

## Case Study: Upscale Hotel Chain



### Overview

*This Swiss group of companies is renowned globally. Its core competency lies in the hospitality business with a focus on gastronomy, hotels, wine and premium branded products. The company is present in Europe, the Middle East, Africa, Asia and North America. All areas invariably show the typical characteristics of this Swiss Group's brand: giving pleasure, pampering guests, and preserving the authentic.*

*The group strives to be extraordinary in the sphere of the ordinary. After all, it is the small things that make life worth living. They invite guests to share precisely these precious little moments – at home, while travelling or during their holidays.*

*At the end of 2009 the group employed approximately 16,200 people world-wide.*

*“The challenge lies in providing us with a solution that will not only aid us in creating recipes but allow us to centrally manage and share these recipes within a worldwide scope. Thus an interface was needed to be created which would allow us to automatically publish selected recipes to a website. With managed access, users can view, modify and transmit recipes with ease.”*

*Food and Beverage Director  
(Europe)*

### Giving pleasure, pampering guest, and preserving the authentic.

This Swiss hotel chain positions itself in the upscale segment of hotels and resorts and takes pride in its high-quality and reliable services that are rooted in Swiss virtues. One of things that this hotel chain is held highly for is their gastronomic competence. They offer an extensive and diverse gastronomic selection made from the freshest ingredients and prepared according to the season. Such mastery in delighting the taste truly makes dining as one of the highlights of visiting any of their hotels or resorts.

Given this commitment to quality, the hotel group has turned to **EGS CALCMENU Web for aid in creating and standardizing its recipes**. Using this web-based solution, they are able to centrally manage recipes and publish them on a website called “**Kiosk**”. Here, several selected recipes can be viewed, shared and exchanged by authorized users of this group’s hotel and resort branches from across the world. Access to the Kiosk is managed by a User Management feature which requires log-in information to ensure that only authorized personnel are viewing the recipe database.

For an international hotel group like this, one would think that it is impossible to manage and share recipes among branches with differences in language, currency and unit systems.

#### ■ Activity

Management of over 132 upscale hotels and resorts located across Europe, Africa, Middle East, Asia and North America

#### ■ Location

Switzerland

#### ■ Software solution

EGS CALCMENU Web  
EGS Kiosk

#### ■ In use

Since 2006

#### ■ Results

Reduced the cost and improved the quality of management

Enable low-cost, centralised services

Improved performance and reliability of collaboration tools

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This has posed no problem with this hotel chain since whenever each branch exports recipes for their use, the language, currency and unit system automatically adjusts to adapt to the local language, currency and unit system used in the specific branch as supported by EGS CALCMENU Web.

The Kiosk has the look and feel that defines this Swiss Group's corporate identity. It has a customized recipe layout and a printer-friendly page that can instantly print recipes with just a few clicks of the mouse. They can also send recipes to other users via email, in different supported formats.

Through the recipes published in the Kiosk, this upscale hotel group's various branches are able to share and follow the standard procedures, portioning and presentation for most of their signature dishes. This allows them to maintain the consistency of the gastronomic offerings that its hotels and resorts are known for worldwide.

Though they standardize most of their recipes, EGS CALCMENU Web provides the hotel chain the flexibility to create recipes for dishes that are unique to their location or modify the ones provided in the Kiosk by resizing ingredients, changing the units or even the presentation of the recipes. They have the option to limit the viewing of the details of their recipe within their own site, share it with their other sites or publish it globally on the Kiosk to be viewed and used by all their branches.

## The Swiss Group's Specifications

- Creation of a Kiosk where recipes created in EGS CALCMENU Web can be published
- Customization of the Kiosk design, recipe layout and search function parameters to fit their exact needs.
- Copy recipes into the local EGS CALCMENU Web for modifications or editing.
- Support for Multiple language, currency and unit system.
- User Management.

### Benefits

- Centralized management of recipes for consistent quality of signature dishes
- Easy access to recipes, whenever and wherever through a web-based solution
- Efficient sharing of recipe and information
- Customized layout that is adapted according to client's specific needs including advanced text search and recipe editing and modifications
- Shared recipes' language, currency and unit system are automatically adjusted to suit the local language, currency and unit system of each branch.
- Nutrient and allergen information with major ERP systems.

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