

SOFITEL GUANGZHOU SUNRICH CHINA



FOOD AND BEVERAGE
CONCEPT BRIEF
V 3.0
June 09



Hotel Program

Luxury Guestroom Size	38sqm
No. of rooms (Incl. GM's Apt)	496 rooms
Restaurants: L1 Lobby and Tea Lounge L2 All Day Dining Restaurant Including Open Kitchen L6 Chinese Cantonese Restaurant L6 Specialty Restaurant with Bar L8 Specialty Bar◦ Indoor Section ◦ Outdoor Section L28 Private Bar - Membership	300sqm/ 90 seats 800sqm/ 250 seats 1250sqm/ 80 seats + 8 rooms 800sqm/ 110 Seats + 4 rooms 380sqm/ 100 Seats 500sqm/ 150 Seats 400sqm/ 100 seats
L3 Ballroom L3 Multi-purpose L3 Pre Function Area:	900sqm 400sqm 350Sqm
L3 Business Centre: L4 InspiredMeetings -	100sqm 1000 sqm including Show Room
L26 Executive Lounge	380sqm/ 80 seats



5 - F&B BRIEF

F&B concept planners in progress

Blue Plate/W.A – Creative – Focus Hospitality - Gorgeous

- **All Day Dining Restaurant :** __Chinese Food court with western twist (Level 2)
230 seats. Designed for breakfast live lunch & diner buffet, Five open kitchens. Raw station station, wood fire oven, rotisserie, wok Chinese kitchen, western kitchen and pastry/ bakery.



- **Bar No1 :** Lobby Lounge (L 1) - 90 Seats –
Modern lobby lounge serving Classic and Innovative cocktails. Tea lounge with French pastry trolley on afternoon



5 - F&B BRIEF

- **Restaurant speciality No1** :__Chinese Cantonese restaurant (L6)
80 seats in main dining room and minimum 15 private rooms, Cantonese specialty cuisine.



- **Restaurant speciality No2**:__Multi Kitchen Style and Wine Bar (L6) –
160 seats : Combination of modern steakhouse with wood fire oven, with Modern Japanese Izakaya with robataya and Sushi. A Wine and sake Bar will be a part of the restaurant.



Inspired Meetings Ballroom L3 concept and **Residence floor – 1000 sqm on L4**
Club Millesime L26 - 24hrs Room service



5 - F&B BRIEF

- **Bar No2 : Specialty Bar (L8)**

- **100 Seats** – Destination Entertainment centre around a champagne bar with indoor (100 p) and outdoor (150 p) facilities, Jardin a la Française, Interior design with modern Paris Haussman style apartment.



- **Members Bar speciality No3 :_(L28)**

- **80 to 100 seats** – Bar Open only for members with special access. This bar will feature a cigar, whiskies, cognac and wine bar with a Cuban touch in the design. Very masculine bar



F&B Concept Brief – All Day Dining – 800 sqm - 250 Seats

Type of Operation

Located on the 2nd floor, this casual dining restaurant will feature a journey of authentic home-style and innovative Chinese cuisine from different region and Western cuisine. It will be served from five open plan dramatic kitchens and will have three private rooms. It will be the contemporary version of Asian Buffet mixed with French Brasserie.

We will have flexibility to switch from buffet to a la carte when the activity needed.

Opening Hours

Breakfast – 6.30 to 10.30 Lunch/dinner 11.30 to 22.30

Target audience

In-house guests, local business community, Government members, family during the weekend. Mature audience over 30 years old.

Design Direction:

Casual chic Asian style with French touch, lighting on dimmer

Lay-out:

Open dining space with three private rooms, few alcoves for more intimate dining and semi-private area (70%) open plan kitchens allowing for active interaction between chefs and guests (15%). Back of house with Dish washing area, Pantry and service bar (15%)

Seating

Mix of round, rectangular and square table with Chairs and armchairs and banquette

Kitchen Design

Open plan kitchen with highly visible Rotissol rotisserie and cooking range Molteni, Wood-fire Beech oven for Pizza and breads, a raw kitchen including sushi-sashimi counter, a pastry kitchen, a Chinese kitchen with wok, dim sum kitchen and Peking Duck oven. Cooktek under-counter with lava stone top for side dish display.

