

## **Bruner/Cott + Colburn and Guyette Named Winners of 2015 Foodservice Pioneering Concept at the Newly Transformed IHMRS**

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New York City – (July 29, 2015) – A tapas and wine bar that unfolds from a box is the winner of the 2015 Foodservice Pioneering Concept competition sponsored by HX: The Hotel Experience (formerly the International Hotel, Motel + Restaurant Show). Architectural firm Bruner/Cott, Cambridge, MA, and foodservice design and consulting firm Colburn & Guyette, Rockland, MA, collaborated to create the small-plates concept.

Bienvenu unfolds silently from what appears to be a high-top reception table that could be located in a lobby area of a hotel, retail mall or transportation concourse, in an academic setting or restaurant space. Unfolded, the concept comprises a small bar with bar seats, a pos counter fronted by a cold tapas display case and a wine bar. The station can be run by either one or two servers depending on volume, with self-serve wine being sold via a bar-code wine ticket that customers purchase at the point-of-sale station.

The concept, serving a minimalist menu of a dozen or so small-plate selections, does not require complete set-up and take-down each day; it is completely self-contained with the exception of a roll-in, roll-out undercounter refrigeration unit (to store in the host site kitchen). Bienvenu folds away completely when the unit is closed and becomes a functional reception or foyer table/floral display.

Bienvenu will be built to a scaled, working model on the exhibit floor during HX 2015, November 8-10, at the Javits K. Center Convention Center in New York.

“With the transformation of IHMRS to HX, we’re aiming for a totally redesigned industry event that’s interactive, innovative and inspiring. Bienvenu delivers on all three of those objectives and we are pleased to showcase it to attendees at this year’s show,” says Phil Robinson, HX Group Show Director. Wade Koehler, Executive Director of the Foodservice Consultants Society International, adds, “What I love about the Foodservice Pioneering Concept is how it showcases tomorrow’s trends today. It gives operators a chance to physically witness what innovation looks like.”

Robert Simmons, AIA, LEED AP Principal/Partner, Bruner/Cott, comments, “Bienvenu is our attempt at creating a new concept aimed at providing a welcoming dining and social experience centered on healthy and sustainable food and premier wine offerings in a casual social environment. Our design team believes bringing people together around an invigorating dining experience is so critical in this physically disconnected cyber-world.”

“[Bienvenu] is a concept that can fit a niche in a variety of settings. Its upscale, minimalist approach provides an ‘out of the box’ option to grab-n-go customers, where they can stop and relax with a glass of wine and small plate for a while and then be on their way again. We are very humbled that the esteemed panel of judges chose Bienvenu as this year’s pioneering concept winner,” says Ed Arons, FCSI, Senior Associate, Colburn & Guyette.

Judges for the 2015 Foodservice Pioneering Concept were Michael Atanasio - Overlook Hospital, James Dale - Grand Hyatt New York, Maura Doran - New York Methodist Hospital, Clay Meissner - University of Montana Dining, Bill O'Keefe - dineEquity: Applebee's/IHOP, Tom Prykanowski - Choice Hotels, Michael Roddey - Gastronomic Services and Consulting, and Kirk Rodriguez - Texas Tech University.

Second Place in the 2015 competition was awarded to CafeBellas, Winnetka, IL, and third place was awarded to Scopos Café, SCOPOS Hospitality Group, Ephrata, PA. Both projects will be on view in graphic illustrations at the Foodservice Pioneering Concept booth on the 2015 HX show floor.

Foodservice Equipment Reports magazine is the official media partner of the HX: The Hotel Experience 2015 Foodservice Pioneering Concept competition.

### **About HX**

HX: The Hotel Experience takes the best of 100 years from The International Hotel, Motel + Restaurant Show® (IHMRs) forward for the next hundred years. HX is North America's largest trade event for hotel and foodservice owners, executives, directors, and GMs from across the hospitality spectrum, and manufacturers and marketers of all things hospitality. It is held annually in November in New York City.

HX is sponsored by the American Hotel & Lodging Association (AH&LA), the Hotel Association of New York City, Inc. (HANYC), and the New York State Hospitality & Tourism Association (NYSH&TA) and is managed by Hospitality Media Group (HMG).

HX: The Hotel Experience, rooms to restaurants, will feature three full days of exhibits from Sunday, November 8, through Tuesday, November 10. HX is co-located with the 6th annual Boutique Design New York (BDNY), a trade fair tailored exclusively to hospitality design professionals and for presenting manufacturers of furniture, lighting, wall coverings, fabric, seating, accessories, artwork, carpet and flooring, materials, and bath and spa for hospitality on November 8 and 9. Collectively, the two shows will present 900 exhibitors and attract some 18,000-industry professionals. For more information visit the website at [www.thehotelexperience.us](http://www.thehotelexperience.us)

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