
Re: Request from Marcelo, Latin Party

From David DELACRUZ <David.DelaCruz@swissotel.com>

Date Sat 2/15/2025 4:41 PM

To FORRESTER Steven <Steven.FORRESTER@swissotel.com>; Atsuko YORIFUJI <Atsuko.Yorifuji@swissotel.com>

Cc Yutaka MORIZONO <Yutaka.Morizono@swissotel.com>; Leong Hock LEOW <LeongHock.Leow@swissotel.com>; Hideto TANIGUCHI <Hideto.Taniguchi@swissotel.com>; Shane EDWARDS <Shane.Edwards@swissotel.com>

Dear all,

To make it clear, I will explain the organizer logic.

- The number of staff involved in the event (including DJs and dancers) should be increased from 9 to 13. Soft drinks for 13 people will be provided free of charge.

I agree with that. Also provide one snack per person.

The increase in staff is on his side, why should it cost us more money?

There are more staff on his side because there are more people compared to the previous event, so he wants to offer more but be able to offer soft drinks to the performers. Before the last event started, I told him it is difficult since there should be "equality" to all the event organizers, but considering the number of guests during last event he asked again today in the meeting. Maybe we can offer the soft drinks (*that should be consumed inside the changing room for the staff) but we do not need to include the snack since as of now only the drag queens get a meal during their event, other events do not.

- He wants to extend the end time of the party until 23:30

I agree and Food last call will be 22:00, BV last call will be 23:00

If we are not making any more money on beverages, why would we extend the party time?

About the end time, actually we already confirm to make the event until 23:30 last year, since he came to another event that was until that time. We can change if needed for the 2 events.

- He wants a number on their ticket to keep track of the number of guests.

David matter

Numbered tickets should be ok.

Already looking into it.

- Need more bartenders.

4 bartenders are assigned during peak hours from 21:00-22:30

4 is enough

Last event during the peak hours there was only 3 staff so 4 would work.

- He needs to lighten up the shop.

I can place some of the lights in AV warehouse in N10.

Not sure what the shop is, but we have extra lights

Will set up the lights and test.

- He wants to advertise quickly on Instagram and X to attract more guests

David talks to Mackenzie

Does he do his own marketing?

Yes, he does post a lot about the event. Last time he shared some video from Nambar10 about the event and this time want to increase the number of posts.

- He wants us to sell food of interest to Latinos.

I will look forward to a menu of tacos and tortilla chips; I will talk to Chef Leow and Taniguchi.

We are not a Spanish restaurant, we can look at simple foods, however we will not have a specialist menu for this group.

During the last event there were only 2-3 orders for food, so he recommended tacos since lately there is a popularity of taco stands inside event venues. However, we told him that we need to check how feasible it is to do it for the team, so if it is difficult is understandable.

- They want to play an instrument at next party.

What instrument?

Ukelele and guitar. Planning to have a musician play while there is a Flamenco performance.

- He does not like the increased prices of beer and soft drinks. He wants drink prices to be 750 yen and 500 yen.

In this case, reduce the amount of beer.

Nobody likes inflation- its part of life

"Inflation" is what I mentioned to him during the last event.

Just to convey his idea, for the special menu he wanted 800JPY for alcohol drinks mostly because he was afraid the price was going to increase again. But we told him that if menu prices increase, we will let him know but there is nothing we can do about it. I agree that if eventually the price of the drinks increases then the price in the special menu should increase as well, so maybe there is no need for a special menu unless it could help with operations and/or sales.

Please let me know if you have any more questions.

Best Regards,

デビッド・デ・ラ・クルス

David De la Cruz

F&Bマーケティング

F&B Marketing

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From: FORRESTER Steven <Steven.FORRESTER@swissotel.com>

Sent: Saturday, February 15, 2025 3:16 PM

To: Atsuko YORIFUJI <Atsuko.Yorifuji@swissotel.com>

Cc: Yutaka MORIZONO <Yutaka.Morizono@swissotel.com>; David DELACRUZ <David.DelaCruz@swissotel.com>; Leong Hock LEOW <LeongHock.Leow@swissotel.com>; Hideto TANIGUCHI <Hideto.Taniguchi@swissotel.com>

Subject: Re: Request from Marcelo, Latin Party

- The next party is scheduled for 12 April. The theme is SAKURA.
- The number of staff involved in the event (including DJs and dancers) should be increased from 9 to 13. Soft drinks for 13 people will be provided free of charge.
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We are not a Spanish restaurant, we can look at simple foods, however we will not have a specialist menu for this group.

- They want to play an instrument at next party.
What instrument?

- He does not like the increased prices of beer and soft drinks. He wants drink prices to be 750 yen and 500 yen.
In this case, reduce the amount of beer.
Nobody likes inflation- its part of life

This Party had 189 visitors. The entry fee is 2,500, half of which is income for the hotel.
Food orders were very low, so next time Food orders will be changed to 22:00. We will also suggest a menu that Latinos might like.
Not many additional drinks were ordered. The average is 500 yen per person.
As there are not many additional drinks, it would not be a bad idea to fix the price at 750 yen for alcohol (800 yen is preferred) and 500 yen for soft drinks.

Warm Regards,
スティーブン・フォレスター
Steven Forrester
料飲部長兼総料理長
Director of Food & Beverage and Culinary

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From: Atsuko YORIFUJI <Atsuko.Yorifuji@swissotel.com>

Sent: Saturday, February 15, 2025 3:02 PM

To: FORRESTER Steven <Steven.FORRESTER@swissotel.com>

Cc: Yutaka MORIZONO <Yutaka.Morizono@swissotel.com>; David DELACRUZ <David.DelaCruz@swissotel.com>; Leong Hock LEOW <LeongHock.Leow@swissotel.com>; Hideto TANIGUCHI <Hideto.Taniguchi@swissotel.com>

Subject: Request from Marcelo, Latin Party

Dear Steven san

We had a meeting with Marcelo, Latin Party organizer and received some request and feedback.

Please kindly confirm below.

Also, check the Latin Party PL

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As there are not many additional drinks, it would not be a bad idea to fix the price at 750 yen for alcohol (800 yen is preferred) and 500 yen for soft drinks.

Warm Regards,

依藤 敦子
Atsuko Yorifuji
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Level 10 Manager

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