

Salt & Pepper

February 2020 Year 5

**SUEÑOS
SECRETOS
CABERNET
SAUVIGNON**

AMRESORTS

**HOLIDAY
SEASON EVENTS**

SUNSCAPE AKUMAL

WOW EFFECTS

ZOETRY PUNTA CANA

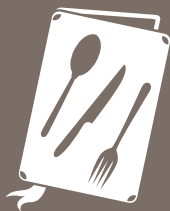
**A TRIBUTE
TO THE WINE!**

SECRETS ST. JAMES & SECRETS
WILD ORCHID MONTEGO BAY

**CROSS
MARKETING**

SECRETS VALLARTA BAY &
NOW AMBER

amRESORTS®



RECIPE BOOK



WELCOME TO THIS ISSUE OF **SALT AND PEPPER: THE END OF 2019 AND THE BEGINNING OF 2020.**

This new issue is full of content of the activities and ideas that took place in our hotels for New Year's Eve. Every year, our innovative and passionate teams create incredible events, that become better year after year. It is a great achievement for us to keep surprising our guests, even when our millennials guests resort so much to electronic devices!

We are also dedicating this issue to our wine Sueños Secretos: in here, you will find great information about it, which we hope will be useful to sell this great wine and also share some stories with our vine-lovers!

We hope you'll find some good ideas here. Enjoy the first issue for 2020!

We keep cooking!

FOOD AND BEVERAGE COMMITTEE



Sueños Secretos, Cabernet Sauvignon

AMRESORTS

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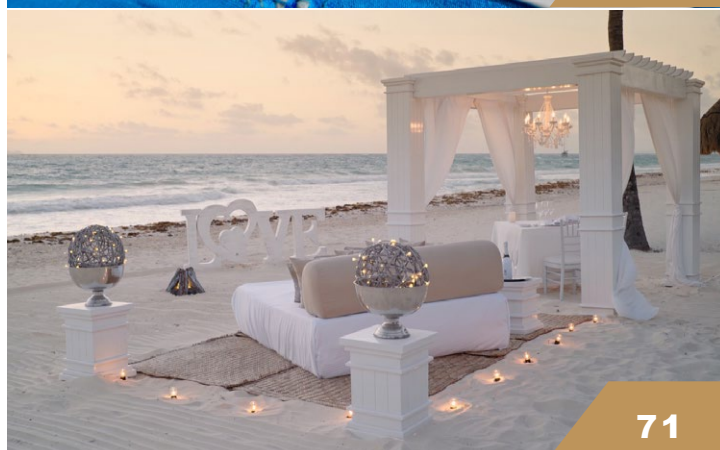
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SUEÑOS SECRETOS CABERNET SAUVIGNON

BODEGAS DE SANTO TOMAS
SANTO TOMAS VALLEY,
BAJA CALIFORNIA MEXICO 2014
WINE EXCLUSIVELY FOR AMRESORTS

BY CARLOS MIRAMONTES,
F&B MANAGER (NOW SAPPHIRE)

After a long wait, Bodegas de Santo Tomas was chosen to create a wine that represents us.

To talk about Bodegas de Santo Tomas is to talk about Mexico, our history and our wines.

Santo Tomas is the second oldest winery in the country and the oldest in Ensenada. Their legacy is enormous, not only in the world of wine, but for their contribution to the development of his entire community and for being cornerstone of the development of the Ensenada wineries. Deciding to partner with one of the most successful and recognized wine houses in Mexico was an organic process that felt right immediately.



THE WINE: SUEÑOS SECRETOS

When the idea of a Wine that represented was AMResorts first came around, it was thought of an elegant wine with a well-defined character. Cabernet Sauvignon is the queen of the red grapes, so this varietal was selected for our first wine.

Bodegas de Santo Tomas offered us a wine made solely with Cabernet Sauvignon from its oldest vineyards of more than 40 years. Late on, the wine rested in French oak barrels for 15 months and then, another 12 months in the bottle. The result is an intense dark ruby color with a terracotta tinted edge, with marked aromas of black fruits such as figs, blueberries, blackcurrant, a bit of bitter chocolate and tobacco with a spicy cinnamon background and a slight herbal touch like mint and green pepper.

A well-structured wine, with medium acidity, round tannins for a long finish and aftertaste that remains for a while. This wine makes perfect pairing with steaks such as Rib Eye, Lamb Stew or hearty dishes.

For Mexican food, the Mole Negro de Oaxaca, barbacoa with salsa roja of roasted tomatoes, venison or romeritos. For desserts, dark chocolate-based dessert, black fruit compotes and cinnamon will do good.

As always, the pairing we recommend is with friends and family at any of our resorts.



SAVE THE CHILDREN

It is important to note that AMResorts is a socially responsible company and with our first wine we want to continue to positively impact our communities.

A percentage of the income of Sueños Secretos will go to the program “*Young people generating Changes*” of Save the Children.

This program is designed to help the youth of our communities so that they can develop their full potential and live a fuller life.



A MERRY CHRISTMAS AND A HAPPY NEW YEAR

BY ANA-ALICIA RAMSAMUGH, F&B ASSISTANT.

Christmas at Breathless is full of fun, joy, happiness, food and entertainment. Our teams strive to provide a well-decorated buffet from start to finish, composed of exotic and local fruits, receiving our guests for breakfast while they get a time to relax with the exciting mixes of our DJ. Of course, there are some things that will never miss: the roasted ham right next to our fireplace and the original Jamaica mimosas.

All of the members of our team wore purple caps to receive our guests for a beautiful Christmas breakfast. Guests later moved to the freestyle area, where they had fun with live music and entertainment, surrounded by another large and wonderful buffet with dishes that made them feel more than welcomed.





All of the members of our team wore purple caps to receive our guests for a beautiful Christmas breakfast. Guests later moved to the freestyle area, where they had fun with live music and entertainment, surrounded by another large and wonderful buffet with dishes that made them feel more than welcomed.

At night, each one of our guests was left Breathless with our wonderful chocolate party full of desserts, which was mounted around the pool terrace. There were other incredible shows during the night: an impressive water ballet show and other live acts to keep guests in a great mood and spirit. The chocolate Martini bar station was our reference point and gave life to every activity we had during the night. Our Breathless moment was seeing each one of our guests dressed-up elegantly to attend their reservations in our restaurants. Our chefs prepared a wonderful menu for dinner, which included lobster tail and beef fillet. Most of these were accompanied by bottles of chardonnay and cabernet sauvignon, as a great complement for their dishes.

We also mounted a beautiful champagne and sparkling wine station right in the middle of the party, which was very helpful to encourage our guests to buy one for the midnight toast; thus, increasing our sales. Our guests chose to enjoy the entertainment shows and this amazing moment with bottles of Moët & Chandon Ice Imperial.

Although we had some drizzles at the beginning of the night, the show continued with DJs even after midnight, and the result was an amazing Diamonds in the Sky themed party.



CREATIVITY, ASSEMBLY & PASSION!

BY TOMAS SOLANO, F&B MANAGER.



In the Department of Food & Beverage of Dreams Dominicus La Romana we constantly look for new and effective ways to implement attractive assemblies, which generate comfort to our guests, this without exceeding the budget, managing to keep our expense account on the sidelines.

In previous years, the account of expenses for rental of Equipment was the most overdrawn according to the budget, it should be noted that currently this account is no longer a problem, this is thanks to the great help of our maintenance team, which have created wooden tables, this are used in different events and enhance their presentation. This being also characterized by the hard work and management of our banquet team, who know the correct way to make the perfect assembly. It should





be noted that we also have rectangular and circular tables for those events that are characterized by the greatest number of people.

This in order to provide greater satisfaction for our guests with lower cost and expenses for the company, in this way we contribute to the efficiency and improvement of the service provided, creating special moments with genuine desire that our guests obtain the highest degree of satisfaction.



Without a doubt, these new concepts have allowed us to transfer and / or use the budget of this account to make necessary purchases of crockery and glassware in order to supply our consumption centers.

The delivery reflected in our art of serving conjugated with the creativity that characterizes us is the result of the radiant smile of satisfaction and astonishment of our guests, to perceive the assembly of their events, the passion for what we do and our faithful commitment to provide High quality service distinguishes us.





SUSTAINABLE DECORATION BUFFET AREA

BY PASCUAL SALCEDO, EXECUTIVE CHEF.

In our hotel Dreams Punta Cana, we constantly work on the transformation of our knowledge towards the achievement of new and best practices that allow us to optimize our productivity, not only making an effective use of time, but also a better use of our resources; demonstrating that *“from the great difficulties, the best projects emerge”*.

Through Brainstorming and analysis, we have been able to change some routine tasks that slowed down some processes



and that diminished their value, in contrast, we have focused on the constant development of the team, each one of them contributing with their ideas for a better performance.

From this interesting interaction, we plan to work on the assemblies of our outlets. On this occasion, we started working in the buffet area to give a better visual impression, we manufactured trays, baskets, stands, and multi-purpose furniture with wood obtained from furniture and tables taken out of the operation, attaining a decoration that is colorful and sustainable.

At a second stage, it was planned to present this type of decoration as a new option to our guests for their celebrations and parties, since this versatile equipment can be used in any type of events, such as weddings, cocktails, coffee breaks and group conferences, both indoors and outdoors.

This decoration and settings reduce costs, since

they are resistant, we can use them frequently, are ecological sustainable and do not represent an extra expense to acquire them, since they are manufactured by our enthusiastic Maintenance team at their workshop.



OPERATIONAL EQUIPMENT

BY ERICK MARKER, F&B MANAGER.



Our guests are more aware and get more demanding about the food they expect to see in the restaurants. It is complex to keep up with the new trends or even up to date with the operational equipment. Here are some points that we must consider and will help us to make wise decisions while buying equipment, items or accessories:

- The trend search.
- Suppliers and good relationships.
- Planning the menu or the area you'd like to update.
- Meeting the budget.
- Data sheets for internal use within the department.

At Breathless Riviera Cancun we carried out the following activities on this December 2019:

A great diversity of assemblies took place within the property, resulting in different environments offering memorable experiences to all our guests who spent quality time in the resorts.

The Spoon Restaurant welcomed December with a new decoration and a Christmas buffet that our guests enjoyed along with the decoration, which was mounted using accessories and props bought at an affordable price.





BREATHLESS FOREVER FASHION 2020 NYE



The New Year's Eve celebration began at noon with a large crowd in the Champagne explosion in Xcelerate, where 300 bottles of champagne were used to shower the guests, all in an environment of great music, service and drinks.



Continued on next page →



We also reused the innovative neoprene covers for champagne bottles that kept them safe at all times: it was the most impressive celebration of the year at daylight.

