

Hotel Online

News for the Hospitality Executive

Morrissey Hospitality Companies (MHC) Launches Hotel F & B Consulting Practice

With Three-Decades of Innovative Hotel F & B Management Experience, MHC Offers Hotel Brands and Owners Innovative Ways for Building Hotel Revenues

St. Paul, MN -- (May 14, 2010) . . . Morrissey Hospitality Companies (MHC), the market leading hotel and restaurant management company in the Upper Midwest, has launched a Hotel Food & Beverage consulting practice to help national brands and single and multi-property owners create greater value from their hotel F&B operations.

The practice is based out of MHC's corporate headquarter in St. Paul, Minnesota, and draws on management's successful track record of more than 30 years conceptualizing, creating and operating restaurants, catering and food service operations of all kinds - in luxury, upscale and midscale hotels, restaurants, and sports and entertainment complexes.

"The timing couldn't be better for us to take this step," said Bill Morrissey, President and CEO of Morrissey Hospitality Companies. He concluded, "Although the hotel industry is inching back toward profitability, the need for every hotel to be innovative and efficient in developing multiple revenue streams is greater than ever." "In addition to MHC's hotel consulting business, we look forward to working with brands and companies across the industry to help them establish food and beverage operations as an

important source of income and profitability at their hotels for years to come.”

About the MHC Hotel F&B Practice

MHC currently operates 11 restaurants in the greater Minneapolis-St. Paul area, including the award-winning St. Paul Grill at the landmark Saint Paul Hotel and restaurant Max at The Hotel Minneapolis. In more than 20 years since developing and managing The Grill, MHC has transformed the restaurant into a “see and be seen” destination in St. Paul, and a strong revenue driver for the hotel.

“We see The Grill as a template for successful hotel food and beverage management,” said Morrissey. He concluded, “Where many hotel owners look at a restaurant as a ‘necessary evil,’ we have made The St. Paul Grill into one of the primary revenue drivers of The Saint Paul Hotel, which is itself one of the premier properties in the Upper Midwest. We look forward to working with hotel owners who seeks to establish strong restaurant brands in their local marketplace – driving revenue and improving operations in all aspects of the F&B process.”

MHC’s principles of effective F&B management have been applied at many hotels, independent restaurants, theaters, museums, country clubs, at the Xcel Energy Center and RiverCentre in Saint Paul, where MHC manages the premium suite and catering operations.

The principles are grounded on two philosophies: a “guest-centric” philosophy, where the experience of the guest is at the forefront of all decisions and an “owner-centric” philosophy, which provides not just innovative training, operational and financial support in F&B management, but also a transparent reporting and financial controls system.

Among the services MHC’s Hotel F&B Consulting Practice, are:

- **Brand and Concept Development**
- **Menu Development, including reviewing food costs, recipes, and staffing**
- **Development of Standard Operating Procedures for managers, front and back of house, including job descriptions**
- **Financial Systems, including budget development and analysis, forecasting**
- **Marketing, including, but not limited to, media planning, public relations, social media, e-commerce**
- **Human Resources**
- **Physical Asset Review and Capital Improvements**
- **Sales for group and private dining**

About Morrissey Hospitality Companies

For more than ten years, MHC has been a leader in diversified, innovative hospitality management in the Upper Midwest. Among other ventures, MHC manages The Saint Paul Hotel, and The Hotel Minneapolis - a Doubletree Hotel. MHC also manages many restaurants, the catering operations for the Xcel Center in Saint Paul, and catering operations at the 250,000 square-foot Saint Paul RiverCentre. For more information, call (615) 221-0815 or visit www.morrisseyhospitality.com.

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