

# F&B Initiatives

Lido Revitalization, 14-Day Menus, Dress Code, etc.

Celebrity **X** Cruises<sup>®</sup>

*Starring You*<sup>SM</sup>

June 5, 2008

# What's Happening?

- **A “facelift” is being given to the entire casual dining/buffet area on all Celebrity ships**
  - Began with Celebrity Constellation in January, and will be completed fleetwide by June 2008
- **New lunch and dinner menus are being implemented in the main dining room fleetwide**
  - Began with Celebrity Mercury in January, and will also be completed fleetwide by July 10, 2008
- **The dress code is being revised to no longer include “informal” nights for all sailings on or after 8/1/2008**
  - There will now be “Smart Casual and Above” and “Formal” nights

# What's Happening?

- **“Late Night in Cova Café” will replace “Gourmet Bites”**
  - Provides a late-night dining destination for guests to enjoy light fare, a selection of liqueurs, specialty coffees and wines and soothing music.
  - Will be rolled out fleetwide by the end of June 2008
- **A lavish brunch will replace the Midnight Buffet**
  - Will be rolled out fleetwide by the end of June 2008
- **Celebrity “Starring You” Awards Gala (After-Party)**
  - Has already been rolled out on IN, CN, CS and SM, and will be executed on GL, MR and ML by July 10, 2008

# What's Happening During the “Facelift”?

- **The most notable change in the Lido café (buffet) is the increased variety in available food options, including:**
  - English breakfast
  - Asian breakfast and lunch options (e.g. dumplings, stir fry, etc.)
  - Breakfast pizza
  - Carving station and breakfast and lunch
  - Expanded sushi, pizza and pasta stations for dinner
- **Moving away from traditional buffet lines to more individual “stations”**
  - Improved flow of buffet areas during all meals

# What's Happening During the "Facelift"?

- **New equipment, china, accessories and signage**
  - New cereal dispensers
  - New coffee machines (and new coffee fleetwide by the end of June)
  - Full-sized coffee mugs
  - Milk and condiment dispensers
- **Buffet area ice used for cooling will be replaced by black river rocks**
  - Savings and energy efficiency by reduction of ice making and disposal
  - Visually more appealing than the ice
  - Safer practice – don't have haul hundred of pounds of ice!

# What's Happening During the "Facelift"?

- **New destination influenced offerings on the casual dining menu**
  - Caribbean offering in the Caribbean, Mediterranean offerings in Europe, etc.
- **Increased variety at the poolside grill**
  - Over 25 items are available daily including chicken wings, gyros, tacos, hamburgers and hot dogs
  - For those who desire more healthy dining, a full salad bar is available

# New Menu

- New menus are being implemented for both lunch and dinner in the main dining room
  - The menus are not drastically different, but will blend traditional favorites with a contemporary twist
- A more contemporary look has been given to many of the dishes
- Verbiage on the menus has been simplified

# Revised Dress Code

- Shipboard Management reports the following:
  - Approx: 80% of guests comply with formal dress guidelines
  - Approx: 30% of guests comply with informal dress guidelines
  - Up to 30% of guests wear jeans or other “unallowable attire” on casual nights
  - Enforcement of the dress code is very difficult and often highly confrontational
- As a response to these observations onboard, we will:
  - Establish a more clearly defined “Smart Casual and Above” casual dress standard as the prevailing evening dress code
  - Retain Formal Night for 1-3 nights per cruise, depending on cruise length and position as a “special night” to retain the traditional elegance of cruising
  - Eliminate informal night
  - Provide Clearer dress code enforcement guidelines and support for shipboard management

# What is “Smart Casual and Above”?

- Smart Casual and Above

- LADIES: Skirt or pants complemented by sweater or blouse.
- GENTLEMEN: Pants (no holes, rips or tears) with sports shirt or sweater. Shirt must have a collar and sleeves.
- Note: T-shirts, swimsuits, tank tops, baseball caps and poolware are not allowed in the main restaurant at any time. Shorts and flip flops are not allowed in the evening hours.

- Formal

- LADIES: Cocktail dress, gown or dressy pantsuit is the common dress.
- GENTLEMEN: Tuxedo, dark suit or dinner jacket with dark slacks is the common dress.