The great hall was prepared to offer a pairing dinner under the theme “*Breathless Forever Fashion 2020 NYE*”. Our specialty restaurants offered different gastronomic options, as well as a four-course dinner for those who wanted privacy and luxury.

The menu of the Breathless Forever Fashion 2020 gala dinner.



RED WINE “SUEÑOS SECRETOS”

This wine is being promoted in the BRERC hotel with the specials of the day in the fine dining restaurants Coquette and Spumante. It is a cabernet sauvignon red wine that comes directly from the house Santo Tomas, located in Baja California, Mexico.

Besides the great contribution that we can offer in the gastronomic experience, a part of the income resulting from the sales is intended for a noble cause!

Every week, we do trainings for our staff in specialty restaurants in order to enhance their knowledge and improve the sales and promotion techniques for this excellent wine.

Together we can!



WINE AT HOME

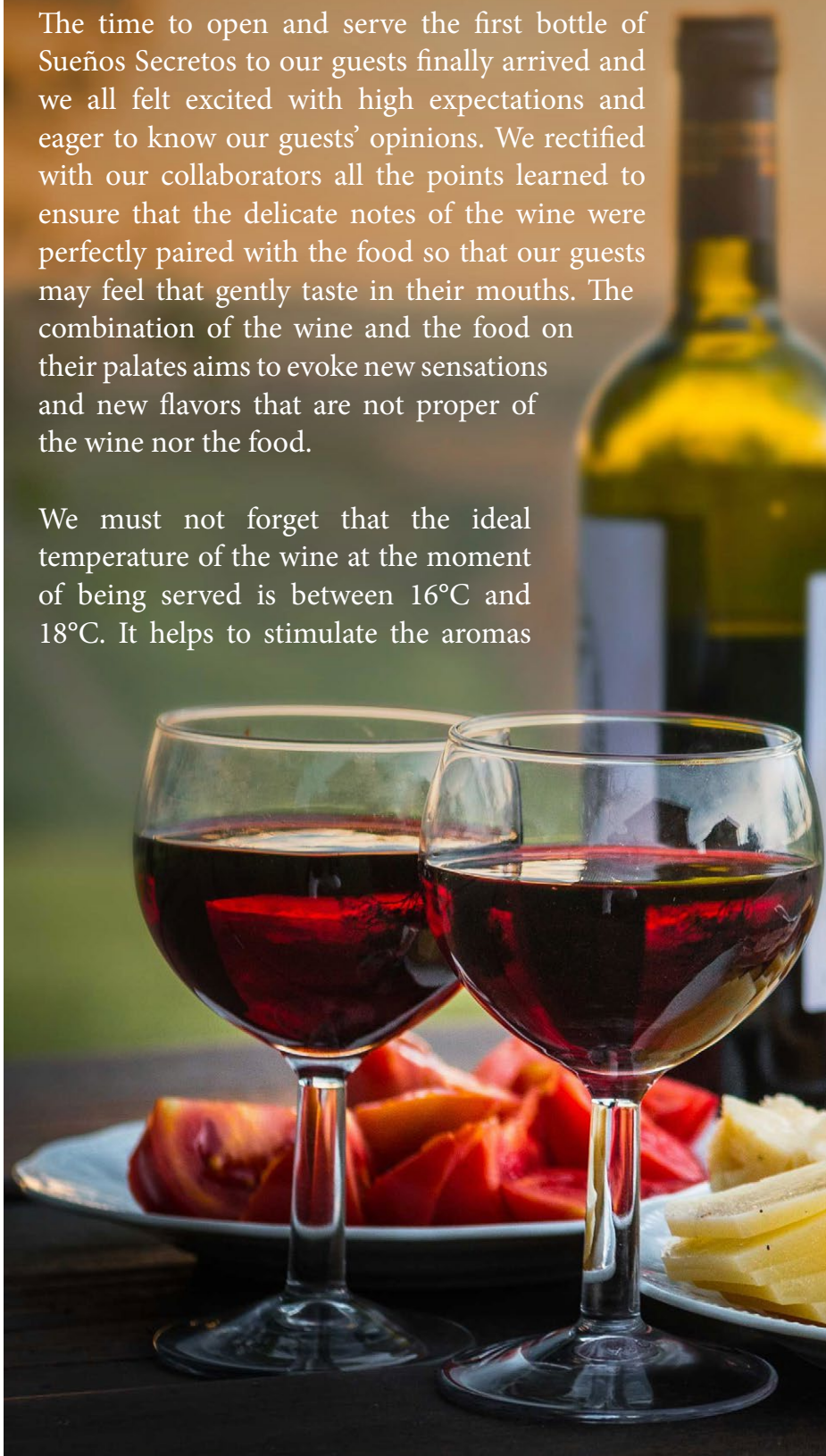
In Dreams Sands Cancun Resort & Spa we are constantly working on the values of the company. This time we wanted to highlight innovation. “*Sueños Secretos*” is our new acquisition: a wine exclusively designed for AMResorts by the prestigious Santo Tomas wine house.



Finally, we have wine at home. So, we decided to do a tasting with our team to know the properties of this bottle created exclusively for the company.

The time to open and serve the first bottle of *Sueños Secretos* to our guests finally arrived and we all felt excited with high expectations and eager to know our guests' opinions. We rectified with our collaborators all the points learned to ensure that the delicate notes of the wine were perfectly paired with the food so that our guests may feel that gently taste in their mouths. The combination of the wine and the food on their palates aims to evoke new sensations and new flavors that are not proper of the wine nor the food.

We must not forget that the ideal temperature of the wine at the moment of being served is between 16°C and 18°C. It helps to stimulate the aromas





originated by the aging of 15 months in French oak barrels, which at a higher temperature would emphasize the alcohol instead of the spicy aromas of the aging process. To open a bottle of wine, we must always hold the bottle upright, standing on a flat surface, gently and without any sudden movement. Keeping in mind the process of decantation and not aiming to remove sediments or grounds off the wine but aiming to provide greater oxygenation and evoking its aromas.

The moment of truth began with the food service accompanied by the Sueños Secretos of Santo Tomas wine, providing our guests a complete experience under an atmosphere of casual luxury, sensations and excellent service.

As expected, the acceptance of our guests was positive and they told us that they were able to find that essence that we wanted them to feel. We have had received very good comments in our consumption centers, and now we have to continue working to create more unique, unforgettable and personalized memories for our guests, as well as to innovate to find new ways for our guests to taste these wines.





A DECEMBER FULL OF DREAMS

December, the long-awaited month of the whole year. We all love to celebrate Christmas and New Year's Eve. For these two important events, we had the task of bringing up the human talent that characterizes the Now Emerald team, who strive with love and passion to pamper our guests creating great events for the every moment, beginning the celebration of Christmas Eve in our lobby with a Mexican kermes, that all our guests enjoyed, where we offered a great gastronomic diversity, including canapés allusive to the occasion, Mexican candies and of course, the emblematic drink of these dates: our delicious fruit punch.

The main objective was that each one of our guests would save in their memory a bit of our traditions and let the world know that in Mexico we also make great wines. AMResorts wanted to have its own wine made 100% of cabernet sauvignon, which was baptized after the name of two of our hotels: the Dreams and the Secrets, that together are “Sueños Secretos” in Spanish.



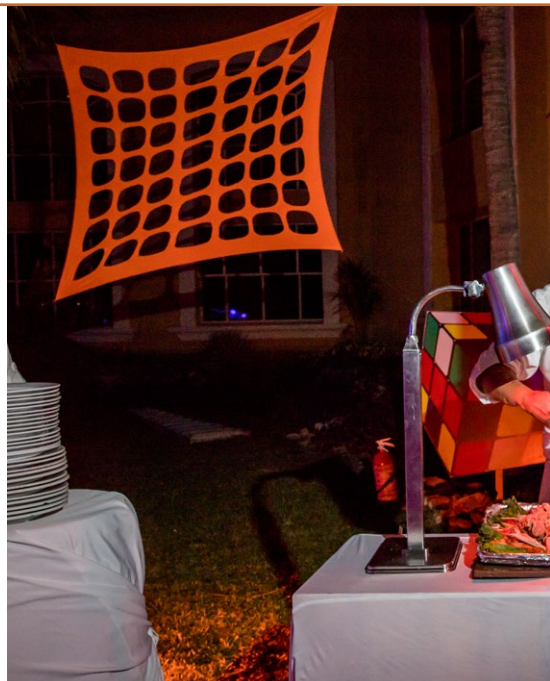


To continue with the celebration, we had a special dinner in our main pool, and Sueños Secretos stood out as the favorite wine of our guests, who chose to pair the delights that our chefs created for this great celebration.

To wrap up the year, we had a special menu for each one of our consumption centers according to the theme of each restaurant. We had a Hollywood-themed night buffet, to wrap up the evening of the last day of the year, and we had a special event on the beach, where our guests were able to enjoy a great party in family.

We are 100% sure that they had fun and they welcomed the new year full of joy and hope.





THROWBACK NYE 2020

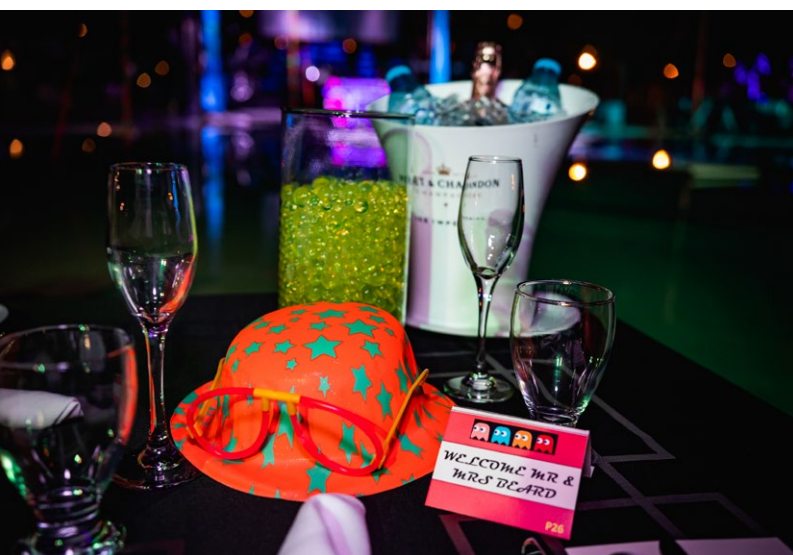
BY ANTONIO SPADARO,
FOOD & BEVERAGES MANAGER.

December 31st is the night when the whole hotel has to shine. This moment is planned up to 4 months in advance, so that everything is perfect for the most important dinner and show of the year.

