



HOSPITALITY **FIRST.**



BULL & BEAR



WALDORF  
ASTORIA®  
ORLANDO

## BULL & BEAR ORLANDO, FL

With thousands of restaurants and hotels vying for billions of tourist dollars, Orlando, Florida may be the epicenter of the hospitality world. But in the midst of the ever-increasing hype and spectacle, Bull & Bear stands in a class by itself. Located in Hilton's Waldorf Astoria Hotel at Walt Disney World, Bull & Bear creates an unforgettable 5-star dining experience for every guest, whether they are visiting the parks, celebrating a life event, or negotiating an important business deal.

With over 25 years' experience in fine dining establishments, General Manager, Manny Belete, recognized the need to keep Bull & Bear on the leading edge of trends--exceeding guest expectations and surprising them whenever possible.

### NEW SCHOOL MEETS OLD SCHOOL

*"When I came here, my goal was to always be pushing the envelope, or be cutting edge," said Mr. Belete. "Ambiance has always been key to our dining experience, so we have our lights dimmed and a lot of floating candles..." But when the room is so dim, guests can't read the menu. "I wanted to move to a tablet-based menu, but my corporate hierarchy wasn't ready...I ordered menus that had lights on them. It was an affordable first step, but it had some limitations. It gave me an opportunity to go talk to my leaders about what our next steps could be."*

*"Uptown Network™ had done a great job with having wine lists at The Capital Grille and other places. Some of the corporate folks were seeing that, and it became a conversation piece. Because of who we are, it was easy for me to say, 'Let's be the first to do iPad®s with menus on them.' We got the support for it and we finally rolled it out."*

The roll-out was a big win for Bull & Bear. *"First of all," Mr. Belete explains, "it adds to that 'wow' effect that we do with Bull & Bear. It puts an exclamation point on the level of service we provide. Second, the convenience level of it is incredible: whether you're a New Age diner, a Millennial, a Baby Boomer who is comfortable with technology, or if you're a little older, now I don't have to offer you reading glasses, because you can touch the screen to zoom in."*

Bull & Bear is still an "old-school" restaurant with wait teams that build what Mr. Belete calls a "dining journey" for the guests. He expects the waiters to be knowledgeable about food and wine, and **uses the iPad®s to test their knowledge, monitor their training and development, and look for opportunities to promote** people based on their knowledge.

### CLIENT

Located in the Waldorf Astoria Hotel at Walt Disney World, Bull and Bear is a AAA 4-Diamond award winner, and a favorite for travelers, honeymooners, and executives who want an exceptional dining experience.

### SOLUTION

- Digital Menu, inventory updated in real time
- Cocktails and Spirits Menu
- Sales Staff Training Module
- Free public version in AppStore
- Network of top sommeliers and restaurateurs
- Enhanced BI through digital activity tracking
- Apple Business Solution Provider

### RESULTS

- 225% increase in revenue since 2010
- 27% increase in dessert sales
- Sales growth for 5 consecutive years
- Improved staff training and testing
- Increased gratuities
- Awarded "Diner's Choice Top Restaurant" by Hilton Worldwide

"Partnering with Uptown Network™ was a great marriage from the get-go. The digital menu option was something I was looking for. It was the right place at the right time."



**Manny Belete**

General Manager,  
Bull & Bear, Orlando, FL

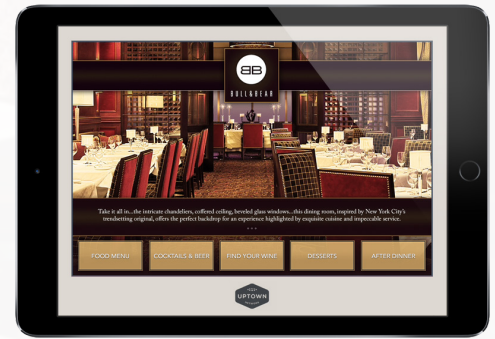


# HOSPITALITY FIRST.

## DRIVING SALES

Ultimately, Mr. Belete says it comes down to how the digital menus impact sales: *"...is it a convenience or does it affect the bottom line? If you look at my total sales growth from the first year we started (2010), to where I'm at now, it's almost a 225% increase in revenue. Our dessert sales have gone up about 27% since we installed them. That's good, and I'm looking forward to seeing what it's going to do as we add cocktails to the menu."*

The increase in dessert sales is remarkable because, as he explains, *"our portions are pretty large, and by the end of the dining journey, many of our guests can't eat another bite. When you read a description on a menu, it's easy to assume that the desserts are just too much. But when you can see a picture, it draws you in and helps you make that decision."*



## LEADING FROM THE CUTTING EDGE

Because Bull & Bear is positioned between two major, worldwide corporations (Hilton and Disney), the roll-out had a very high profile. It needed to be executed precisely, with expert coordination and teamwork. Since the roll-out, *"I have received emails from General Managers at several properties globally, saying, 'Please let me know how that's working.'" In 2014, Bull & Bear was awarded "Diner's Choice Top Restaurant" by Hilton Worldwide.*

## THE BENEFITS OF PARTNERSHIP

Because Bull & Bear was the first restaurant to roll out a full menu with Uptown Network™, there was a learning curve for both parties. *"So far, along the path we're walking," Mr. Belete shares, "it has been a fantastic journey together. It's been about anticipating what direction [Uptown Network™] wanted to go, and the direction I wanted to go. I like the fact that they throw things at me for my input and we can bounce ideas off each other. I let their linear thinkers look at all the databases, while I can focus on making sure each of my guests is having a good experience."*

*"During the development process, I was able to say, 'This is what I want; can you make it happen?' The response was consistently, 'Yes, yes, we can make it happen.'"*

*"I like the fact that I can send in a note with some feedback, and they send me reports of how many touches an item has had. When I compare that to my sales reports, I can do a correlation between how many times an item was touched [on the iPad®] and how many times it was ordered."*

**"Eventually, this is going to be a tool that everyone uses. They'll come up to speed with it sooner or later. I know a lot of other hotels are looking at it from the Hilton chain. The luxury brand is looking at it. I will tell you I'm a fan and a supporter of the product and what it can do."**



**Manny Belete**  
General Manager,  
Bull & Bear, Orlando, FL

## UPTOWN NETWORK

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