

# **The Thompson, Miami Beach Hotel**

4041 Collins Avenue  
Miami Beach, Florida

**Commune Hotels and Resorts**  
530 Bush Street, Suite 501  
San Francisco, CA 94108

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# **FOOD & BEVERAGE CONCEPT**

# Branding Words

**Celebration**

**Imaginative**

**Sophisticated**

**Community**

**Oasis**

The food and beverage offerings at The Thompson Hotel are a CELEBRATION of relaxation. Varied in its concept of IMAGINATIVE restaurants and food service spaces, The Thompson appeals to everyone from the SOPHISTICATED jet setting youth of Miami Beach to everyday families celebrating a getaway. COMMUNITY will be a common theme throughout the experience as the seamless ebb and flow between food, beverage and guest lodging inclusively occur without interruption. Simply put, The Thompson will be an OASIS in the heart of Miami Beach.



# **FOOD & BEVERAGE FACILITIES**

## 3-Meal Restaurant (Venue 1)

**Operator** | Michelle Bernstein and KNR Hospitality Group

**Employees** | 36 Front of the House, 27 Back of the House

**Concept** | A Miami Brasserie

**Hours of Operation** | 6:30am to 2:00am, 7 days per week

**Seats** | 245 seats

**Music** | Ambient background music



The restaurant will be open to the public with access from the lobby on the ground level or the 41<sup>st</sup> street entrance.

**Michelle Bernstein** is a Miami native who made a major culinary splash on the national scene by dazzling her diners by invoking personality into her culinary art. Michelle won the prestigious James Beard award as Best Chef in the South in 2007. As an author and local celebrity chef, Michelle has been featured on *Top Chef* and numerous local television shows and publications.

A former ballerina and honors graduate from Johnson & Wales University, she has drawn widespread acclaim for her culinary skills. She took over the restaurant *Azul at the Mandarin Oriental* in 2001, and was lauded for her sophisticated haute cuisine by *Esquire*

Magazine food critic John Mariani, who dubbed it "the best new restaurant in America."

Bernstein was previously a co-host of the Food Network series *Melting Pot* and was once in a battle on *Iron Chef America* versus Bobby Flay, from which she emerged victorious. She has since appeared on numerous shows, including as a guest judge on *Top Chef*. She also continues to host her PBS weekly television series, *Check, Please! South Florida* and is a regular guest on multiple national television shows, including *The Today Show*, *the Martha Stewart Show*, and Univision Network's top-rated morning show, *Despierta America*.

In 2005, Bernstein and her husband, David Martinez, became business partners and left *Azul* to open *Michy's* together in Miami. *Gourmet Magazine* declared it one of the "Top 50 restaurants in the country" and *Food & Wine Magazine* dubbed it "Best New Restaurant 2006".

In May, 2006, Delta Air Lines partnered with Bernstein to be a consulting chef designing Business Elite and First Class meals.

Their third restaurant arrived in 2008, called *SRA. Martinez*, an eclectic tapas restaurant in the Miami Design District. In 2009, *SRA. Martinez* was dubbed one of the "Best New Restaurants in America" by food critic John Mariani in Esquire Magazine. In 2009, Bernstein opened two new restaurants at the Omphoy Ocean Resort, in Palm Beach, Florida. In addition to her two restaurants, *Michelle Bernstein's* and *MB Terrace*, she also provides services for in-room dining, weddings, and special events. In 2011, Michelle opened *Crumb on Parchment*, a cozy cafe in the heart of the Miami Design District.

Michelle and David are partnering with Miami hospitality veteran Karim Masri and his company KNR Hospitality in this effort. KNR has operated numerous restaurants and bars in Miami Beach including currently operating most of the Food and Beverage for The W, South Beach.





## SAMPLE MENU LUNCH

**Chilled Pea Soup** *buttermilk, mint, prosciutto crisp*

**Tuna Tartar** *crispy potato chip*

**Salmon Tartar** *crème fraîche, bagel chip*

**Seafood Ceviche** *conch, calamari, shrimp with lime cilantro vinaigrette*

**Crab Stuffed Avocado** *hearts of palm, grapefruit, arugula*

**Crab Cake** *celery, apple, spicy aioli*

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**Heirloom Tomato Salad** *mozzarella, nicoise olive, basil vinaigrette*