At Secrets Capri we take this night very seriously. Every year we choose a different theme to amaze our guests and satisfy them on this day. This year, we decided to have a throwback dinner-party with an 80's style, retro music, video games and full of neon colors. Guests were very excited to return to an atmosphere and symbols of their youth, enjoying a luxurious buffet, drinking champagne, singing and dancing the whole night.

The dinner was spectacular. There were dishes for





every taste. In addition, we offered a five-course dinner for our non-package tables. Since it was a celebration night, there was a high-demand of champagne, many toasts, and our guests were all happy and satisfied with this event.

It is certainly one of the best dinners we have had the pleasure to offer for New Year's Eve at Secrets Capri. Working in teams and putting all our efforts in it, we managed to generate the environment and atmosphere that we had planned. Despite the rain, our guests stayed to enjoy this party the whole night.

In Secrets Capri we have an excellent and very creative Food and Beverage team always working hand in hand with the Entertainment team to turn experiences into unforgettable memories. For this reason, Secrets Capri is the home of a large number of repetitive guests that year after year we have the privilege to host.

We are very grateful to all our collaborators for always exceeding the expectations.

Congratulations to everyone, we wish you all the best for 2020!





Since the 60's, there were a lot of environmental movements. During this period, Rachel Carson, a marine biologist and American zoologist, wrote the book "*Silent Spring*" that we all must read as it addresses one of the most serious problems produced by the 20th Century: pollution on Earth.

Thanks to the environmental movement, public awareness and environmental sciences have improved in recent years. Nowadays, the word recycling is on everyone's vocabulary. Most of the people know that plastic, glass or paper containers can be recycled to give them a new purpose and use.



Recycling has penetrated so deep into our current society in a way that upcycling has become an artistic trend of the 21st Century. Upcycling is basically using objects to create new things through creativity. The general idea is to give something a greater value than before. Or, in other words: to transform waste into valuable objects using imagination.

It is here that we, the F&B department of Dreams Playa Mujeres, decided to help by not buying Christmas or New Year's decorations and do a little bit of upcycling.

In previous months, at Dreams Playa Mujeres, we went through a renovation of land in public areas. It forced us to cover some places of the property with plywood, which at the end of the renovation and after being exposed to the environment, weren't useful for

the maintenance department. So, we requested such pieces of plywood and assembled our workshop in one of our crockery warehouses.



CHRISTMAS AND NEW YEAR POP UPS

BY CARLOS MIRAMONTES, F&B MANAGER



Christmas and New Year's celebrations are undoubtedly the most anticipated times for our guests. Of course, it also means a huge load of work for us.

During this season, we are in charge of many assemblies for all kinds of banquets, posadas, end-of-year meetings, among other celebrations. I wanted to write this article and talk about the smaller assemblies that are part of a buffet, but at the same time they stand out for their popularity. We think that the secret is how we transform them into a key and unique piece to offer a great experience to our guests.

In Now Sapphire we made a couple of pop-ups with the idea of giving a new twist to the classics: the Bloody Mary and Mimosas station or the flamed coffee. So, after brainstorming with all the staff, we carried out the new moveable assemblies that help us selling champagne.





BLOODY MARY AND MIMOSAS STATION

Traditionally, during this season, we set up a Bloody Mary and Mimosas station. However, this year, we got inspired by the marketplaces of Mexico. We decorated the station as if it were a street juice stand with plenty of different options and by the hand of the bar staff, we offered a customization of our guests' drinks. There were Bloody Marys mixed with shrimps, olives, avocado, green tomato juice, carrot juice; depending on our guests requests and creativity.

As for the Mimosas, we did not only set up the station in the restaurants, but we also went out to the pool, where the waiters offered different versions of this classic to our guests in this area.

Moreover, the entertainment staff dressed up as doctors and nurses to make it even more entertaining and funny. It was a complete success and we are 100% sure that our guests loved the idea.

FLAMED COFFEE AND CHAMPAGNE CARTS

Guests love flamed coffee. At Now Sapphire, every day after 6 pm, the bar staff goes all over the place with a small service cart offering



flamed coffee at the bar tables. It has been a complete success and it also has been useful when guests have to wait for a dinner table, because their waiting time becomes pleasant.

The flamed coffee carts are also very useful for our Champagne O'Clock activity, where we encourage the sale of champagne during the nights when we have live music in the lobby bar. We use this same cart to sell champagne and also some snacks to eat with. This activity has helped us to increase the sale of champagne in the lobby bar and it brings satisfaction to our guests as well.



HOLIDAY SEASON EVENTS

BY RAÚL CASTRO GARCÍA, FOOD & BEVERAGES MANAGER;
JUAN PABLO CALVO, EXECUTIVE CHEF AND LUCIA CORDOVA, HEAD OF BARS.

SWEET TEMPTATION

The Sunscape Akumal Resorts & Spas Riviera Maya hotel, as part of the Unlimited Fun experience, prepared a sweet temptation for the whole family. Our guests enjoyed a special selection of Christmas desserts with a very attractive decoration, which satisfied everyone, even the most demanding of our guests at the Windows Restaurant. It was delicious!





CHRISTMAS DINNER

On December 24th, guests of Sunscape Akumal were able to enjoy a Christmas dinner with a show in the Resort theater set with a wonderful decoration and lighting. Everyone was delighted!

CHAMPAGNE PARTY

On December 31st, guests had the opportunity to taste a variety of sparkling wines at the “*Champagne Party*” and enjoy the moment with the music set by our DJ, guests had a great time full of fun. The main objective of this activity was to promote these wines to increase our sales for the New Year's Eve dinner. Congratulations!



THE LIFEGUARD ARRIVED TO SUNSCAPE AKUMAL

On January 1st, after the incredible New Year's party, our guests were able to recover with an attractive presentation and variety of drinks, which captivated the palate of everyone generating good comments and gratitude.



THE SALE OF WINES



The sale of Food and Beverages in an all-inclusive hotel like ours is a challenge. It is very difficult for us to sell a product when the quality and variety of the products that we offer are already great.

On December, especially by the end of the year celebrations, we become very ambitious about increasing our sales of services and/or extra products, such as wines and champagne. However, everything is possible if you have the right strategy and a well-trained staff take up the challenge.

The key to success is to create the client's social need to express his joy, the generosity of celebrations in a toast with a champagne bottle or a good wine at dinner to celebrate along with family and friends. For that purpose, it is always good to exhibit in advance wine bottles of all categories, origin and grape varieties in suitable places such as at the entrance of the restaurants so that our guests see that it is time to celebrate and that it might be necessary to purchase such goods.

Also, having trained staff to advise and sell the client the most suitable wine to pair with our menus according to their preferences is one of our great values.



Without any doubt, the knowledge of our collaborators and their ability to offer the products are the best tool to close a sale.

We display the menus in advance to show and presume their gastronomic richness and it helps us to create a more realistic expectation or idea for our guest, along with the best quality, service and warmth.

Having a comfortable and well-equipped room with a large exhibition of our best bottles for sale and reservations of tables for the event, is a technique that allows us to make advance sales, and it saves us time so that we can focus on the

last-minute details. The best option is to offer packages with discounts for early purchases.

In addition, we must mention that it is important to have a wine list with a broad variety of brands, origins, grapes and categories. Wine connoisseurs know so much about the wines in their regions and others as well. Besides, their desire is to explore wines of other regions, always seeking for new experiences and knowledge that can be provided by our sommelier.

“The key to success is to create the client’s social need to express his joy”



SERVICE BEFORE SALES



Christmas and New Year are two dates that for those of us who work at F&B department mean, among many things, challenges, planning and also SELLING... Of course, we must consider that the rates on these days are among the best in all hotels and we are be able to capture the tourist who has a higher level of acquisition.



Many of us focus on creating sales strategies to get greater revenues than the year before. We put all of our efforts on achieving that single objective; but, will it be the goal or just a consequence?

WHEN YOU GO TO A LUXURY STORE WHAT DO YOU EXPECT?

Of course, cost and luxury go hand in hand. I cannot imagine entering a luxury store and getting a poor service, which would be less than the expectations imposed by the brand or the product. What I mean is that the seller has to seduce the customer with attention, quality, respect and above all, full knowledge of what they are selling.

Considering the above, before trying to sell “a special dinner”, the best bottle of our cava or a unique experience, we must be sure that our guest is completely satisfied with our service, that they trust what we are offering. To achieve this, it is important for all departments to work together since their arrival. Our guests must be treated like royalty, and at every moment of truth to exceed their needs and expectations. When the



guests are satisfied, it is easier for us to “suggest” buying an “extra” product or “service”. After being positively motivated, the guest is encouraged to make a greater expense than he expected, or that he simply did not imagine.

Focusing on making each one of our guests feel very special has been a determining factor in being able to gain their trust and therefore increase all our rates of satisfaction, as well as selling in a much safer way.

All the best for 2020!



BUGAMBILIA BUFFET

When presenting food in a buffet, it is not only vital to check that they are exhibited at the right temperature and with the highest standards of quality and hygiene. We must also take care of the presentation of the food and display it in a more attractive way to please our guests.



In Dreams Huatulco, we decided to purchase resin-coated aluminum pieces for our Buffet World Café restaurant. The brand that we chose was Bugambilia Buffet, which in addition to its attractive presentation and variety of colors, it has pieces that are resistant to temperatures of up to 80°C, so they can be kept in the preheated oven before serving, as well as in refrigeration. Being an excellent conductor of both heat and cold due to the internal aluminum plate and maintaining





the proper temperature of the food for extended periods of time. They are also resistant to steam. This way, they can be used in a steam bar, chafer and bain-marie. They are very resistant and of great durability, positively impacting on the reduction of expenses in operating equipment, proving to be a highly efficient and very versatile product for buffet assemblies and also with a perfect presentation for the delight of our guests.



PYROGRAPHY FOR WOOD DESIGNS

As part of our policy of continuous improvement within the Food and Beverage department of Dreams Los Cabos Resorts & Spa, we decided to acquire more equipment that could help us to design our visual materials exhibited within our consumption centers.

After analyzing and quantifying the expenses of an external supplier that made all our designs, we made the decision to acquire the pyrography machine, which would let us make our own creations and that would also impact our departmental expenses in a positive way.

After the purchase of the pyrography machine, we have customized different items in our consumption centers, which are visible both inside and outside of them. It is visually attractive to see the wooden designs in the Coco Café, the World Café buffet and some other amenities used in the Room Service.

The most outstanding article is the Turkish coffee station, which was manufactured with the support of the maintenance department and is offered in each one of our events.

The following chart shows the positive impact on expenses for the months of November-December 2018 and 2019.

