

## WHAT'S HOT:

FROM TAKING MENUS ON THE ROAD TO LAUNCHING CUTTING-EDGE POP-UP OUTLETS AND EXCLUSIVE CRAFT BEERS, HOTELS ARE HEATING UP F&B IN DISTINCTIVE WAYS.

by ANN BAGEL STORCK, MANAGING EDITOR



Pop-up restaurant Jars on Grace Bay serves all dishes — including spiny lobster ramen with ginger pasta, snow peas and sesame broth — in jars.

Not every successful restaurant has to be a fixture at a hotel — many properties are generating interest with F&B outlets that are here today but gone tomorrow.

This past February Grace Bay Club in Turks and Caicos opened Jars on Grace Bay, an open-air restaurant offering a menu of hyper-local cuisine served entirely in jars. Highlights include yellow and red tomato gazpacho with a manchego scone (US\$11), spiny lobster ramen with ginger pasta, snow peas and sesame broth (US\$22) and coconut panna cotta with papaya and pistachio biscotti (US\$8). Jars follows the success of another pop-

## POP GOES THE RESTAURANT

up restaurant at Grace Bay Club — Stix on Grace Bay, which served everything on sticks — and after Jars closes shop later this summer, another pop-up will debut in the fall.

The Fairmont Hamilton Princess in Bermuda is using Samuelsson at HP, a two-month pop-up restaurant this summer, to preview Marcus Samuelsson's new permanent signature restaurant slated to debut at the hotel in May 2015. The pop-up will feature a 42-seat indoor dining room in addition to outdoor seating for up to 60 diners and a menu celebrating Bermudian culture and history. Dishes will include raw options such as rockfish crudo with pickled cherry tomato, radishes and jalapeno oil as well as entrees such as grilled head-on shrimp with ginger-scallion sauce, sweet soy and cilantro.

“Pop-up restaurants provide a win-win scenario for all parties involved,” says New York City-based consultant Arlene Spiegel. “Hotels can try out new concepts without long-term commitments and have a ‘cool’ reason to get new people on property. Guests and local residents win with an exciting, yet limited, dining experience.”