**Spinach Salad** *heirloom tomato, red onion, avocado, balsamic vinaigrette*

**Grilled Vegetable Salad** *asparagus, zucchini, avocado, tomato, baby lettuce*

**Caesar Salad** *hearts of romaine, parmesan, croutons, traditional dressing*

**Cobb Salad** *tomato, bacon, cooked eggs, avocado, chives, blue cheese, ranch*

**Swordfish** *chickpea, tomato, mushroom, spinach emulsion*

**Linguine** *seafood "carbonaira"*

**Fish & Chips** *tempura cod with house cut fries, malt vinegar aioli*

**Steak & Onion "Frite"** *grilled skirt steak with béarnaise sauce, peppercorn sauce, Bermuda onion rings*

**Chicken Paillard** *frisee, haricot vert, shaved apple, lemon vinaigrette*

**Cold Poached Salmon** *hearts of palm, local oranges, arugula, champagne vinaigrette*

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**Prime Burger** *ground short rib and hanger steak with house cut fries*

**Turkey Club** *bacon, honey mustard aioli, avocado, bibb lettuce, heirloom tomato*

**Croque Monsieur** *jambon Parisian, gruyere cheese, béchamel sauce*

**Tuna Melt** *lemon, celery, mayonnaise, choice of cheese, fruit salad*

## 3-Meal Restaurant



## La Esquina Restaurant & Café (Venue 2)

**Operator** | La Esquina

**Employees** | 50 Front of the House, 22 Back of the House

**Concept** | Mexican Restaurant and Taqueria, Café

**Hours of Operation** | Restaurant hours – 11:30am – 5:00am, 7 days a week

| Café hours – 24 hours a day, 7 days a week

**Seats** | Restaurant 129, Café 84 = Total 213

**Music** | Ambient background music



**La Esquina** made its name in New York City by serving authentic Mexican food with a Latin flair in three distinct locations. Beyond a great culinary program La Esquina has a unique atmosphere that curates art, music and a “scene” that has kept it relevant for over 7 years.

At The Thompson, Miami Beach, La Esquina will serve as a signature restaurant for the property serving dinner in the restaurant and will be open to the public and hotel guests.

A café and taqueria will also operate in the front of the restaurant space facing Collins Avenue. The café will offer a lighter fare menu with a “grab and go” element for convenience. This will be much more casual and “all day” then the restaurant experience providing two distinct feelings from the same concept.

## SAMPLE MENU DINNER

**ELOTES CALLEJEROS** grilled Mexican street corn

**SOPA DE TORTILLA** chicken, tomato, onion, ancho chile and cotija cheese

**CEVICHE ACAPULCO** market fish, fresh tomato, avocado, jalapeno, lime

**CEVICHE BLANCO** red snapper, avocado, orange and lime juice, serrano peppers

**QUESADILLA DE HUITLACOCHÉ** Mexican “truffle”, roasted corn, mushrooms, queso oaxaca

**QUESO FUNDIDO** Queso Chihuahua, Roasted Pumpkin Seeds, Chile De Arbol, Plantain Chips

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**SCALLOPS** Roasted Sea Scallops, Palmitos, Fresno Chile, Crispy Garlic Mayo

