



SEDA BGC HOTEL PIONEERS DINE-IN-A-BOX CONCEPT FOR ROOM SERVICE IN THE PHILIPPINES
Urban lifestyle hotel brand adopts the grab-and-go concept using eco-friendly materials

*January, 2014 Metro Manila, Philippines....*Seda BGC hotel is pioneering the concept of “Dine-In-A-Box”, a practical and environment-friendly approach to in-room dining. Recognizing the global shift to fast, casual dining, Seda BGC is delivering room service orders in eco-friendly boxes that give guests the added option of taking out the food for consumption on-the-go.

Group General Manager Andrea Mastellone says, “Today’s dining trends reflect the modern norm of multi-tasking and in recognition of this fact, we are presenting new ways of service such as “Dine-In-A-Box.” Checked-in guests simply call the In-Room Dining extension to order, and on their way out, pick up the box at the Front Desk. They can dine wherever they please, at the time they find most convenient.”

He adds that Seda has taken it one step further by using environment-friendly materials for the packaging, food containers and utensils.

Recent studies show that guests prefer to have the room service menu cut down to a few essentials. In addition, they welcome the highly-practical “grab-and-go” concept.

Seda BGC has trimmed down the number of dishes for In-Room Dining while providing a good range of options including Filipino breakfast favourites, sandwiches, pastas and desserts. Hot and cold coffee and tea are also available, but in keeping with the grab-and-go concept, beverages are ready for the taking from the guest room mini-bar.

Mastellone continues, “We are the first hotel to do this in the Philippines. As an urban lifestyle hotel, we are attuned to the evolving needs of modern travellers and as a boutique hotel, we can make fast decisions to implement innovations.”

He goes on to say that guests who prefer the traditional method of in-room dining can simply inform the order taker and the food will be delivered to his room just the way he likes it.

Dine-in-a-box will also be implemented soon in all Seda hotels in the Philippines, including Seda Centrio, Cagayan de Oro, Seda Abreeza, Davao, and the soon-to-open Seda Nuvali in Laguna.

Seda is owned and operated by AyalaLand Hotels and Resorts Corporation. ###



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