Food Direction:

Cuisine will be simple based on product with Western favorites with a special part for French classic course, Rotisserie and major type of Chinese cuisine (Canton, Sichuan, North China, Shanghai..). Breakfast served from the different section of the buffet with local breakfast and French Rituals

Beverage Direction

Wine selection over 100 wines on the list. 25% of French wines, Wine from Australia, California, Chili, Argentina. Special attention will given for the tea selection and service by a Chinese long Tea pot (Sichuan-style)

Entertainment

Sofitel Contemporary Background chilled out music style (Music need to be designed by a Music Stylist)

Uniforms

Sofitel Guidelines uniform – white shirt, black pants and leather apron



F&B Concept Brief – Cantonese Restaurant – 1200 SQM – 150 Seats

Type of Operation	Located on the 6 th floor, this restaurant will feature a journey of authentic home-style and innovative Chinese Cantonese cuisine and will have eight private rooms and a main dining area.
Opening Hours	Lunch 11.30 to 14.00 – Dinner 17.30 to 22.00
Target audience	In-house guests, foreign/local business community, Government members, family during the weekend. Mature audience over 30 years old.
Design Direction:	Luxurious and contemporary Chinese style
Lay-out:	Open dining space for 80 people with few alcoves for more intimate dining. 8 private rooms (for 10 to 20 people)
Seating	Mix of round, rectangular and square table, booth for semi-privacy-
Kitchen Design	Fully Equipped Chinese Kitchen in the back area
Food Direction:	Authentic and modern Cantonese Cuisine
Beverage Direction	Wine selection over 100 wines on the list. 25% of French wines (Grand Cru Bordeaux and Burgundy), a large selection of Biodynamic wines Wine from China, Australia, California, Chili, Argentina. Largest Tea list in the city with special attention for service.
Entertainment	Sofitel Contemporary Chinese Background music style (Music need to be designed by a Music Stylist)
Uniforms	Contemporary Chinese style uniform



F&B Concept Brief – Specialty Restaurant & Bar - 800 sqm – 162 Seats

Type of Operation

Located on 6th floor **this outlet will be a multi-cuisine restaurant with a wine bar.** The specialty restaurant will be a casual fine-dining with a combination of modern steakhouse and a modern Japanese izakaya with Robatayaki with sushi bar with four private rooms. Special focus will be done of Wine selection with 300 references from China and around the world with special attention to New World wine, sake and suchou.

Opening Hours

Lunch 11.30 to 14.30 – Dinner 18.00 to 23.00 Bar until 1 AM

Target audience

In-house guests, foreign/local business community, Mature audience over 30 years old.

Design Direction:

Restaurant Modern western and Japanese design (dark color) with high ceiling combined with innovative lighting and an highlight on the kitchen with visible storage of meats and vegetable. Wine/sake cellar between restaurant and Bar.

Bar - Wine and Sake Bar style, with special design Wine Cellar for before and after dinner – small seating area with low table with armchairs and one high table for 8 people (15%)

Lay-out: Restaurant

3 ambiances of seating casual, formal dining and private with booth, rectangular and round dark wood table. Four private room including a chef table for 20 people with private kitchen - A wine table for 12 – a tatami room for 8 people and a Japanese mineral element for 12 people (total 65%) . Back and front Open kitchens (15%)

Bar rectangular counter Wine Bar style, with special design Wine Cellar for before and after dinner – small seating area with low table with armchairs and one high table for 8 people (15%)

Back of house with Dish washing area, Pantry and service (5%)

Kitchen Design

Steakhouse kitchen with wood-fire Beech oven 4 doors - a robatayaki counter - a modern sushi bar.

Seating

80 Seats for restaurant side with mix of round and square tables, booth for four people. Four private dining room, (8 to 20 people)) – 30 seats for Bar seating , just stools around counter and communal table

Food Direction:

Authentic Products with meats from Japan and Australia, Fish and seafood for Sushi directly from Tsukiji market in Tokyo.

Beverage Direction

Restaurant Wine selection over 300 wines on the list. 25% of French wines, Wine from Australia, California, Chili, Argentina and India. Bar Focus

Bar Selection of boutique wineries with special focus on New World wine, sake and souchou.

