

PROMOTION BRIEF

*Double click to mark on/off in checkbox

*Date submitted	20/02/2024	*Submitted by (Main Contact)	Merry Natasia
*Nature / Focus of Communication	<input checked="" type="checkbox"/> Food & beverage promotion <input type="checkbox"/> Spa promotion <input type="checkbox"/> Banquet / Special Event		
*Outlet / Spa / Other <small>Eg Blu Bar, Lobby Lounge, Altitude, CHI, Ball Room, Function Room</small>	Altitude Restaurant		
*Promotion Title / Theme <small>e.g. Celebrity Chef Marco Pierre White themed dinner in Altitude</small>	-Chef's Signature Menu - Mother's day - dinner		
*Promotion Period	Saturday, 11/05/2024 & Sunday, 12/05/2024		
*Time	<input type="checkbox"/> Lunch <input type="checkbox"/> Morning/Afternoon Tea <input checked="" type="checkbox"/> Dinner <input type="checkbox"/> Other <div style="border: 1px dashed gray; padding: 5px; margin-top: 5px;"> DINNER: Sunday- Thursday: open from 06:00 pm -10:00 pm, max. 2.5hrs seating time Friday- Saturday: open from 05:30 pm-10:00 pm, max. 2.5hrs seating time </div>		
*Prices	<u>Please refer to the Menu pricing</u>		
	<p>Five Course – Chef's signature menu – priced at \$205 per person.</p> <p>WINDOW TABLE – DINNER AT \$249 pp Guaranteed window table with Mother's Day Chef's Signature Menu, please note this is not a minimum spend, guests will have to pay extra for an additional dish or drink.</p> <p>*Notes: - The offering and price are not applicable during special events (Vivid 2023, etc). - An additional fee for matching wine pairing will apply and the cost will be determined on the day of dining from \$155 per person.</p>		
	Additional	A 10% Service fee will apply for table reservations of 8 or more. A 15% Sunday surcharge will apply. A 15% PH surcharge will apply.	
Unique Selling Points /Key Messages Key Personnel Name <small>e.g. Guest Chef, Wine Makers, menu launch, dessert festival, new treatment, etc.</small>	Our culinary journey is a celebration of reverence for exceptional ingredients and the craft of our chefs. Each dish is meticulously curated by our culinary team, led by Executive Sous Chef Michele Menegazzi. With profound respect for seasonality and sustainability, we pay homage to local farmers and artisans, ensuring that at least one native Australian ingredient graces each plate. The result is a menu crafted with deep admiration for the culinary traditions that inspire us.		
Name of Signature Dish and wines, or spa treatment	Chef's Signature menu		
Number of courses, matching wines, special products			
*Other (Seating capacity etc.)			
Terms & Conditions <small>e.g. Advanced reservation required, Black-out date, Cancellation policy etc.</small>	<p>Standard reservation</p> <ul style="list-style-type: none"> Booking is essential. 24 hours in advance notice for dietary requirements Credit card details are required to secure the reservation. Settlement with a card will incur a merchant fee (1.85%) Sunday and Public Holiday reservations will incur a 15% surcharge. Internal notes: If the guests wish to arrange a transaction personally, they must notify us at least 48 hours before the intended booking date. An EPL with a validity of 5 hours will be sent out to the clients. <p>Cancellation + No Show policy</p> <ul style="list-style-type: none"> A minimum of 72 hours before the booking time to cancel without penalty except for extraordinary events (Christmas, NYE, etc). 		

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- A late cancellation fee of \$50 per person will apply.
- In the event of a no-show, the restaurant will automatically cancel the reservation and a penalty fee of \$50 per person will apply.

Group reservation policy

(Applicable for groups of 8 and more, except buyout)

- For a group consisting of 10, an initial non-refundable deposit of \$500 is required. Furthermore, an additional non-refundable deposit (\$500) is requisite for each additional set of 10 people.
- The prepayment will not be refundable nor transferrable under any circumstances. This clause applies to the cancellation or rescheduling of the event.
- Group reservations will incur an additional 10% service fee.
- Sunday and Public Holiday reservations will incur a 15% surcharge.
- Settlement with a card will incur a merchant fee (1.85% for all cards).