WOOD DESIGN EXPENSES 2018

NOVEMBER

DECEMBER

Designs

7

14

Cost

\$6,500

\$13,000

WOOD DESIGN EXPENSES 2019

NOVEMBER

DECEMBER

Designs

15

30

Cost

\$850

\$1,700







ZOËTRY AGUA PUNTA CANA

WOW EFFECTS

BY EDUARDO GARCIA, FOOD & BEVERAGES MANAGER.

At Zoetry Agua Punta Cana we are committed always to offer the highest quality possible to all of our visitors. We look for the best ingredients.

As a strategy to reduce costs without affecting quality, we have implemented some wow effects in order to improve the experience of our guests:

1. MIXED CEVICHE'S BAR IN THE BEACH AND POOL AREA.

We use lower cost, local fish and ingredients. We also made at home the bowls to serve it. For these containers we use Natural Coconuts.



2. ROASTS ON THE BEACH.

In this dynamic, we invite all guests to enjoy a barbecue on the beach in buffet Style. The chef makes large assemblies, however, the costs of the inputs used are lower than the ingredients of the lunch restaurant menu, This way guest don't have necessarily go. In addition, we coordinate this activity with the entertainment department, to have live music and create a festive atmosphere.





3. THE MEDITERRANEAN MENU OF THE RESTAURANT “AMAYA”

was redesigned, elaborating Mediterranean gastronomy with more vegetarian dishes. With this Healthy modality, we eliminate some high-cost proteins and at the same time offer a fresh and attractive menu. This concept has been accepted by guest for originality dishes and healthy recipes.



SECRETS THE VINE CANCUN

NEW YEAR'S EVE, SWEET TEMPTATIONS WORTH CELEBRATING

To keep this celebration in a festive mood, the pastry team of Secrets the Vine lead by Chef Mara Carrillo created an elegant and cozy New Year's Eve desserts station, to complement this experience and increase champagne consumption, our Sommelier team presented Demi-sec Champagne and treats, this decadent pairing idea was supported by setting both displays around the New year's Eve main party.





ADDING MORE WATER TO THE SOUP

Secrets The Vine Cancun



As result, we could increase the sales of this particular Champagne in 30% while guest enjoy bubbles and seasonal treats celebrating and mingling with many others after the clock strikes midnight.





NOW JADE RIVIERA CANCUN

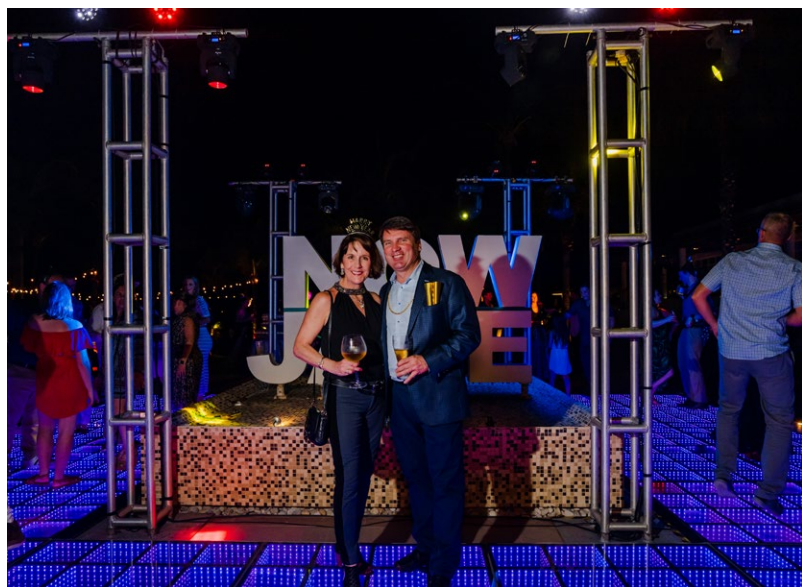


END OF YEAR EVENTS



We celebrate the year with great enthusiasm and joy. We make plans even before the end of the current year and we think about the things to come, always aiming to do things that haven't been done before, focusing on our strengths and learning about our mistakes. We are always searching for the continuous improvement.

For this transition from 2019 to 2020, the Now Jade has 3 main events: the Rock Show, dinner at our theater for a total of 350 people; the Casino Royal, for 300 people in our conference rooms; and the





Champagne Party, that takes place in our central garden and is aiming to receive the New Year together with all our guests.

ROCK SHOW is a party with a buffet full of lobster, seafood and fine cuts of the greatest quality to delight the palates of our demanding guests on these dates. Moreover, there was an excellent show from our entertainment team, and the decoration was vintage-style, trying to get the elements together according to the theme of the event.

CASINO ROYAL took place in our meeting rooms with a fresh decoration based on the theme and a five-course dinner which also includes lobster and Angus steaks as main courses. The assembling and decoration of tables was more elegant with white linen, according to the theme.

CHAMPAGNE PARTY was enlivened with live music, DJ, illuminated dance floor, lights, fireworks, and one of the greatest props was the phrase “*Happy New Year*” made on ice by our kitchen team, which amazed our guests who took countless photos together with the creators of this masterpiece.

In all areas we had special New Year’s Eve menus,

even for vegetarian and vegan guests or those who, for some reason, had a special diet and were looking for the greatest possible satisfaction.

We opened 3 additional consumption centers: the Italian restaurant with the regular menu, plus an additional New Year’s Eve menu; and the Tamarindo and Mercure restaurants with special New Year’s Eve menus. We are aware that our guests were happy at all times and they enjoyed food, the show, the assemblies and the excellent atmosphere that was prepared for this special event.

HAPPY NEW YEAR 2020!





SECRETS AURA & SUNSCAPE SABOR COZUMEL

SEACZ-SUCZ END OF YEAR

In Secrets Aura and Sunscape Sabor Cozumel we had a spectacular farewell of the year where as always, being creative was key in order to offer such an amazing night to our visitors!

Sunscape Sabor Cozumel received our guests with a night surrounded by stars as we chose the theme “*Space*” for our assemblies focusing on transporting our guests “*to infinity and beyond*”. Our main food area was the Sunny Side restaurant, which was transformed into a stellar mantle that was designed and manufactured by our maintenance team with dedication. They decided to use black curtains all over the sides of the restaurant and they also used another curtain to hide the wires and let only visible the magic of the LEDs. They really looked like stars!



The tables were mounted around the pool, and every table had a great view to the stage, where the show took place at night. The band that was playing live music and the dance floor were visible from every table as well, and we noticed that the attendees could look at any direction and have the sense of being surrounded by stars, planets and even aliens. The centerpieces were a representation of the full moon and its different phases. Everything was amazing and it was an ideal night to farewell 2019.



ADDING MORE WATER TO THE SOUP

Secrets Aura & Sunscape Sabor Cozumel

Secrets Aura Cozumel offered our guests a retro concept for this celebration. Some of the best of the 70's and the 80's was present in every detail in order to create the special atmosphere for this night. The place we chose for this unforgettable night was the beach and what a better place on the island of Cozumel to receive the new year? So, we built up different islands that were our food stations and we highlighted many representative colors of the time for the interior lights. The main attraction was the grill with sea, air and land protein, which was a real show by itself; in addition, we also had a spinning octopus that looked very amazing!



The tables were decorated with acetate discs with the hotel logo and the phrase “New Year 2020”, as well as the multi-colored centerpiece coming out of an acrylic cassette along with Rubik’s cubes. We had colors everywhere. The dance floor, the mirror balls, the show, the rock band, as well as the fireworks at midnight, the toast and the lucky grapes were key components of this magical night.

Our Sueños Secretos wine played also an important role in the sale of wines for December, as we sold 42 bottles for the enjoyment of our guests.





SUNSCAPE COVE & SUNSCAPE SPLASH MONTEGO BAY

NEW YEAR'S PARTY

BY CHEF PATRICK NOLAN AND
CARLOS SORIANO, F&B MANAGER.



As every year, we decided to provide an unforgettable experience to our guests on December 31st for the New Year's Eve party.

Our Chef Patrick Nolan decided to transform the entire buffet area into a true gastronomic show, offering different seasons of culinary delights.



The result were islands with seafood, cold cuts, cheeses, desserts and many other more, decorated with spectacular ice figures.

We offered our guests tables in a balcony with ocean view, in the theater or by the pool. We decorated and illuminated these areas and invited



ADDING MORE WATER TO THE SOUP *Sunscape Cove & Sunscape Splash Montego Bay*



our guests to take advantage of this gala dinner in a different and exclusively place specially set up for this unforgettable night.

Two weeks in advance, our F&B department prepared a rehearsal dinner to be able to map all the tables we had available. We also negotiated with our suppliers a consignment of sparkling wines and champagne in order to be able to expand our selection.

On December 27th, we set up a table with an exhibition of all of our different wines and we invited our guests to reserve a table of their choice in the purchase of a bottle of wine. At the time of such purchase, we proceeded to mark down the chosen table on the map that we already had.

We clearly specified that the seating was free, but we were offering them to choose a table to improve their experience for this special night.



This way, we were able to seat every one of our guests so everyone could have the opportunity to enjoy the gastronomic choice, as well as the entertainment and live music that we chose for this event. To sum up, a whole experience for celebration and receiving the New Year!

In addition to the delight and well-being of our guests, we managed to exceed our sales goal in wine that we expected for this night. After midnight, we offered soup and jerk chicken for the guests who decided to continue partying the whole night.

To conclude with such great experience, we made a New Year's brunch on 01.01.2020 with our traditional Bloody Mary and Mimosas station.

We wish you all a happy 2020!



DREAMS VILLAMAGNA

CAULI- FLOWER CEVICHE

We remain in a continuous search for innovation and improvement in all of our areas in the hotel, with the sole purpose of increasing the satisfaction of our guests and minimizing the costs incurred by the daily operation.

Strategically, we created the Cauliflower ceviche, a dish that highlights the qualities of our Nayarita cuisine and reduces the expenses generated by the Food and Beverage department in seafood purchase.





This dish could be described in these three following words:

- Healthy
- Fresh
- Creative

Its highest quality is the excellent acceptance it has had from our main and most important judges: our guests.

Through the creation process, the DREVM team was allowed to harmoniously merge the ingredients that resulted in such a great and kind dish. It also fits perfectly to the palate of our vegan guests, it adjusts to our budget and at the same time it generates savings equal to 56% compared to the seafood expenses. So, in our opinion, the result is a good cost-improvement option.

Shrimp / Fish VS Cauliflower	Cost of Toast	Var \$\$
Cauliflower Ceviche	10.24	
Shrimp Ceviche	18.29	8.05
Fish Ceviche	15.96	5.72





SUNSCAPE DORADO IXTAPA

LOOKING FOR SUPPORT FROM MOTHER NATURE



Taking into consideration the sustainable development and improving our own version of things by joining efforts to reduce the expenses is hard work. We require the continuous participation of our collaborators to reduce our investment costs by being innovative and creative by using the resources that we already have at hand to positively impact our expenses upgrade our offer at the same time.

