknowledged his way to connect with the needs He is the youngest of 5 siblings and his family has of guests exceeding all expectations. As Maître d', always worked in the wood industry. He opted for a he showed great ease to train employees based on different route and decided to go to the United States AMR values which earned him the promotion as to study. He used to work in restaurants to pay for Restaurant Manager. As such, he has showed his his studies. After 5 years, he came back to Mexico leadership and ease to meet sales objectives and in Los Cabos where he started developing his skills satisfaction. in different hotels. He joined Dreams looking to further his knowledge where he was promoted to Specialty Waiter. His colleagues and supervisors

He is originally from Mojoneras in the state of do his practices as a supervisor. During that time, he Guerrero. His career in the hotel industry started showed enthusiasm and determination when facing in 2012 at Dreams Los Cabos as a Steward with new challenges and concentration, discipline and the motivation of getting to know the life in the persistence when learning. All of these were valued hotels. He has always done his job showing passion and recognized and helped him get his promotion as and camaraderie in the different tasks assigned Steward Supervisor. by supervisors and his direct bosses. For Alberto, his biggest satisfaction comes from the smiles and He is a fundamental part in the operation, surprise of our guests when they see the set-up and Distinctive "H", Cristal and Rainforest Certificates decorations for the different events and theme nights. were obtained. His dedication and effort were noticed and led him to

**OMAR DE** ROSAS RAMÍREZ





LIBERTAD MEZA HERNÁNDEZ her Gastronomy BA. She decided to travel to capture to help, for staying extra hours and even supporting both the essence of each city and the flavors of each other kitchens. Her effort and attention to detail place. She remembers dearly how when she was both in her dish plating and the flavors she marries young, she enjoyed being in the kitchen and helping in each plate led to her being offered the position of her grandmother prepare food.

Her passion made her move to Cancun to continue developing her skills in different hotels. In her ser search, she arrived at Dreams Los Cabos with great

Libertad is originally from Puebla City where she did dedication always standing out for her willingness Chef de partie.







OF OUR STAFF

Breathless Montego Bay stands as a beam of growth within the AMR hotels in Jamaica. Since its opening, the hotel has grown in many ways and so have the team members who have been fundamental for achieving all that we have done in a year and seven months.

Today we explore the profile of three members of the Food and Beverage team who have grown with the hotel and their endless contributions to the continuous success of Breathless.

Firstly, Miss Shantoy Williams was promoted from telephone sales agent to restaurant Maître d'. Miss Williams stood out as a member of the team who follows closely the Room Service department. She supported us with the challenges of the opening and helped us achieve consistency. She presented great ideas, provided her previous experience at Secrets Montego Bay. Shantoy showed her vision had a leadership quality and was promoted shortly after the opening.

In second place, we are proud to talk about Miss Anneka Duhaney who was promoted as Team Leader in Restaurant service. Her work ethic and



speed match no other in her team. Her attention of the Quarter" award for doing an additional effort observes and notices even the most minute details. his promotion. Miss Duhaney got several nominations for Team Member of the Month as a result of her efforts and There have been many promotions since Breathless which ultimately led to her promotion.

Our last employee to be promoted is Mister Ryan Cope to Restaurant Maître d'. His commitment with customer service was evident as a waiter. He showed attention to everything he did and was always looking for complete satisfaction of the guest. Mr. Cope was always presenting new ideas and pushed to meet new service standards and streamlined production from back of the house to make it speedier. He did his best in every night service and obtained the "Wow Story

to detail when executing a service is unique, she for his guests. The latter was the decisive factor for

Montego Bay opened its doors. These promotions show that AMResorts stays true to Our Mission. That opportunity of growth and development for the members of our team is very important: We appreciate our most precious asset: our dedicated and talented team members.

#### SECRETS PAPAGAYO COSTA RICA



FROM BANQUET MAÎTRE D'

TO CHIEF OF BARS

to help any other department.