**COSTILLAS DE PUERCO** Charred Chipotle-Guava Pork Ribs, Escabeche

**CANGREJO** lump crabmeat, mango, chipotle mayo

**PULPO** octopus a la plancha, mayonesa de azafran

**CONTRAMAR** raw tuna, smoked chili aioli, pepino

**TINGA DE POLLO** slow-cooked chicken, avocado, chipotle

**GUISADO DE YUCA** tomato-garlic stewed yuca, chipotle radish, ensalada

**CARNE ASADA** creekstone farms sirloin, hen of the woods mushroom, pearl onions, mojo ajo

**CAMARONES A LA PLANCHA** grilled gulf shrimp, butternut squash, spanish chorizo, cherry tomatoes, chayote

**ADOBO BBQ DE PUERCO** Fudge Farms Porterhouse Pork Chop - adobo BBQ, Sweet Plantains, Crema

**PESCADO AL HORNO** Striped Bass, Wild Mushrooms, Camote puree

**CHILE RELLENO** roasted poblano pepper, organic quinoa, manchego cheese, calabaza, tomato caldo

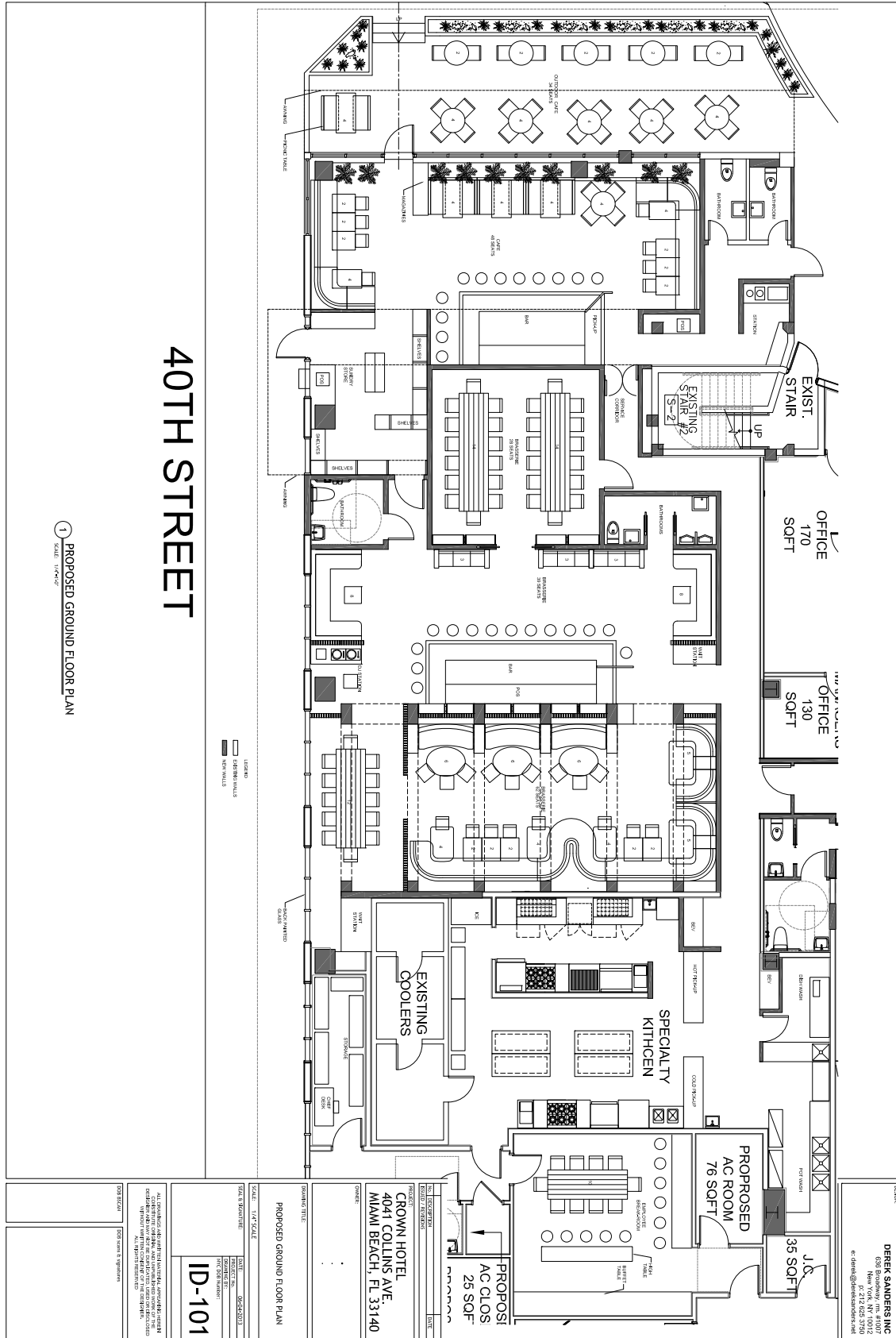
**PESCADO A LAS BRASAS** grilled fish of the day

**POLLO DOMINGUERO TRADICIONAL** 1/2 traditional rotisserie chicken, papas fritas, string beans





# La Esquina Seating Plan



# 1930's House and The Grove (Venue 3)

**Operator** | Commune Hotels & Resorts

**Employees** | 24 Total

**Hours of Operation** | 10am– 10pm - Lunch/Dinner service, 7 days a week

**Concept** | Lunch/Dinner, Food by Michelle Bernstein

**Hours of Operation** | 10pm – 5am, 7 days a week; Indoor 10am – 5am, Northside Outdoor 10am-2am and Grove and Southside Outdoor 10am – 3am

**Concept** | Lounge and Outdoor Garden Area

**Seats** | 172 seats, 50 Indoor and 122 outdoor vignettes of various groupings

**Entrance** | Separate street entrance on West 41<sup>st</sup> Street and through hotel grounds

**Music** | Lunch/Dinner: Ambient background music | Post-Dinner Hours: Entertainment



**The 1930s House** lunch/dinner offerings will be simple, small plate menus. The atmosphere will be quiet with ambient background music during the afternoon and evenings.