It is about being practical. We normally put our investment in dishes or other elements of considerable cost and low durability, which





generates long-lasting gains and a very acceptable reuse, directly impacting our ways of spending the money by allowing an indirect income. There are endless possibilities!

It is well known that all our guests will always deserve the best. We also know that time changes and the presentation of our amenities is not exempt of demands and competitiveness. For these same reasons, we decided to use a resource provided by our Mother Nature, we took advantage of the organic options and leave the dishes aside. The result: a small boat that represents the beginning of a new trip towards SUNSATONAL vacations!



DREAMS DELIGHT PLAYA BONITA PANAMÁ

WONDERLAND

BY OMAR GASCA

One of the challenges that we face every day is searching new ways to surprise our guests, to create a WOW effect. First, what we need to do is DREAM! Turn that dream into an idea requires teamwork, effort and dedication. Then, it becomes a reality.

The above is a summary of the planning and execution process of our New Year's event. We decided to do something to surprise our guests and the result was better than what we expected. Our guests said it was *"the best New Year's Eve Party"*.

We thought about theme ideas and at the end we decided to be inspired by *"Wonderland"*, obviously taking care of not using any element that could associate us with any other company. We looked



for ideas, materials, music, show ideas, food and everything else that an event like this one requires.

Kitchen, gardening, steward, sales, systems, housekeeping, accounting, F&B, operations board and management departments were all immersed in doing something for this event to take place. Everyone was doing something: some were gluing flowers, painting bottles, setting up the decoration, others were cutting paper hearts, making hats and so on. Of course, we faced some challenges, things that were unexpected, new ideas at the last minute, decisions to be made, among others, but in the end, everything was solved without disturbing the essence of our event.

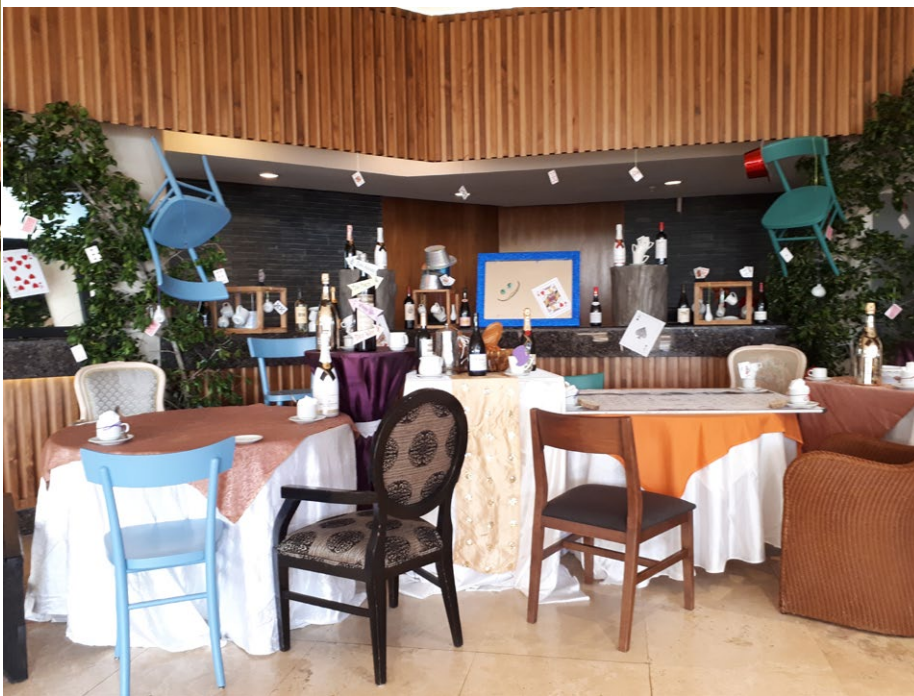
The main entrance was a cave with plants on the sides and in the background a giant hat over a chair. Being inside was amazing because you were able to see the lights of the hall and in order to come in it was necessary to go through an arch full of





STIR THE POT, LET´S SEE WHAT HAPPENS

Dreams Delight Playa Bonita Panamá



orchids and jungle leaves. Once you were inside, you were surrounded by a white area full of color, flamingos, green leaves, cups and chairs tied up with colored ribbons hanging from the ceiling. It was amazing.

In the back of the hall, we mounted a red and black area, very dark but also elegant and romantic, full of hearts, red diamonds and blooming roses. Our guests chose where they wanted to enjoy this huge tea party.

As for the food, we bet for a buffet with living kitchen stations such as: a spectacular salad bar, a sushi bar, a pasta

station, and proteins like salmon, tuna and lobster. All immersed in a thematic decoration and an ice figure that read “2020” and was changing colors.

The time for the carnival show arrived. It was very motivational for people who wanted to dance and dance the whole night! We could be able to see the excitement of the adults and the surprise of the kids. Our mission was accomplished. We managed to satisfy our guests and we were satisfied as well. The sale of wines was higher than what we expected thanks to all the magic in the place, it was the ideal scenario to purchase a bottle of wine, combined with a sales strategy of offering a unique bottle of champagne named Moët Alice.

At Dreams Playa Bonita Panama we know that the challenges are huge, but we believe that we can achieve excellence with effort and dedication.





SECRETS CAP CANA

HANDMADE DOMINICAN COFFEE AND TEA

BY FELIX PILIER, F&B MANAGER.



Nowadays, maintaining the expectations of our most demanding guests requires creativity and concrete ideas, with great level of refinement. One of our main goal in Secrets Cap Cana is to keep looking for ideas to aim those prominent guests, since they come here with high expectation of service.

The “Tea and Coffee Craft” have become a delight for guests staying at our prestigious hotel Secrets Cap Cana. Matter of fact, this is one of the reason we took on the task of creating this concept, looking for elegance and quality, which is what, characterizes us as a luxury resort where our guests seek an unforgettable and unusual experience, which makes us different from other hotels.





WHAT IS THE DOMINICAN HANDCRAFTED TEA?

Dominican handcraft tea is one of the oldest drinks in our country and it is often offer when somebody is suffering a cold. This is due to all the medicinal properties that it has, since the range of benefits that a couple of cups a day can contribute to us is enormous. The infinite healing and flavor advantages of the five natural elements comes from; plants, flowers, roots, seeds and fruits with which you can make a great infusion.

WHAT IS THE DEFINITION OF DOMINICAN ARTISAN COFFEE?

The artisanal coffee bears comes with the unique stamp of its producer: the one who has sown, harvested, cared for, collected and produced grain by grain with true devotion. This type of coffee is the result of the work of a farmer who feels true passion for this drink, putting all his love and dedication in each process of his production. Unlike the industrial one, where industrial machines have done most of

the work and, although it has high quality and good taste, it does not have the personal touch of the farmer /craftsman.

The advantage of artisanal coffee is that we can not only have a high quality beverage, but it also invites us to consume a product that has been harvested naturally, appreciating the effort and work of the growers; In addition to offering unique and different flavors in each cup that is consumed by our guests in our distinguished hotel.





SUNSCAPE PUERTO PLATA



UNDER THE STARS!

BY MANUEL NUÑEZ, F&B MANAGER.

In Sunscape Puerto Plata Dominican Republic, we love to innovate! It is for this reason that we have created a fascinating montage with the most romantic atmosphere. This will be of great benefit to all lovers in our property, as they will have the opportunity to create new and unique experiences that we guarantee will be unforgettable.





“We love captivating guests with actions and ideas that celebrate love!”

Our guests can enjoy a succulent romantic dinner overlooking the pool, a good wine, and of course, they will be accompanied by the efficient service by the food and beverage collaborators that characterizes them so much.

We love captivating guests with actions and ideas that celebrate love! We help them create stories, since there is no deeper feeling than the one you feel when you are next to the person you love or even your whole family, by the lighted pool and with a rich dinner under the stars.

One of our most important goals has always been to take care of the details, do new things and this type of actions and ideas are the ones that make the guests have a memorable stay with us. We are proud to be creators of unforgettable and romantic experiences.



DREAMS RIVIERA CANCUN



CREATIVE ASSEMBLIES

HELLO DEAR READERS,

In the hospitality industry, the holiday season is very important. Specially for us, in AMResorts, is the most important season of the year for both our guests and our collaborators. These dates are also of high expectations among our guests since most of them come back every year, so, planning the New Year's Eve celebrations can take us months.





Dreams Riviera Cancun is characterized by the passion of our collaborator. We are all committed to make the most out of our time and resources to meet and exceed the expectations of our guests, always focusing on innovation. For Christmas and New Year's Eve celebrations, we acquired great materials that give elegance and also improve the service experience. We are talking about crockery and table linen that will be used exclusively for banquets and we pretend to make the most of them the rest of the year by improving the image of our events and amazing weddings.

Our Christmas and NYE were a combination of joy, entertainment, and pleasant experiences for all the families who enjoyed the celebrations in our property. Santa Claus arrived to our hotel in an original and extraordinary way by sliding down a zip line; everyone was astonished and delighted at the beach deck. There was a lot of excitement in the faces of the kids and adults who attended to this celebration, and we are 100% sure that we created incomparable memories that they will remember forever.

For our NYE celebration, we were pleased to offer two events. The first: a New Year's dinner in our majestic hotel lobby, where our guests enjoyed live music along with their family in an assembly for 400 guests with a dance floor, a four-course menu, champagne, wine, an acrobatic show. The second one: the assembly of a lounge area in the pool terrace for people to enjoy the night at the end of the dinner. We had light and fire shows, more music, dancing and the long-awaited countdown with



the traditional lucky grapes to receive the New Year 2020 in combination with fireworks. It was all perfect and all of our guests enjoyed this extraordinary evening.

We would like to thank everyone who participated in these celebrations for their effort and passion to make our dreams come true.



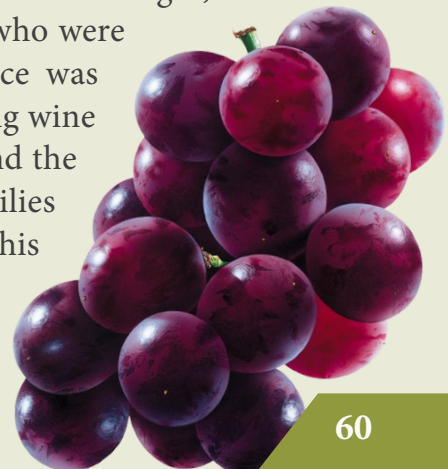
To receive the 2020, in Dreams Tulum we prepared for our guests a spectacular assembly in conjunction with the departments of kitchen, steward, bar, and entertainment. All of these talents merged to offer a memorable night. Steward's department made a completely natural scenery with a set of 22 tables, which were mostly made of recycled wood, all around the property, combined with bamboo chairs that stood out in a very elegant way. We must say that there was no need to use table linen because the tables looked very natural and elegant without them.

