



HOSPITALITY **FIRST.**



COUNCIL OAK STEAKS & SEAFOOD HOLLYWOOD, FL

Seminole Hard Rock Hotel & Casino® is one of the busiest venues in the hospitality industry, with over a dozen restaurants, bars, and lounges. The award-winning Council Oak® Steaks & Seafood is among them.

Wine Spectator magazine has recognized Council Oak every year since 2009, OpenTable® has given it the Diners' Choice® award three years in a row, and Casino Player magazine ranked it the Best Steakhouse in the Southeast for three years. General Manager, Dieter Xiao, and Restaurant Sommelier, Juan Horta, are capitalizing on Uptown Network's proven digital menu services.

PROFITABLE AND **ADAPTIVE**

Mr. Xiao was satisfied early on that the Uptown Network™ system could drive wine sales. He reported an increase of over 100% in dessert sales right out of the gate, but was interested in how the app could drive traffic to less-obvious parts of the menu. Uptown Network™'s cigar menu boosted sales: **"Our cigar sales have increased by 227%, year-to-date. I mean, talk about success. The increase has been huge."**

Mr. Xiao showed his team a strategic way to use Uptown Network™'s digital menu service to drive sales. *"We present an iPad® to each party as they are seated. The server introduces it. Then, when the meal is over, they bring the iPad® again and present the after-dinner drinks and desserts. They use the iPad®s to flip through the pictures. Because, no matter how descriptive a server can be, a picture really is worth a thousand words."*

Mr. Horta appreciates Uptown Network™'s real-time update functionality. *"When we're in the middle of service, and I'm running out of something, I can just log in and 86 the item and make sure no guest is going to see it on the menu, so they won't order it, which is one of the biggest issues when you have a hard-copy menu. You cannot just print a new one on the fly in the middle of service."* With Uptown Network™ dynamic digital menus replace static paper, and the limitations it imposes.

CLIENT

The Seminole Hard Rock Hotel & Casino® in Hollywood, Florida is one of the busiest venues in the hospitality industry, and Council Oak® is its crown jewel.

SOLUTION

- Digital Wine List, inventory updated in real time
- Dessert Menu
- Cigar Menu
- Cocktails & 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

- Dessert sales increased over 100%
- Cigar sales increased 227% during the first year
- Menus updated within hours of request

"...I told Council Oak Tampa, 'you have to get [the Uptown Network menu].' No doubt about it."



Dieter Xiao

General Manager,
Council Oak Steaks & Seafood, Hollywood, FL

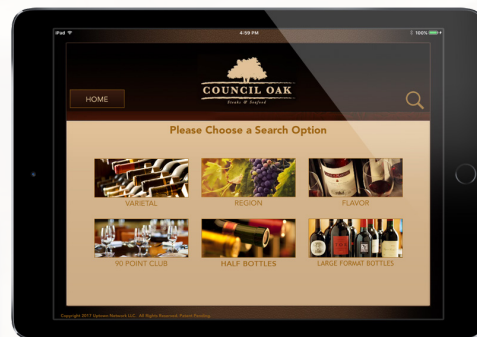
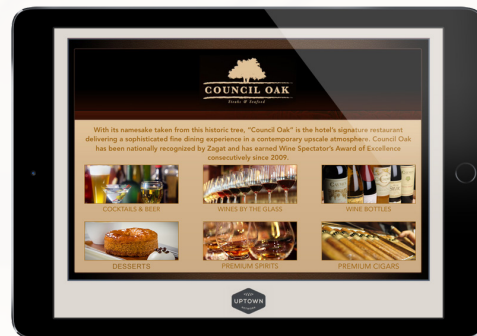


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UNPARALLELED SUPPORT

"The support is unmatched," says Mr. Xiao. "I've used tablet menu systems in the past that gave me a log-on, and I would go in and make all the updates, find my own pictures and tasting notes—I had to do everything myself. Now, with this convenience, we can call or email, and often within an hour, we have the updates done. You can't ask for anything faster than that. We're really busy people; we don't have time to go and Google and find a hi-def picture that has the particular size and the particular look that we want. Then, of course, a tasting note could be from a different vintage, and as soon as you change the vintage, you have to change the tasting notes."

Mr. Horta agrees. *"I've been working closely with it, in terms of keeping the updates going, and keeping the information up-to-date. The world of wine is constantly changing, so we need to keep track of it."*



RAISING THE BASELINE FOR STAFF

The serving staff represents a wide range of experience, from the greenest new recruits to seasoned professionals. From the most tech-savvy to the least, everyone embraced the Uptown Network™ service on the iPad®s because, as Mr. Xiao explains, **"They saw that we can bring in technology and it can help them make more money. That's the bottom line. They are all at different levels of knowledge with wines and spirits, but this allows them to basically have a virtual sommelier right at their fingertips. We have a very large list—over 350 labels, and over 60 scotches. Obviously, they won't know each one very well."**

Mr. Horta explains how Uptown Network™'s digital menu service has helped him impart his wealth of wine knowledge on his team. *"My mission was to give my wine knowledge to my team members, and equip them to deliver it the same way that I would. That way, the knowledge I have is reflected on every single seat in the restaurant. It's impossible for me to touch every single table, especially in a high-volume operation like this. So, they can see the bottle and the tasting notes and it helps them to recall what I've shown them."*

Uptown Network™ is becoming an indispensable part of new-hire training. *"Whenever I get new team members," says Mr. Horta, "I use the iPad®s as the reference for them to understand more about wines and the layout of the wine list, and how they can drive guests through the iPad®."*

Mr. Xiao continues, *"We always encourage the staff that, when they have free time, they can grab an iPad®, and the new hires study with them – all the servers and bartenders, they study through it, so they stay current on the different offerings that we have."*

"Our cigar sales have increased by 227% year-to-date."



Dieter Xiao
General Manager,
Council Oak Steaks & Seafood, Hollywood, FL

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