

Memo

TO: Laura Mabry Hernandez, General Manager
FROM: Donna Jackson, Executive Chef
DATE: December 17, 2014
SUBJECT: Cheese Specials on Tuesdays

To increase restaurant traffic between 4:00 p.m. and 6:00 p.m., I am proposing a trial cheese event in one of the restaurants, probably Orlando. I would like to try a weekly event on Tuesday evenings where the focus is on a good selection of cheese.

I envision two possibilities: a selection of cheese plates or a cheese bar—or both. The cheeses would have to be matched with compatible fruit and bread or crackers. They could be used as appetizers, or for desserts, as is common in Europe. The cheese plates should be varied and diverse, using a mixture of hard and soft, sharp and mild, unusual and familiar.

I am excited about this new promotion. If done properly, I think it could increase restaurant traffic in the hours when individuals want to relax with a small snack instead of a heavy dinner.

The promotion will require that our employees become familiar with the types and characteristics of both foreign and domestic cheeses. Let's meet to discuss the details and the training requirements, and to create a flyer that begins something like this:

Oceana Palm Grill Tuesday Cheese Tastings

