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Food & Beverage: Remarkably Resilient

In the wake of the devastation that disrupted every aspect of their operations, the hotel food & beverage industry is proceeding with cautious optimism and a measure of hope as it re-emerges from the pandemic's darker days. It is also bringing forward all the lessons learned from the challenges that were faced, and integrating them into their current, day-to-day operations. For example, new digital interfaces that minimize physical contact, including tableside ordering systems and QR code menus. Here to stay are also features such as packaged room service meals and cocktails; on-property, quick-service food options; a greater emphasis on outdoor dining and pop-up restaurants; gourmet home meal kits; live-streamed cooking classes; and virtual wine-tastings. Still, some challenges remain, such as coping with a persistent labor shortage and maintaining scrupulous sanitation standards. The August issue of the Hotel Business Review will report on what some leading hotels are doing to integrate these changes into their F&B operations as they rebound with a remarkable resiliency.

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