Entertainment

Modern Jazz and Sofitel Guidelines piped music for restaurant

Uniforms

Leather black apron, white shirt and tie, black pants – Manager black suit and white shirt



F&B Concept Brief – Lobby Lounge – 300 sqm – 90 seats

Type of Operation	Located on Lobby Floor, the lobby Lounge will be a place to meet having a drink, we will focus on a large Tea selection and traditional tea service. On afternoon, traditional high-tea with a French pastry trolley. The lobby bar will also be focus on revisited classic cocktail.
Hours	Bar 11.00 to 1.00 AM –
Target audience	In-house guests, foreign/local business community, Mature audience over 30 years old.
Design Direction:	Modern Lacquered box design, French Element
Lay-out:	Open space bar counter and seating area (90%) Back of house with Dish washing area, Pantry and service bar (10%)
Bar Design	Open space bar with all necessary equipment and refrigeration A Tea Table in middle of room for Tea Ritual.
Seating	Stools for the bar, armchairs, long couch sofa and mixed of low and normal square and round table.
Food Direction:	International Comfort food and Chinese tasting portion for all day operation served in lacquered box; caviar box; savory box; cheese box; dessert box. Best Pastry trolley in town
Beverage Direction	Best selection of teas, classic cocktails revisited
Entertainment	Pipe Music and Live Entertainment
Uniforms	Sofitel Guidelines



F&B Concept Brief – Specialty Bar – 380 sqm – 100 seats

Type of Operation

Located on 8th Floor, the Garden roof bar will be a destination Entertainment center around a Champagne bar with an indoor and outdoor facilities and French Theme , French garden (jardin a la Francaise). The Interior design will be reproduce a modern but typical Parisian Hausmann apartment.

Hours

Bar 16.00 to 1.00 AM depending local rules.

Target audience

In-house guests, foreign/local business community, Mature audience over 25 years old.

Design Direction:

French Windows, Cristal chandelier, black and white marble floor, wood floor and wood wall, Large Mirror, catwalk to separate the seating and allow fashion show.

Lay-out:

A bar counter with four different seating theme area The Bar area (with possibility of dancing), the lounge area, the library and the garden (80%)

Back of house with Dish washing area, Pantry and service bar (10%)

Pantry kitchen with stove, burner range, fridges (10%)

Bar Design

Urban Chic Cristal bar with all necessary refrigeration and bar setup.

Interior Design

French Windows, Cristal chandelier, black and white marble floor, wood floor and wood wall, Large Mirror.

Seating

Stools for the bar, armchairs, long couch sofa and mixed of low and normal square and round table, alcove or booth for privacy. Outdoor bar with bar counter and modern seating arrangement, create a lap pool with cabana 100 seats indoor and 100 seats outdoor.

Food Direction:

Small samplers plate by theme, French, Seafood, Chinese, Thai, Japanese, French Pastry, Cheese..

Beverage Direction

Extensive list of Champagne with 10 served by the glass from boutique champagne winery, Fusion French and Asian cocktail.

Entertainment

DJ booth in bar area and piped music

Uniforms

Modern



F&B Concept Brief – Membership Bar – 400 sqm – 100 seats

Type of Operation	Located on 28 th Floor, this top floor bar will be a used only for membership. This bar will be focus on Wine, Cognac, Whiskies and cigars with an indoor and outdoor facilities. It will be an unique and exclusive facility accessible only for invited people.
Hours	Bar 16.00 to 1.00 AM depending local rules.
Target audience	Membership business community, Government member, Mature audience over 35years old.
Design Direction:	Very warm atmosphere with dark wood panel, dimmed light, private booth, leather armchair, private room. Latino-cuban design touch
Lay-out:	A 300 cm long bar counter with stools seating, open seating, semi private booth, private room around whisky and cognac, a walk-in cigar humidor with private storage for members (90%) Back of house with Dish washing area, Pantry and service bar (10%)
Bar Design	120 cm high counter in dark wood., glass shelves in back
Seating	Stools for the bar, leather armchairs, long couch sofa and mixed of low and normal square and round table, alcove or booth for privacy, one private room and a walk-in humidor
Food Direction:	Comfort food upon request from 26 th Floor kitchen
Beverage Direction	Extensive list of premium wines with Grand Cru served by the glass, selection of 80 whiskies and cognacs from best boutique distillery.
Entertainment	Latino Cuban piped music with possible Latino Band
Uniforms	Tuxedos

