

CASE STUDY

RESTAURANT DIVISION

M ST. CAFE

OPPORTUNITY:

Re-brand and recreate one of the restaurants at The Saint Paul Hotel with the capacity to offer breakfast and lunch on a daily basis at an affordable price point and be flexible enough to open for dinner and special events. At the same time it had to exceed the expectations for food profile and service by the guests.

SOLUTION:

MHC was asked to redevelop the brand, space, and concept and created M ST. Cafe. Offering a unique concept that is a combination of a la carte and European-style sideboard dining, M ST. Cafe is casual and warm while providing top-level service guests have come to expect and appreciate from MHC operated brands. M ST. Cafe also offered a price point that did not compete with The St. Paul Grill and allowed The Saint Paul Hotel to further retain guests on property.

THE RESULT:

M ST. Cafe is the latest in the lineage of extraordinary dining options at The Saint Paul Hotel. Appealing to the local business community, guest of the hotel, and meeting planners working on formal or informal events, M ST. is the place to meet in Saint Paul.



C A F E