Thoroughly detailed wood logs, leaves and branches, all taken from our vegetation zones were a complementary part of the environment we were looking for to receive the 2020. Our entertainment team found the way to entertain our guests during the dinner in combination with great music. It was





all perfectly decorated with lights and two scenarios that were used to the fullest. The 12 grapes and the sparkling wine glasses waited patiently until midnight. The countdown was very exciting and we did it all together, the numbers were being projected in two big screens, strategically placed for everyone to see. The guests were pleasantly surprised by fireworks that lit up the sky for several minutes. Headbands, hats, necklaces and glasses were the ideal complement in this atmosphere full of joy and glamour, which together created an unforgettable memory for our guests. After midnight, the huge dance floor received our guests who were eager to dance for hours. The bar service was excellent: always attentive serving sparkling wine and champagne to everyone. The toasts and the good wishes of the guests and their families were protagonists and witnesses of this evening that was exquisite.





SECRETS ST. JAMES & SECRETS WILD ORCHID MONTEGO BAY



CHRISTMAS AND NEW YEAR'S EVE **A TRIBUTE TO THE WINE!**

BY BERNARD MAZET, HOTEL MANAGER.

The Christmas and New Year celebrations are an ideal period to increase sales, guests have a better mood, which increases the need for purchase, our approach naturally became to dramatically increase our wine sales of the previous year.

We use a carefully crafted strategy articulated through a rigorous action plan, to achieve our goal of the season: Offer a unique service experience to our guests through the wonderful world of wine.

First, we designed a special wine list for the holidays with a strong emphasis on sparkling wine and champagne, the “*wine for celebration*” par excellence. Popping the corks and toasting with a glass of champagne is a New Year’s tradition.

We managed to overcome the expected wine sales through the following series of strategies:

1. 40% of the wine list was made up of sparkling wines, the vast majority were champagne, with higher prices and, therefore, generating higher sales revenue per bottle and per guest.
2. The selection of white and red wines was the result of identifying the “*best sellers*” that also paired with the special New Year’s menu, in terms of flavor and aroma profile.
3. The design of the wine list conveyed a festive feeling, exalting Christmas and New Year.



4. All sales agents of “Event Desk” were trained to sell the wine list; All the boys were updated with the profile and characteristics of each wine, the possible food and wine pairings.

5. Butlers, Concierge and Reception joined the wine sales efforts; All departments had full knowledge of the wine list.

6. The power of “commercialization”, by establishing wine display tables in strategic locations to promote the power of “suggestive sales”.

7. The display of the wine list through banners around the hotel.

8. Deployment of “Sommelier” dedicated to all restaurants with the support of a team of three team members based on “Wine Cellar” to assist the service team.

9. Incentive to all personnel involved in the sale of wines, the best seller a cash reward.

We are proud to say that we exceeded our goal of exceeding last year’s sales by more than 10%. We mainly owe this success to the Champagne sales of world-class labels such as Moet & Chandon, Veuve Clicquot and Laurent Perrier.

Cheers and Happy New Year!



SECRETS PUERTO LOS CABOS



THE ART OF PRESENTATION

Human beings are surrounded by information all the time without noticing it. Our brain receives an incredible amount of codes and more than a half of the information that our brain processes for us comes from the sense of sight, even when we eat. The rest of the data is received through the other senses.

For food lovers and for us, who live surrounded by the wonderful world of food and beverages, eating is such a unique experience that involves all the senses, not just taste and smell.

According to the results of an oral survey, our guests consider that a dish with a beautiful presentation is of higher quality since it awakens a sense of distinction and exclusivity. So, our Executive Chef Israel Navarro, along with the kitchen crew, are always willing to keep elaborating visually attractive and delicious wonders.





Once, the chef and his collaborators presented to our guests a new setting where we were able to appreciate the cream served as it had never been presented before: in a jícara, adding a touch of traditional elegance to the moment. The topping of the cream was a homemade crouton which was painted with vegetable extracts. In addition, a salad and truffle slices. The kitchen team also found the time to show off their new iron marker for cuts with the seashell engraved, which is a symbol of the company.

I think that this is why the Food and Beverage department of Secrets Puerto Los Cabos takes the appearance and presentation so seriously, because *“we first eat through our eyes.”*



COLD MEAT HANDCRAFTED STATION



At Secrets Huatulco we are committed to innovation, creativity and teamwork; values that we constantly develop in the food and beverage department. This season, we committed ourselves to prepare some cold meat, sausages and beef sausages specifically, all handcrafted by our butcher staff.

The idea arose from the need to make the most out of large pieces of meat; as well as to take advantage of the meat mill, since we only needed an accessory to use it for stuffing. Also, we needed to expand the variety of foods in the consumption centers with products that could be attractive

to our guests. To develop this project, we went through a previous analysis regarding the costs of processing, and the results shown that with a minimum investment we were going to be able to get greater benefits, such as expanding the variety of food and, above all, offering quality products.

Our choice was to make Vienna sausage, turkey sausage, Argentinian beef sausage and Lebanese beef sausage. We must mention that the elaboration of our products is carried out under the highest standards of hygiene and using the highest quality raw material.



We aimed to present these products in the breakfast buffet of the Market Café restaurant, and the name that we used for this area is “*Station of artisanal sausages*”. We have also put them at the dispersion of our guests at night in our grill buffets. The feedback that we have had from our guests has been of positive and along with other actions, it has been helpful for significantly improving our guest satisfaction rates, such as SSH, regarding the variety of foods.

Faithful to our values and always searching for our continuous improvement, we will continue moving the paila... Let’s see what comes out!

“...the elaboration of our products is carried out under the highest standards of hygiene and using the highest quality raw material.”





REFLECT CANCUN



NON-PACKAGE SALES

THE CHEF'S TABLE



We create the environment, we explain the history of the most important Mexican ingredients, the sommelier explains each wine to our guests, who are allowed to interact with each other.





SECRETS AKUMAL RIVIERA MAYA



STRATEGIES FOR NON-PACKAGE SALES

DINNER SHOW NIGHT AND NEW YEAR

Innovating in an unlimited luxury hotel is decisive and a great element of an all-inclusive, since it's already profitable for the company. The use of the creativity and empowerment of the F&B team along with Entertainment and their expertise in the creation of unique and innovative spaces are crucial to make magic and surprise everyone. We aim to exceed the expectations of the client with extraordinary assemblies and decoration for every event.

Non-package sales generated in Secrets Akumal Riviera Maya offer the opportunity of a unique and phenomenal experience that complements the guest's visit to the Mexican Caribbean paradise.

To increase the non-package sales, we made a preferential distribution of the spaces for our "*Christmas Eve Dinner Show*" with a pairing experience and attention to the details with dishes, which were carefully chosen by the Executive Chef on this Christmas date in order to satisfy the palate of our most demanding guests:





Some of our dishes were:

- Duck salad bathed in curry and soy perfume, served with lettuce cores and red fruits with a citrus essence.
- Nut and rosemary cream with crumbled dried fruit.
- Southern-style turkey stuffed with applesauce and pork belly, bathed in a cranberry sauce and Cassis essence with Oporto pears.
- Dark chocolate wafer and Bailey's with caramel sauce and walnut praliné.

Dinner was great, the water show and the music were amazing, the perfect harmony to celebrate such an important date left in our guests a sublime memory of an exclusive night at this time of year. For the culmination and start of a magnificent and successful new year, the same non-package sales strategy was used. Guests were offered two attractive and exclusive options to celebrate and have dinner on December 31st:

- A private event in the halls with special tables selected for those guests who wished to dine with a partner or in company of their friends in an exclusive area for the New Year Dinner Show. This



offer consisted of a pairing of wines, selected by our Sommelier, that combined perfectly with the flavors of the menu. There was also live music, a jazz duet and a musical show, being the perfect complement to liven up the moment.

- For guests who wanted to dine in intimacy with their couple, under the moonlight and with ocean view, we offered a pairing of premium class wines, a unique gastronomic experience, with a great and delicate setting and violin melodies.

An important aspect to mention of these assemblies was the creation of the innovative and creative centerpiece using recycled items, obtained from nature, textures and colors that in contrast with the decoration created a fantastic harmony, giving a touch of elegance and freshness to the occasion.

In addition, we had a show around the pool with a montage designed to celebrate the beginning of the new year, following the same idea of sales: special seats for those guests who were looking to be distinguished that night. There were lounge areas, sparkling wine, spectacular live music and the cherry on top was the fire show that was without any doubt the highlight of the night.



SECRETS MAROMA BEACH RIVIERA CANCUN

FROM HERA TO APHRODITE

BY JORGE ZENÓN, F&B MANAGER.

At Secrets Maroma Cancun we recognize the sales of romantic dinners, which represented a great challenge during 2019. After the financial close of the year we can say that the dinner budget was successfully fulfilled.

For some time, we looked for and tried several formulas to achieve the increase of the non-package sales of romantic dinners. This led us to the creation of different experiences. With the help of Steward's department and using his great creativity, the equipment and everything needed to provide the great experience we had in mind, was manufactured at home.

The traditional Romantic Dinner known as Hera, which is assembled and served in conventional palafittes, was given an added value by including in the service a better champagne bottle and our AMResorts wine: Sueños Secretos.

With this, we have transformed the concept of Hera into an experience known as Aphrodite. And of course, the menu also improved to keep up with the results we wanted to get.

This Aphrodite dinner can be mounted anywhere in our beach area, which makes it more versatile and requested. With these changes that we have made to our romantic dinner experiences, we have gained a 25% of increase in the sales of romantic dinners. In 2019 there was a budget surplus of USD\$4,756.







ZOËTRY VILLA ROLANDI



ROMANTIC DINNER AT SEA

Always seeking to innovate and looking for new ways to modify and improve our most extraordinary places and wonderful areas in our hotel. We had the great idea of taking advantage of the wooden floor that was taken off of the two terraces of the Casa Rolandi restaurant (*due to remodeling*), and an empty space where formerly was a dock but now there's nothing but the remains.





We decided to build a terrace in that area, considering the fact that we had the manpower at the hotel and we also had the necessary materials. We developed the idea of a wooden terrace that was built almost at the same level of the sea, with enough space to set up 3 tables. We created a new space for romantic dinners and occasional or gala events, such as the New Year's Eve dinner, which will be useful enough to increase our wine sales and reach our goals for non-package sales.