After hours, 10pm to 4am, **The 1930's House** will be an elegant speakeasy style bar. The bar program will feature handcrafted cocktails made with the freshest ingredients and with great care. This will be nightlife for adults. The feeling of the 1930's House will be sophisticated, hip and electric.

**The Grove** will be situated on the ground level in the landscaped area between the hotel, 1930's House and the pools. The Grove will be a focal center to the property connecting the restaurant, 1930's house and pool area under an intimate green canopy. Food and

beverage will be offered to guests both from a special menu from Michelle Bernstein's restaurant and the 1930's house menu depending on time of day. Beverage programming will also depend on time of day with the pool bar and the 1930's house menus extending to this area. Entertainment is planned accenting the local flavor and fitting in nicely to the décor and ambiance of the pool area experience.

# **SAMPLE DRINK MENU**

**10pm – 4am**

## **MARTINIS**

**CUCUMBER LEMONADE**

**CREAMSICLE CRUSH**

**SEX IN THE CITY**

**GUMMY TINI**

**MANGO MADNESS**

**CHERRY BLOSSOM**

**CUCUMBER**

**BRAZILIAN**

**POMERITA**

## **SKINNY MARTINIS**

**SKINNY MELONS**

**SKINNY RITA**

**SKINNY RASPBERRY MOJITO**



# 1930'S HOUSE AND GROVE

## MENU SAMPLE

### SMALL PLATES

Jumbo Shrimp Cocktail

Calamari Frito

Crab Cake

Conch Fritters

Tuna Tartare

Crab & Avocado Tower

Oysters on the Half Shell

Hamachi Crudo

Artisanal Ham Assortment

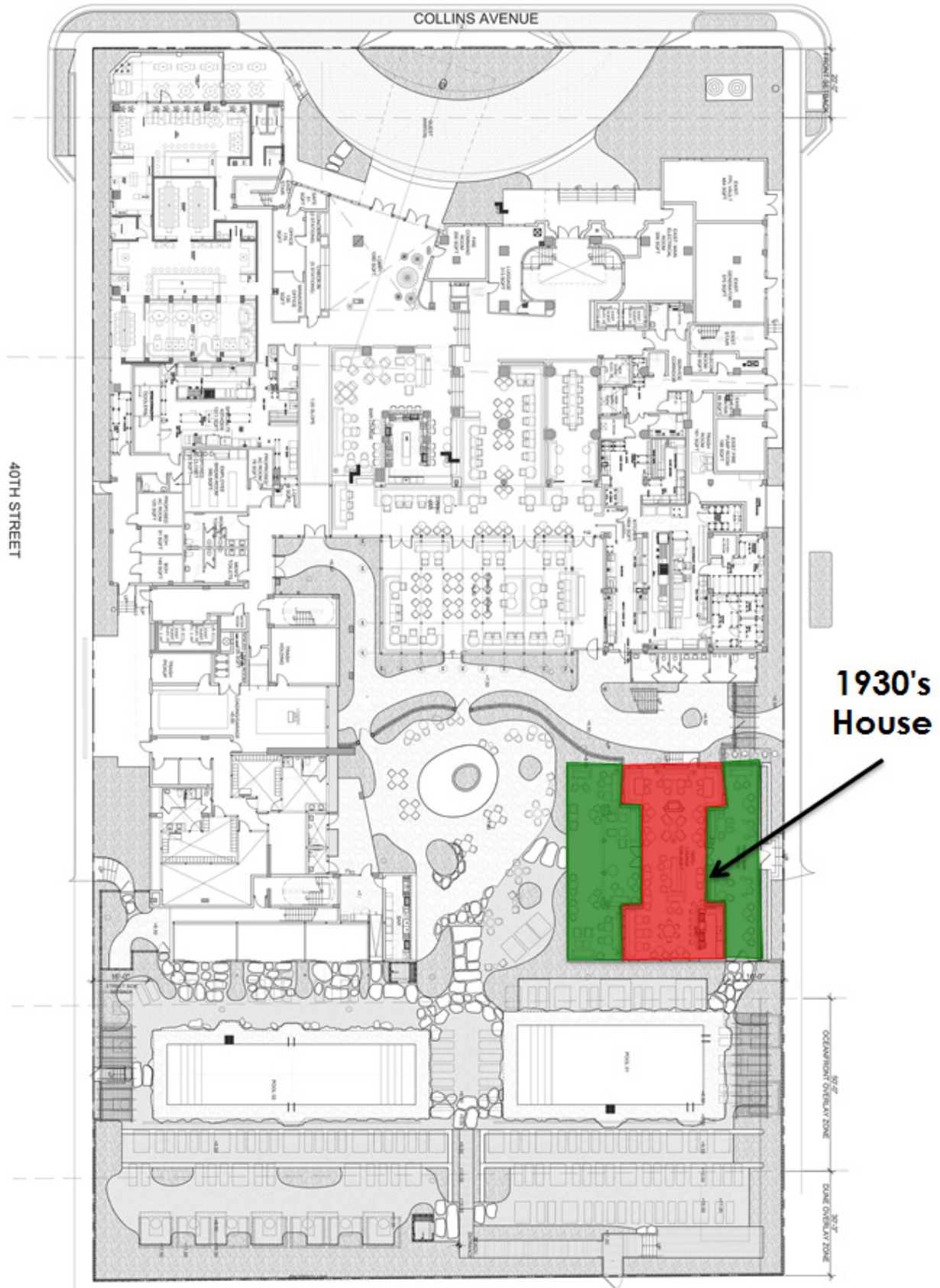
Heirloom Tomato Salad

Spinach Salad