# What is the Dress Code Schedule?

<b>Cruise Length</b>	<b>Smart Casual and Above</b>	<b>Formal</b>
4 Nights	3 Nights	1 Night
5 Nights	4 Nights	1 Night
6 Nights	5 Nights	1 Night
7 Nights	5 Nights	2 Nights
8 Nights	6 Nights	2 Nights
9 Nights	7 Nights	2 Nights
10 Nights	8 Nights	2 Nights
11 Nights	9 Nights	2 Nights
12 or more	9+ Nights	3 Nights

# Dress Code Enforcement

- The ship's prevailing dress code during all evening hours is "Smart Casual and Above".
- Formal Evenings are provided for the enjoyment of our guests and to retain the traditional elegance of formal cruise ship dining.
- Suitable alternatives such as casual dining, sushi café, pizza/pasta and in-room dining are provided to guests who choose not to participate in formal evening activities.
- Formal Evening dress code standards will be enforced in the main dining room and specialty restaurants on all formal evenings.
- Casual dress code standards will be enforced in the main dining and specialty restaurants during all other evening hours.
- To the best degree possible, guests who are not compliant with the dress code will be addressed in private and in a professional, courteous manner.
- Guests who threaten or otherwise mistreat managers attempting to enforce the dress code will be subject to the ship's guest conduct policy.

# Late Night in Cova Café

- Instead of Gourmet Bites offered in different venues onboard, we'll instead be offering "Late Night in Cova Café"
- Centrally located, it is the ideal location for guests to enjoy an after-theater dessert and specialty coffee, the perfect wine and cheese pairing or a relaxing nightcap with friends.
- Will be available in the Cova Café from 11 PM – Closing every evening of the cruise, with the exception of the final night
- There will be a 7-day rotating menu featuring:
  - Cold Selections including sandwiches, savories and tartlets
  - Hot Selections including brochettes, canapes and phyllo
  - A selection of artisan cheeses, crackers and fresh fruit
  - Desserts including petit fours, brownies and napoleons

# Lavish Brunch (To be offered once per cruise)

- Examples include:
  - Huge selection of Fresh Fruit and Berries
  - Smoothie Station
  - Smoked Salmon, classical Garnish, Bagels, Cream cheese (plain and flavored)
  - Cold Station
    - Selection of Gourmet Cheese
    - Cold Cuts and Marinated Salads
    - Mediterranean dips with Pita bread, Lavosh and Breadsticks
    - Caesar Salad Station
  - Pizza, Panini and Wraps
    - Individual Mini Pizza with various toppings
    - Mozzarella, Chicken, Sun Dried Tomato-Pesto Wrap
    - Shrimp Caesar Wrap
  - Sushi Station
    - Wonton soup
    - Action Stir Fry with choice of Meat, Noodles and Rice
    - Hawaiian Style Marinated Tuna

# Lavish Brunch cont'd.

- Eggs
  - Benedict (Florentine, Smoked Salmon Lobster Sardou)
  - Crab and Avocado Hash with Poached Egg
  - Oven Roasted Home Fries tossed with herbs
  - Petit Filet with Caramelized Onions and Fried egg on top
- Hot Station
  - Prime Rib Sliders, Caramelized onion and Horseradish Cream
  - Mediterranean Lamb Shank, Orzo and Black Olives
  - Miso Glazed Fish
- Desserts
  - Huge variety of individual pop in your mouth desserts
  - Sorbet and Ice Cream cones
  - Cheesecake Lollipops
  - Martini style Fruitinis
- Flavored Coffees, Good Selection of Asian Teas
- Ice Carvings for display
- Fruit Carvings as Decoration with Station Themes

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# “Starring You” Awards Gala (After-Party)

- Immediately following the “Starring You” Awards Ceremony, an after-party “Awards Gala” will take place in our observation lounge/aft lounge.
  - This event is comprised of music, entertainment, sweepstakes and F&B presentation, featuring; ice, candy and chocolate sculptures, carvings, and food
- Entertainment – The DJ will create a hip, cool and groovy ambience while guests are mingling around the lounge taking photographs of the F&B spread,

# “Starring You” After-Party Culinary Offering

## **Sushi Station**

Selection of Nigiri  
Selection of Sashimi  
Action Hand Roll Display  
Won Ton Soup  
Action Fried Rice

## **Cheese and Wine**

Fruit and Nut Breads, Crackers  
Date loaf Bread  
Guava Drizzle  
Fresh Fruit, Dried Fruit and nuts  
Selection of American and International  
Cheeses

## **Sweet Tooth**

Cheesecake Lollipop, Mango Passion Dome  
Caramelized Apple Martini, Sherry Truffle Shot,  
Lemon Marscapone Cake, Sable au Fraise,  
Crème Brulee, Cassis Mousse  
Fruit Tartlet, Gateau Opera  
Tutti Fruiti Miroire

## **Slice of.....**

Beef Wellington with Sauce Perigord  
Salmon Coulubiach , Sauce Aneth

## **Dessert Action Station**

“Crepe Passion” with Raspberries

## **Passed Canapes**

Crab cakes with a touch of India  
Potato and Pancetta Croquettes  
Balinese Chicken Skewer  
Vietnamese Spring Rolls  
Mini Beef Sliders

## **Passed Petit Four**

Chocolate Cake  
Mocha Eclairs  
Milk Chocolate Truffles