Internal notes:

The prepayment/deposit is non-refundable for a cancellation or a reschedule of the event. The rescheduling of the event with the same deposit will be at the Manager's discretion and it will be considered on a case-by-case basis.

Cancellation + No Show policy

- Prepayment will not be refunded or transferred for hotel credits under any circumstances if the booking is cancelled less than 72 hours' notice.
- In the event of no show, the restaurant will automatically cancel the reservation and prepayment will not be refunded and transferred for hotel credits under any circumstances. The venue will keep the payment for good.

Materials (photos & logos from partners, etc.)

-Particular materials to use
-Availability of materials

I COMMS needs to arrange materials, please indicate.

- Menu as attached Wine list as attached • Product
- photo (high-resolution) checked with partner) → available
- Cuisine photo (high-resolution) (checked with partner) → available
 - Profile (chef, wine maker, etc.) (checked with partner) → available
 - Portray (chef, wine maker, etc.) (checked with partner) → available
 - Portray note that Menu and Wine List must be submitted - or at least a list of some key dishes so comms arrange photography and include info in media release & social media posts.

Marketing/PR Channels:

- | | | |
|--------------------------|--------------------------|---|
| PR (Print/Offline Media) | <input type="checkbox"/> | *min <u>3 months</u> from the briefing date to exposures _____ YES _____ |
| PR (Online Media) | <input type="checkbox"/> | *min <u>1 month</u> from the briefing date to exposures _____ YES _____ |
| WEBSITE | <input type="checkbox"/> | *min <u>10 working days</u> from the briefing date to exposures _____ YES _____ |
| EDM | <input type="checkbox"/> | *min <u>1 month</u> from the briefing date to exposures _____ YES _____ |
| SOCIAL MEDIA | <input type="checkbox"/> | *min <u>5 working days</u> from the briefing date to exposures _____ YES _____ |
| FLYER | <input type="checkbox"/> | *min <u>1 month</u> the briefing date to exposures _____ YES _____ |
| OTHERS | <input type="checkbox"/> | (please specify: eg database of key partner, Chamber of Commerce newsletter, etc) |

Requested by /date *


FCFBC03B67C28CC

20/02/2024

Sagar Pore
Director of F&B

Reviewed by Division Head* /date


15C8C138D5CFF859

21/02/2024

Alex Scott
Director of Operations

Approved by General Manager /date


4082F223A5E7629D

21/02/2024

Philippe Kornberg
General Manager

*INSERT SIGNATURE OR TYPE NAME

Please EMAIL this form together with the detailed information such as menus, partner info, pics & logos to DIRECTOR OF COMMUNICATIONS, once this is complete and signed the DOC will communicate to all.

Mother's Day Chef's Signature Menu

This is the story of the meal you are about to enjoy, a *homage* to our ever-evolving journey at Altitude. Created seasonally by Executive Sous Chef Michele Menegazzi and his team, our menu has *sustainability* as its guiding star. Behind each dish, you'll find at least one *native* Australian ingredient and an *artisan* passionate about their harvest. Over the years, Executive Sommelier Matt Herod has curated an award-winning wine list that *celebrates* the bounty of Australian viticulture. We hope this story stays with you long after the final plate is served.

FIVE COURSE — 205 ☞ 1966

additional

ICONIC WINE PAIRING 155

HIRAMASA TUNA SASHIMI

Heirloom Beetroot, Daikon, Radish, Shallot, Charcoal Vinaigrette (gf, df)

BRAISED WITLOF

Macadamia & Fried Shallot Crumble

Shangri-La Honey Bee Hive, Kalamata Olive, Radicchio, Black Garlic Tuile (v, n)

PIPI TAGLIOLINI

Mooloolaba Pipis, Dashi Emulsion, Shio Kombu, Katsuobushi, Nori

WAGYU MB 6+

Artichoke Purée, Roasted Artichoke, Chestnut, Mushroom, Red Wine Jus (gf, n)

RHUBARB HONEY VELVET

Sous Vide Vanilla Rhubarb, Raspberry Crème Fraîche, Lemon Myrtle

ALTITUDE

SYDNEY

(v) vegetarian | (ve) vegan | (gf) gluten free | (df) dairy free | (n) includes nuts