CHRISTMAS PRIVATE DINING

Bix a bel! This Christmas holidays we committed ourselves the task of creating a festive and elegant assembly for all our guests who would like to dine inside their suite, offering them an intimate alternative with a feeling of being at home.

These celebrations are for enjoying and sharing. Although, sometimes our guests want to celebrate in a private and comfortable space where the moment is only theirs and no one else's. In order to meet the needs of our guests, we offer the most private area: their suite.

We set up the place with a very Christmas decoration which became the perfect stage for the dishes prepared by our Executive Chef that were perfectly paired with a good wine.

The creativity of the service team is something to be proud of since they used elements that we already had at home, such as the decoration. They also took advantage of the space of the dining rooms of the IMPRESSION suites. They presented to our guests the proposal on the tablet, they showed the menu and the wine list, and then our guests were able to schedule their dinner.

The dock, the beach, the pool, La Canoa garden, Thalasso garden, Mesa del Patrón, Mesa del Jaguar, IMPRESSION rooftop and the suites of our IMPRESSION guests were some of the scenarios we offered this season.



*Christmas dinner
assembly in suite
Guacamayo,
IMPRESSION.
Dinner was paired
with our wine
Sueños Secretos.*





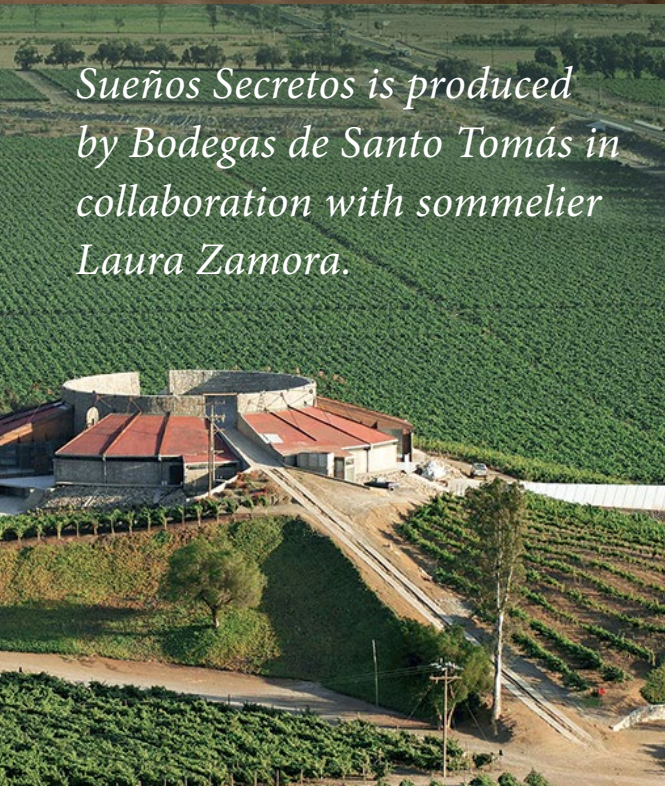
A festive and elegant setting, offering an intimate alternative with a sense of homelike warmth.

Sueños Secretos is produced by Bodegas de Santo Tomás in collaboration with sommelier Laura Zamora.

The five-course menu that our Executive Chef Noé Miron presented was also enriched with the pairing of our wine Sueños Secretos, providing our guests the opportunity to enjoy and experience such an excellent wine.

Sueños Secretos is produced by Bodegas de Santo Tomás in collaboration with sommelier Laura Zamora.

As always, we look for the best way to take advantage of our resources and new ways to achieve our non-package sales goals, keeping in mind the pleasure of our guests by creating unforgettable moments for them to enjoy the art of life.





SECRETS VALLARTA BAY & NOW AMBER

CROSS MARKETING

Based on the budget increase and the combined strategies for insertion of sales, we have implemented aggregate values that might generate direct income and will also help us to recover costs to create attractive packages in the commercialization process. It indirectly represents volume of overall sales.

To have accessories or services visible for the use and enjoyment in areas of the pool, lobby, restaurants, spa or beach while tasting a good tequila from our selection or from our wine list certified by Wine Spectator (*which represents an exhibition of more than 300 of perfect labels to pair dishes in our specialty restaurants*). The same SPA that consolidates services with the purchase of wine or champagne labels and end up closing a sale.

The staff that comprises the sales force receives the appropriate information to personalize their sales speech. They consider the expectation of our guests in their purchase potential arguing cross



marketing which might be convenient for the client they are interacting with. The personification of the service and the customer service will always prevail, creating full satisfaction of the experience they are purchasing.

Our staff knows that they have to be committed to sales. Month after month we have to use strategies and act over the market that we have in the hotel and have different needs depending on the season or purchase acquisition capacity.





PROMO PRICES		\$135.00	\$140.00	\$73.00	\$65.00
\$	CROSS TIMES	MOET CHANDON BRUT	VEUVE CLICQUOT BRUT	SUEÑOS SECRETOS CABERNET SAUVIGNON	SANTA MARGHERITA PINOT GRIGIO
\$30.00	15 MINS FISH THERAPY	\$165.00	\$170.00	\$103.00	\$95.00
\$215.00	50 MINS MASSAGE COUPLE	\$350.00	\$355.00	\$288.00	\$280.00
\$65.00	PEDICURE	\$200.00	\$205.00	\$138.00	\$130.00
\$65.00	MANICURE	\$200.00	\$205.00	\$138.00	\$130.00
\$20.00	SHISHA / HOOKA	\$155.00	\$160.00	\$93.00	\$85.00
\$55.00	BEACH CABANA	\$190.00	\$195.00	\$128.00	\$120.00
\$120.00	ROMANTIC DINNER COUPLE	\$255.00	\$260.00	\$193.00	\$185.00
\$200.00	CHEF TABLE COUPLE	\$355.00	\$340.00	\$273.00	\$265.00
\$70.00	WINE CELLAR ROOM DINNER	\$205.00	\$210.00	\$143.00	\$135.00
\$35.00	HIDRO THERAPY	\$170.00	\$175.00	\$108.00	\$100.00

VALUE AND RECOGNIZE OUR PARTNERS IS OUR PASSION

BY FRANCISCO RODRIGUEZ, F&B MANAGER
AND PABLO VILLAMAN, EXECUTIVE CHEF.



RAY AQUINO, SERVICE DIRECTOR

He began his technical training in 2005, continuing time later at the Johnson & Wales University in which he obtained Technical certification in Hospitality industry. Through this, he organizes his knowledge to be competitive to this level, and to be able to continue acquiring and strengthening his knowledge as an hotelier.

He started his hotel career in 2005 at the Casa de Campo hotel (La Romana), working as a waiter, he later decided to make a change for personal reasons, looking for improving and growth. On November 29, 2008, he started in our property as a waiter, after one year he was promoted to Captain of Restaurants, who positively demonstrated skills for this function, stood out in it for 2 years; in which he strengthened his skills and abilities, being promoted to Restaurant Manager. His enthusiasm and dedication took him to the next step, being



promoted in a short period time to Director of Service, position that he still practice with dedication and passion, achieving with his attitude a dignified representation of quality of service to both our external and internal guests.

His performance in our hotel is magnificent! He has been awarded several times for making things happen, without a doubt he is a collaborator who does his job with endeavor, dedication and enthusiasm; reason why he was awarded as an OPERATIVE COMITE MANAGER of 2019 for his dedication, effort, and empathy to his functions, this makes his virtues over limits to give everything for everything in the hotel operation for our guests to have the best of the experiences.

SANDIVAL PEÑA, KITCHEN MANAGER

His intrinsic passion and natural concern for cooking led him to train at several Technical Institutes to formalize and do what he likes to do (COOK).

He began his career as a security in a hotel of the area in 2004, he later decided to follow his instinct and love for the kitchen, moved to another property as a kitchen assistant where 5 years passed, in which he obtained the skills and abilities necessary to seek a new opportunity.

Already on November 22, 2010 he entered our hotel performing the position of Steward, being promoted 3 years later for his skills demonstrated to the position of Kitchen Assistant, quickly obtains the position of cook (B) performing successfully for 2 years, then cook (A) for 3 years in it, in each achievement obtained was exceeding expectations, managing to overcome and at the same time insist on personal training; He decided to do a training in management skills, this knowledge was fully utilized obtaining the best of the benefits being able to perform the function of Kitchen Manager, at breakfast.

In this time with us, he has managed to constantly raise his performance with perseverance and demanding innovation throughout time, worrying day after day for the constant improvement in the service that characterizes us. Virtues that characterizes him are his availability, devotion and commitment to his functions, his ability to support new proposals for the sole purpose of improving the quality of service for our external and internal guests, and thus achieving the best of an unforgettable vacation.



CINDY MATOS HERNÁNDEZ

She is very meticulous in her work: mixology. Along with her collaborators, they always find the way to give Wow moments to our guests. Cindy is a warrior, mother of two beautiful children who encourage her to grow within the AMResorts company. She stands out among the guests and departmental bosses for the way she works: always looking for excellence with a positive attitude.

She joined us on April 9th, 2018 as Bar Captain, and one year later, on April 7th, she took the opportunity to be our Head of Bars, always providing the best service and complying with the quality and service standards. Cindy respects the values of AMResorts and her service ratings are very positive and increasing day after day.



CARLOS ALBERTO VILLATORO ORTEGA

He is our Warrior. His effort, perseverance and dedication are values that we appreciate in our staff. Carlos has always a positive attitude and he is always smiling.

He joined us as steward in 2017 for 8 months. Then he was promoted to administrative assistant within the same department for 5 months, and on 2018 he was given the opportunity to be Steward Supervisor, a position that he performs currently.

Carlos is very passionate about innovating and being creative. He is always designing spectacular assemblies for every event that we have, and even when nobody sees him around, he still leaves his mark, art and passion in every one of our guests.



ANTELMO LIMÓN

EXECUTIVE CHEF

Our executive chef Antelmo Limón, who was in this position only for a few months at Sunscape Puerto Vallarta, joined AMResorts as kitchen supervisor in 2003 at the Sunscape Tulum hotel, but in a short period of time he was promoted to sous chef in this same hotel.

Years later, the hotel became Dreams Tulum and Antelmo, with his passion and dedication to culinary art, managed to become the executive chef. After 5 years of good performance and having achieved good results, Dreams Vallarta offered him the opportunity to become executive chef.

Chef Antelmo, grateful and enthusiastic about this new challenge, accepted the offer and moved to Puerto Vallarta. He joined Dreams Vallarta in 2010, and after two years of efforts and achievements, he was invited to become executive chef at Dreams Villamagna in 2012 due to his passion.

