



Contains: Courage® FARE Summit 2019 @ Gaylord National Resort & Convention Center

11/2/2019 | Buffet Luncheon | 1000+ Guests | Food Allergy Conference



How to enhance hospitality at scale for guests with food allergies and dietary needs.

1000+

Guests

80+

Unique Dietary Needs

1

Buffet Luncheon

0

Food Allergy Reactions



“

There are not many people I would trust to plan this meal - it's a serious undertaking - and you guys did a fantastic job. I heard really good things from attendees.

”

**-Kristi Grim,
Director of National Programs, FARE**

Empowering Hospitality Staff to Enhance Guest Experiences

The Contains: Courage® FARE Summit was held on Nov 1 - Nov 3 2019 at the stylish Gaylord National Resort & Convention Center.

The FARE Summit brought together more than 1,000 members of the food allergy community to learn, support each other, and make new friendships.

A buffet luncheon on Nov 2 called for the Gaylord National's banquet and food service staff (STARS) to go above and beyond in order to prepare and serve a delicious, safe meal. Dineable helped them deliver and exceed expectations.

Dineable's unique combination of tech, expertise, and training empowered The Gaylord National & FARE to shine for their guests:

- Menu development based on analysis of actual guest dietary needs.
- Service planning for optimal guest hospitality, wellness, and safety.
- Kitchen and service staff training in food allergen safety.

“

We could not have pulled this off without your expertise. Thank you for helping us provide a safe dining experience for our over 1000 attendees.

”

**-Carolyn Castellano,
Director of Special
Events, FARE**



“

My 12-year old son got to eat at a buffet for the first time in his life, and loved the burrito bar!

”

**-FARE Board
Member**

Leveraging Tech to Build an Inclusive & Delicious Menu

Event professionals today can expect up to 10% of guests to have potentially life - threatening food allergies ([FARE](#)) and up to 17% to have a food intolerance ([PEW](#)). Adding these totals to the number of people with medical, religious, and wellness- or preference-based, restrictions, up to 50% of guests could be limiting their diet in some way!

Getting the menu right while maximizing guest safety, hospitality, wellness, and operational efficiency is vital to delivering a strong event dining experience and reducing food waste. FARE chose Dineable to help get it right.

Collecting & Standardizing Guest Food Allergies & Dietary Needs

FARE used their event registration system to collect guest food allergies using a text entry box on the form. This resulted in approximately 50% of guests sharing more than 125 different food restrictions and diets.

Dineable loaded this data into its proprietary analysis model to consolidate and standardize the data into an actionable list of 80+ unique restrictions diets, with 16 of those restrictions / diets affecting ~85% of guests who reported food restrictions.

Menu Development With Real Data About Guests' Needs

Dineable's culinary team worked together with FARE's events director Carolyn and the Gaylord National's Executive Chef David Hackett, Sous Chef Nyitre Rodgers, and Event Manager Kerri Kramer to draft a menu and detail all recipes and ingredients. Menu data was loaded into Dineable's data analysis model and compared against guest restrictions / diets.

This analysis resulted in a number of actionable insights that affected the final menu and service plan, including:

- Changes to recipes, dishes, and prep methods to properly align with the actual dietary needs of guests, and to ensure food allergen safety.
- Insights for volume of ordering for high instances of guest restrictions, including a 13% reduction in dairy ordering and a 10% reduction in wheat / gluten ordering. In this case, a gluten-free product was used as replacement, but no dairy-free alternative was needed as the dairy on the menu was an optional condiment.
- Separation of buffet service stations based on guest needs, and a few special plates prepared for guests with uncommon restrictions.

Training & Service Planning: Great Hospitality Starts & Ends With a Smile

With the menu set, attention turned to service planning and training. Given the complexity of serving so many guests with potentially life-threatening food allergies, Carolyn and Kerri arranged for Dineable to administer food allergen safety training for the Gaylord National STARS.

“

I found your training very educational and still rave about facts in and outside of the Workplace.

”

**-Kristen Carlsen,
Star Events &
Communications
Manager, Gaylord
National Harbor**

Designed by Dineable's own Chef Joel Schaefer, the T.E.A.C.H. Food Allergen Safety program is a simple and industry leading framework for BOH and FOH success when serving guests with food allergies. In the week prior to the event, Dineable facilitated 4 training sessions with the Gaylord National STARS, empowering them to put guests at ease so that everyone could relax and enjoy a great meal.

The Gaylord National's exemplary team of STARS gave each guest a memorable and carefree experience. Banquet Service Managers including Carlos, Goba, and Danny were tireless in their attention to detail. Banquet staff executed a flawless service while armed with knowledge (and a pocket guide) from the T.E.A.C.H. program, and real information about their guests.

Meals away from home for individuals and families with food allergies and restrictions can be incredibly stressful. High-hospitality teams like The Gaylord National and FARE know what's at stake and have the best tools and knowledge at hand to exceed expectations and start and end each meal with a smile.

"Intentional Planning Creates High Hospitality" is a maxim often shared by Dineable Chief Hospitality Officer Nick Farrell. Dineable can empower any hospitality organization to enhance their hospitality with intentional planning and more efficient operations.

Learn more about FARE - Food Allergy Research & Education:

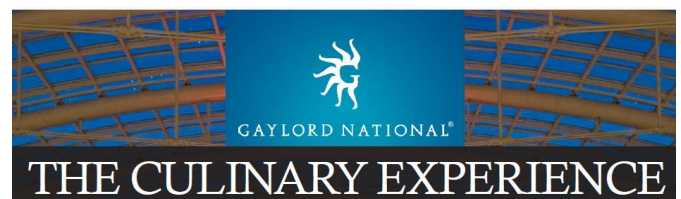
www.foodallergy.org

Check out the Gaylord National Resort and Convention Center:

www.marriott.com/hotels/travel/wasgn-gaylord-national-resort-and-convention-center/

Make it easy to manage dietary restrictions and enhance your hospitality:

www.dineable.com



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