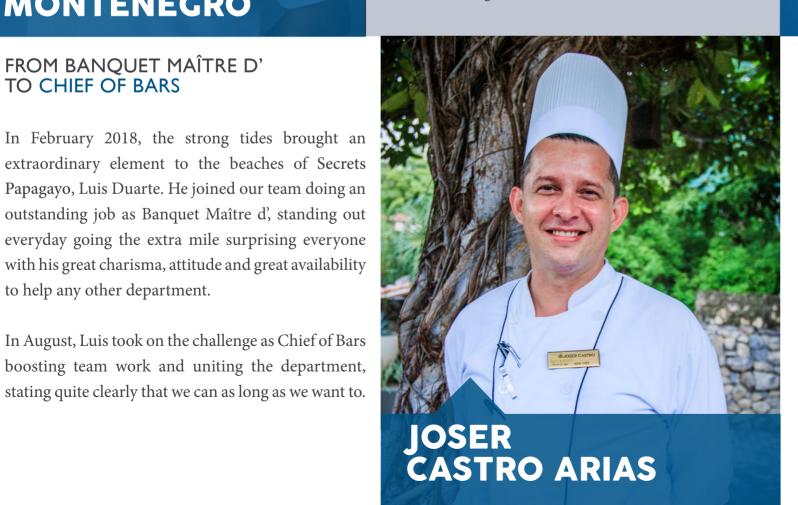
By: Aleiandro Viramontes, FOOD AND BEVERAGE MANAGER.

#### FROM PASTRY CHEF PASTELERO TO SOUS CHEF

In March 2016, Pastry Joser Castro joined our AMResorts family in Secrets Papagayo. He stood out thanks to his leadership and knowledge creating a positive image in the kitchen.

In September 2017, he was promoted as Executive Sous Chef thanks to his work, efforts, achievements and performance proving his life motto and philosophy: *Everything is possible!* 

Joser works every day to keep on growing both personally and professionally, he will not falter until he achieves his goal, be Executive Chef at AMResorts.



# LUIS VALLEJOS CHAMORRO

#### FROM STEWARD TO BAKERY ASSISTANT

He is originally from Liberia Guanacaste, Costa Rica. Jorge began his career at 18 years of age eager to better himself, which has made him climb important positions in his professional growth. His first job in the hotel industry was just a year ago on December 2<sup>nd</sup> 2017 when he joined our great AMResorts family at our Secrets Papagayo hotel. He did so in the steward department where his professionalism and responsibility made him stand out. On October 18, 2018, he was promoted to Bakery Commi. His professional goal is to become a Grand Bakery Chef, which we are sure he will do thanks to the determination that distinguishes him.

To everyone...

- Never stop dreaming...

#### FROM MAÎTRE TO SOMMELIER

When we talk about Luis Vallejos, we cannot leave to the side a word that defines him perfectly – Determination. At just 26 years of age, he has shown he has all the attitude to achieve all his dreams. He started at Secrets Papagayo in 2015 as a Waiter. He was brilliant at it until December 2017 when he was promoted to Maître D' after completing his professional practices successfully. As soon as he took the position, he started an intense and tough Sommelier training. He improved his knowledge of the wine world, learned new sales techniques and developed ideas that would help him sell better and more of this elixir to our guests.

In April 2018, Luis was promoted to Sommelier and has met every goal that has been set. He is now focused on learning operations skills to become an F&B Assistant until he achieves his ultimate dream: to be F&B Director. We are certain he will achieve his dreams with that determination.







etc.) should always have a correct posture.

One cannot be leaning on the counter or on the service The minute the guest arrives until the minute he stations. Indeed, hands have to be outside pockets.

ready to wait on patrons without running. It positive one. is appropriate to keep a constant pace when walking without appearing to be rushed. Always be mindful of keeping visual contact with guests to be able to identify any need they may have and assist them immediately.

