



Hotel F&B™

SUBSCRIBE TODAY!



Hotel F&B magazine proudly serves lodging food and beverage professionals in hotels, resorts, and casinos worldwide.

BEVERAGE TRENDS: BUILDING PACKAGES AROUND BEER



By Tad Wilkes



We're seeing more and more hotels using packages built around great beer to attract bookings. Portola Hotel in Monterey, California is in especially good position to do so, being that it has an onsite, award-winning craft brewery, Peter B's Brewpub. It's the launchpad for an offering of craft beer flights, a chef's choice appetizer, Peter B's swag, and a one-night stay in Monterey.

"Having a craft brewery inside of our hotel make us very unique," says Sonny Petersson, director of F&B. "While staying at the hotel, we want our guests to come down to our brewery and taste

through our craft beer selection, which is all brewed here onsite."

Figure out what your own area of excellence is and try to identify a getaway package that's different from what other hotels in your market are doing. It can make a difference.

Published March 4th, 2016 at 3:55 pm