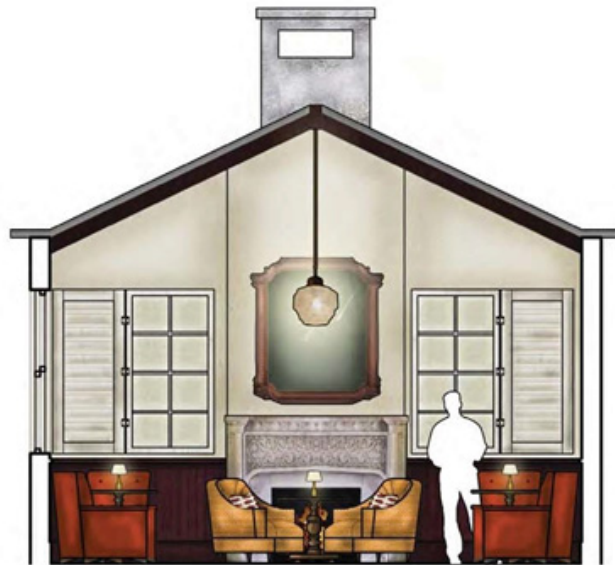
Grilled Vegetable Salad

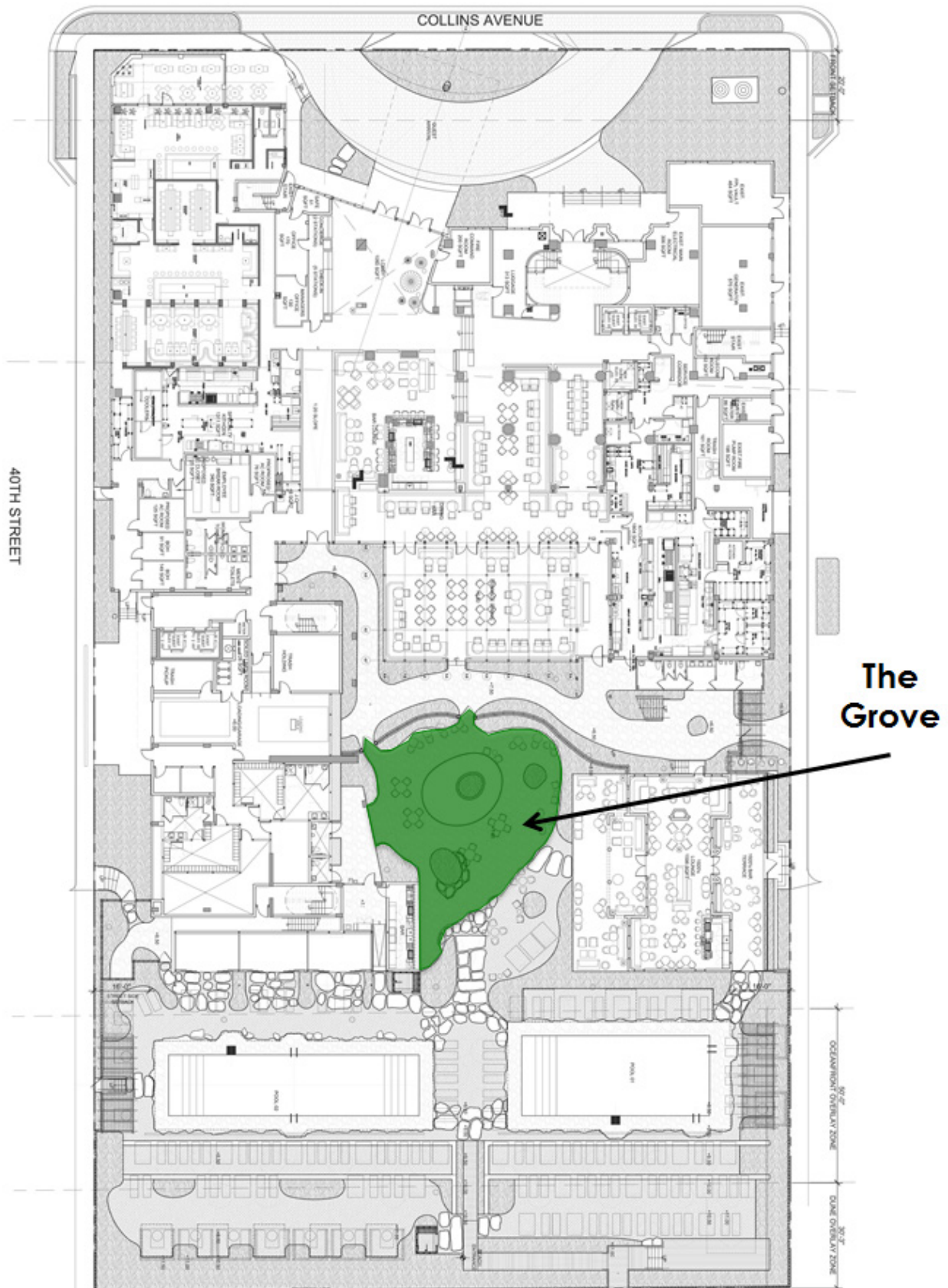
Caesar Salad

Scallop Carpaccio



## 1930's House







# The Pool Bar and Pool Area (Venue 4)

**Operator** | Commune Hotels & Resorts

**Employees** | 10 Front of House

**Concept** | Bar, casual

**Hours of Operation** | 9am to 3am, 7 days per week

**Seats** | 14 bar seats

**Music** | Ambient background music



**The Pool Bar** is located on the ground level of the hotel. The Pool Bar will have a small food menu and extensive beverage menu. The Pool Bar will also service the three cabanas offering private service to hotel guests. Service is casual and relaxed tending to the needs of the hotel guests.

The food menus will be casual and come from the Michelle Bernstein restaurant kitchen.