In restaurants, the visual message we give to A correct posture denotes elegance which is patrons and guests is very important. Thus, all the essential to make guests feel at a refined atmosphere service staff (waiters, busboys, hostess, maître d's, ant that they can enjoy a nice stay in all the food centers they visit.

leaves, we must be very careful with the perception that he will have and having a correct posture One must have a firm posture at all times, always is fundamental for his experience to be a very







# Salt & Pepper



#### **THANK YOU**

RESORT	F&B MANAGER	EXECUTIVE CHEF
BREATHLESS CABOS SAN LUCAS	Pablo Cuauhtemoc Huerta Flores	Jesus Salvador Bucio Solis
BREATHLESS MONTEGO BAY	Vacante	Regis Lacombe
BREATHLESS RIVIERA CANCUN	Vacante	José Carlos Galván Paz
DREAMS DELIGHT PLAYA BONITA PANAMÁ	Jorge Blancas	Vacante
DREAMS DOMINICUS LA ROMANA	Alejandro Garrido	Vacante
DREAMS HUATULCO	Sergio Calderón Latasa	Antonio Elizalde
DREAMS LOS CABOS	Eduardo Ayala	Andres Martin Agosto Ugalde
DREAMS LAS MAREAS	Jorge Jiménez Montero	Mario Hernández Olvera
DREAMS LA ROMANA	Alejandro Garrido	Mauricio Sosa
DREAMS PUERTO AVENTURAS	Miguel Romero	Jorge Alberto Ku Morales
DREAMS PALM BEACH	Alberto Torre	Felipe Gonzales Celorio
DREAMS PUNTA CANA	Vacante	Vacante
SECRETS & DREAMS PLAYA MUJERES	Martín Vázquez	Manuel Chávez
DREAMS RIVIERA CANCÚN	Diego Pérez	Jose Luis Santos Novelo
DREAMS SANDS CANCÚN	Vacante	Rosendo Corona Correa
DREAMS TULUM	Alberto Flores	Miguel Alvarez
DREAMS VILLAMAGNA	Luis Omaña	Julio Cesar González
NOW JADE RIVIERA CANCÚN	Erick Bismark Marker Mendoza	Luis Castellanos Ariza
NOW SAPPHIRE RIVIERA CANCÚN	Fidel Castañeda	Juan Carlos Briones Salaya
SECRETS AURA & SUNSCAPE SABOR COZUMEL	Javier Mantecon	David Reyes
SECRETS AKUMAL RIVIERA MAYA	David Lopez Ricardez	Jose Mena Rodriguez
SECRETS CAP CANA	Félix Pilier	Ibai Torres
SECRETS HUATULCO	Alan Arrevillaga Perez	Francinet Hernández Suastegui
SECRETS CAPRI RIVIERA CANCÚN	Carlos Rudich	Antonio Martínez
SECRETS MAROMA BEACH	Jorge Zenón Trillo	Mario Jesús Blanco Magaña
SECRETS PAPAGAYO COSTA RICA	Alejandro Viramontes Acevedo	Wilberth Antonio Corrales Morales
SECRETS PUERTO LOS CABOS	Lionel Piombino	Victor Herminio Arriagada
SECRETS VALLARTA BAY & NOW AMBER	Juan Chávez	Julio Cesar García Recendiz
SECRETS WILD ORCHID & ST. JAMES MONTEGO BAY	Bernard Mazet	Regis Lacombe
SECRETS SILVERSANDS RIVIERA CANCÚN	Victor Maravilla Rocha	Denis Radoux
SECRETS THE VINE CANCÚN	Carlos Torres	Ricardo Cabeza
SUNSCAPE DOMINICAN & BAVARO BEACH	Leonardo Pascual Garcia Mendez	Pablo David Villaman
SUNSCAPE SPLASH & COVE MONTEGO BAY	Carlos Soriano	Ramón Santana Rijo
SUNSCAPE CURAÇAO	Aladino Pequero Camacho	Matthias Nieuwejaers
SUNSCAPE DORADO PACÍFICO IXTAPA	Manuel Hernández	Antelmo Limón
SUNSCAPE PUERTO VALLARTA	Daniel Betancourt	Isau Zepeda
SUNSCAPE PUERTO PLATA	Vacante	Vacante
ZOETRY AGUA PUNTA CANA	Berto Azcona	Rafael Tejeda Tineo
ZOETRY MONTEGO BAY	Vacante	Lyndon Lawrence
ZOETRY PARAÍSO DE LA BONITA	Humberto Fabricio Ruiz Velasquez	Jesus Rafael Borbolla Martínez
ZOETRY VILLA ROLANDI ISLA MUJERES	Felipe S. Vega Arias	Felipe S. Vega Arias