He creates an excellent work environment and achieves goals wherever he goes, and after four years, in 2016 was offered to move to Ixtapa, Zihuatanejo specifically to the Sunscape Dorado Pacífico hotel as executive chef. Antelmo faced the challenges of moving to another city, where he stayed for three years. On July, 2019 he decided to return to Puerto Vallarta, to this wonderful hotel where he is performing an excellent job and improving the work environment.

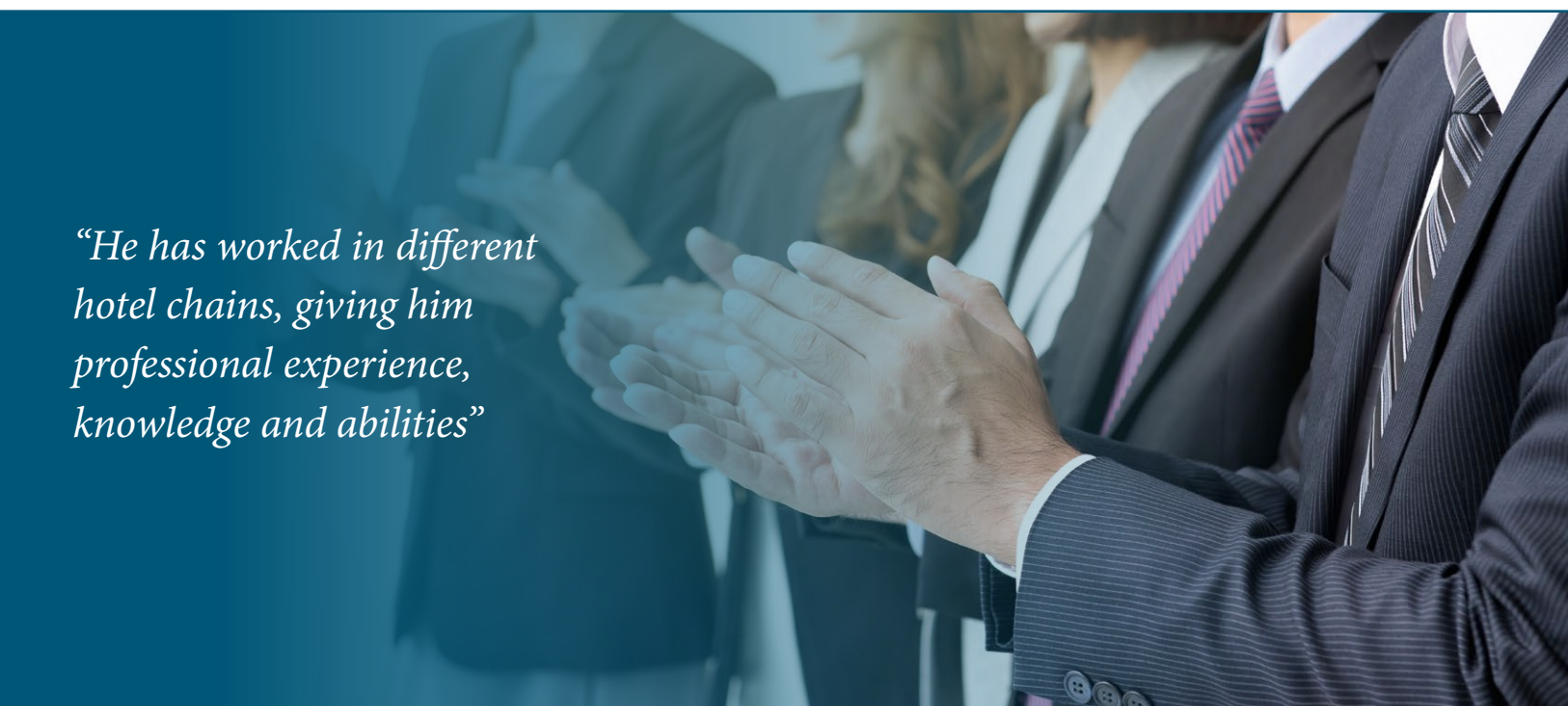
“...with his passion and dedication to culinary art, managed to become the executive chef.”



JULIO CÉSAR AGUILAR PAZ

*“Do what you love to do,
always seeking good for all.”*





“He has worked in different hotel chains, giving him professional experience, knowledge and abilities”

A quote by his grandfather that made him understand the real meaning of working.

He was born in the beautiful, noble and loyal city of Merida, Yucatan, in a family dedicated to business. When he was a kid, he understood turning a service into benefit for everyone else would give him satisfaction.

He began his career in the tourism industry, working as bartender and then promoted as bar manager in a well-known park in the Riviera Maya, where he has worked for 12 years. He finished the major in gastronomy in Universidad del Caribe, he has coursed certification programs in the most prestigious schools in Cancun and he received his professional identification card by STPS and international consultancy CEDELA.

He has worked in different hotel chains, giving him professional experience, knowledge and abilities. At the same time, he develops the integration of labor groups, team work, commitment, responsibility and loyalty, always looking for improvements in all directions.

In 2015 he joined AM Resorts with a new challenge: the restaurant Biblioteca de Tequila by Richard Sandoval in the hotel Breathless Cabo San Lucas. Then, he was promoted as bar manager of the hotel, and for the last 6 months he has been carrying out the duties of Food and Beverage Operational Assistant with the purpose of being promoted at the first opportunity inside AMResorts.



AMRESORTS



HOW TO HANDLE GLASSWARE

BY ALBERTO FLORES, F&B MANAGER (DREAMS TULUM)

In Dreams Tulum we are noted for constantly and currently training our staff in hygiene practices. We are against the direct manipulation of the glassware with our bare hands, since this practice may contaminate or stain the glasses.



At Dreams Tulum, we comply with the hygiene processes and we create awareness among all the employees through briefings, implementation of workshops and operational practices. We always seek to provide our employees with the necessary tools to be able to follow-up on the DON'TS. With these practices we ensure the correct handling of glassware and we avoid loss of equipment, possible breakages or accidents, which could be caused by negligence during the manipulation and transportation of the equipment.

hygiene and professionalism, avoiding noises and chaos.

The daily awareness of our work teams on this subject generates positive results that are noted by our guests, who most of the times observe the assembly and disassembly of the tables, which is made in an organized and elegant way, with



THANK YOU

RESORT	F&B MANAGER	EXECUTIVE CHEF
BREATHLESS CABOS SAN LUCAS	Pablo Cuauhtemoc Huerta Flores	Mauricio Lara Sarmiento
BREATHLESS MONTEGO BAY	<i>Vacancy</i>	Regis Lacombe
BREATHLESS RIVIERA CANCUN	Erick Marker	José Carlos Galván Paz
DREAMS DELIGHT PLAYA BONITA PANAMÁ	Jorge Blancas	Jorge Hernández
DREAMS DOMINICUS LA ROMANA	Tomas Solano	<i>Vacancy</i>
DREAMS HUATULCO	Sergio Calderón Latasa	Antonio Elizalde
DREAMS LOS CABOS	Leonardo Gomez	Juan Tamay
DREAMS LAS MAREAS	Jorge Jiménez Montero	<i>Vacancy</i>
DREAMS PUERTO AVENTURAS	Miguel Angel Romero Hernandez	Jorge Alberto Ku Morales
DREAMS PALM BEACH	Alberto Torre	Pablo Villaman
DREAMS PUNTA CANA	<i>Vacancy</i>	Pascual Salcedo
DREAMS & SECRETS PLAYA MUJERES	David Gomez Esparza	<i>Vacancy</i>
DREAMS RIVIERA CANCÚN	Ricardo Navarro Cisneros	Carlos Briones
DREAMS SANDS CANCÚN	Gregorio Vázquez	Erik Manuel Velasco Pacheco
DREAMS TULUM	Juan Carlos Garcia	Miguel Alvarez
DREAMS VILLAMAGNA	Luis Omaña	Diego Agrest
DREAMS VISTA	Fidel Castañeda	Rosendo Corona
NOW EMERALD CANCÚN	Noé Muñoz García	Jonas Irurzo
NOW JADE RIVIERA CANCÚN	David Lopez Ricardez	Luis Castellanos
NOW NATURA	Diego Perez	Adrian Peregrina
NOW SAPPHIRE RIVIERA CANCÚN	Carlos Miramontes	Jose Luis Santos Novelo
REFLECT KRYSTAL GRAND CANCÚN	Francesco Flores Romero	Gaspar Chi González
SECRETS AKUMAL RIVIERA MAYA	Denise Radoux	Vladimir Dominguez Román
SECRETS AURA & SUNSCAPE SABOR COZUMEL	Eduardo Ayala	David Reyes
SECRETS CAP CANA	Félix Pillier	Ibai Torres
SECRETS HUATULCO	Alan Arrevillaga	Francinet Hernández Suastegui
SECRETS CAPRI RIVIERA CANCÚN	Antonio Spadaro	Antonio Martínez Bonilla
SECRETS MAROMA BEACH	Jorge Zenón Trillo	Mario Blanco Magaña
SECRETS PAPAGAYO COSTA RICA	Alejandro Viramontes Acevedo	Neftalí Zepeda
SECRETS PUERTO LOS CABOS	Lionel Piombino	Israel Navarro
SECRETS VALLARTA BAY & NOW AMBER	Juan Chavez	Julio Cesar García Recendiz
SECRETS WILD ORCHID & ST. JAMES MONTEGO BAY	Bernard Mazet	Regis Lacombe
SECRETS THE VINE CANCÚN	Carlos Torres	Ricardo Cabeza
SUNSCAPE AKUMAL	Raúl Castro	Juan Pablo Calvo
SUNSCAPE DOMINICAN & BAVARO BEACH	Leonardo Pascual Garcia Mendez	Roberto de Jesus Alcaraz Linares
SUNSCAPE SPLASH & COVE MONTEGO BAY	Carlos Soriano	Patrick Nolan
SUNSCAPE CURAÇAO	<i>Vacancy</i>	Elvis Rosalia
SUNSCAPE DORADO PACÍFICO IXTAPA	Manuel Hernandez	Antelmo Limón
SUNSCAPE PUERTO VALLARTA	Yann Grisseline	Antonio Reyna
SUNSCAPE PUERTO PLATA	Francisco Rodriguez Disla	Andrés Martinez Ciriaco
ZOETRY AGUA PUNTA CANA	Eduardo García	Rafael Tejada Tineo
ZOETRY MONTEGO BAY	<i>Vacancy</i>	Lyndon Lawrence
ZOETRY PARAÍSO DE LA BONITA	Luis Hernández	Noé Mirón
ZOETRY VILLA ROLANDI ISLA MUJERES	Felipe Vega	Felipe Vega