

TRANSFORMATIONS & TRADITIONS: DINING AT THE ABBEY RESORT IN 2021

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Before starting his career at The Abbey Resort in May of 2017 as the Food & Beverage Operations Manager, Adnan held key positions in many different multinational companies in the Middle East and Asia. Adnan has an impressive background with a master's degree in business management and over 12 years of experience in operations and process improvements. Today, Adnan is leading The Abbey Resort's Food & Beverage team after successfully moving his way up to the Food & Beverage Director position in just four short years with the resort.

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Transformations & Traditions: Dining at The Abbey Resort in 2021

At The Abbey Resort, lakeside dining has always been one of the most memorable highlights of the guest experience. Though the restaurants at The Abbey have evolved over the years, we have always stayed true to our roots. Guests have come to treasure our a fresh take on lakeside dining. Our current restaurants, 240 West and Waterfront carry on this tradition. By bringing together a collection of passionate artisans - the chef, the baker, the forager, the butcher, the preservationist, and the restaurant manager – combined, their unique talents create what our guests know as today's Abbey Resort dining experience.

Our seasonal restaurant menus are heavily influenced by current trends and the farm-to-fork philosophy. Executive Chef Joshua North strongly believes that the power of conscious cooking begins with inventive, nutrient-rich dishes with ingredients drawn from local growers and producers. 240 West carries this philosophy by incorporating fresh, seasonal products into hand-crafted dishes and drinks.

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A perfect example of this is our Braised Duck dish sourced from Maple Leaf Farms in Indiana. This four generation, family-owned farm has been in business for over 60 years delivering culinary experiences from the kitchen table to restaurants around the world. At Waterfront, many of our dishes include mushrooms from River Valley Ranch, a sustainable family food business in Burlington, WI, with over 40 years of experience producing and providing chemical-free and delicious foods that we are proud to serve.

As we know, COVID-19 has dramatically changed the landscape of our daily lives, leading to significant shifts in the way that restaurants operate. When it began, The Abbey's Food & Beverage team re-imagined the guest dining experience while keeping the time-honored Abbey dining experience at the forefront. While we have been living in this 'new normal' for over a year now, with mandated mask-wearing, social distancing and enhanced hygiene protocols, we have adapted to the change, maintaining our traditions while getting creative with the service and presentation.

While 240 West has become a local staple for delicious, filling weekend buffets, it became necessary to limit touchpoints for the safety of our guests and staff. Our solution was to create A la Carte Chef's experiences with menus showcasing courses inspired by our popular buffets. The Saturday Prime Rib Buffet has been crafted into our Prime Rib Prix Fixe, offering a three-course prime rib dinner which includes some of the most popular seafood items from our buffet.

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Our ever-popular Sunday Harborside Brunch inspired Brunch A la Carte. This menu includes specialties like the Brunch Sampler, which features guests' favorites like pancakes, bacon, pastries and bottomless mimosas. With these modifications, our guests continue to enjoy some of their tried and true buffet items but can feel safe being served directly to their table.

Our Waterfront restaurant is known for its casual dining experience with indoor-outdoor harborside seating, signature BBQ, specialty cocktails, and live entertainment every weekend. In the age of COVID, having live bands play indoors with the attempt to social distance was not ideal. This led us to expand the outdoor experience by moving our live entertainment from the indoor stage onto our outdoor patio - giving our guests a socially spaced, open-air environment to kick back and enjoy a great band. With this small change, many guests shared they enjoyed this outdoor experience even more than the indoor, leading to a permanent change to keeping our live entertainment on the patio on the shore of the harbor.

Looking forward and where trends are headed for 2021, we have plans to make some significant menu changes to our resort lounge, Bar West. This sophisticated, yet relaxed bar is one of the most popular gathering spots for guests looking for signature cocktails and a quick bite. We look forward to enhancing this experience by offering high end experiential cocktails paired with exclusive small plates. These upcoming changes are inspired by the success we have seen from our Wisconsin's Original Craft Cocktail menu which includes the popular Maple Bourbon Old Fashioned. We have also seen a growing popularity in our Luxurious Libations menu that includes classics like the Brandy Alexander and the Sidecar. Bringing these classic cocktails back continues to be an upward trend, leaving the guests with the feeling of exclusivity and nostalgia.

As we visualize the future and a post-COVID world, we look forward to enhancing our dining experiences even more. With our extra efforts to ensure guest safety in our restaurants, following the direction of where food and beverage is heading while keeping our traditions at the forefront, we see great things for our lakeside restaurants. We hope to welcome you soon to experience them for yourself!



THE ABBEY RESORT

The Lake Geneva Experience