# **SAMPLE MENU**

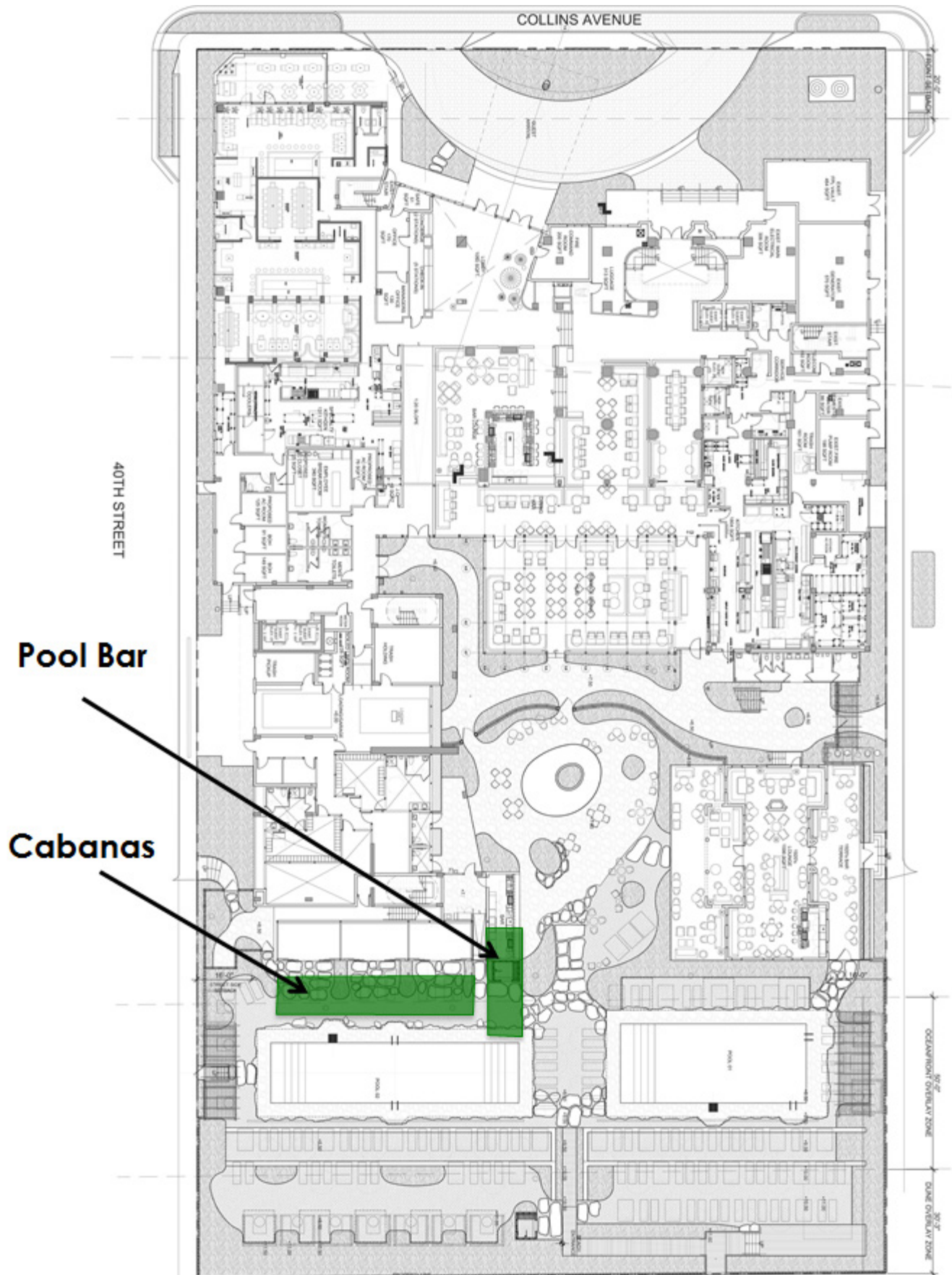
## **BAR**

### **BEVERAGES**

Strawberry Daiquiri  
Classic Mojito  
Pineapple-Infusion Mojito  
Margarita  
Strawberry Margarita  
The Original Mai Tai  
Piña Colada  
Pink Razberi Lemonade  
Bloody Mary

### **BAR FOOD**

Hamburger & Fries  
Seared Tuna  
Conch Fritters  
Sliced Beef Tenderloin  
Blue Crab Cakes  
Spinach & Artichoke Dip  
Shrimp Martini  
Fruit & Cheese Plate  
Shrimp & Crab Dip



# The Library Bar and Lounge (Venue 5)

**Operator** | Commune Hotels & Resorts and KNR Hospitality Group

**Employees** | 21 Front of House, 5 Back of House

**Concept** | Nightlife/Lounge

**Hours of Operation** | 11am – 5am, 7 days a week

**Seats** | 238 seats

**Music** | Ambient, DJ and Live Music



**The Library Bar and Lounge** will be a lounge/nightclub open to the public. Regular guest DJs and planned entertainment will provide a hip atmosphere within a more exclusive setting.

Commune Hotels will operate the venue with the assistance and consult of KNR Hospitality. KNR is a nightlife and hospitality company with great experience in the Miami Beach market. The venue will be designed in a residential feel and will not have a “big club” layout. This is nightlife for adults who want to be in a great, energetic late night place with a unique and upscale experience.





# **FOOD & BEVERAGE STAFFING LEVELS**

# The Thompson Miami Beach

## Food and Beverage Staffing Levels – High Season

Outlet	Front of House Associates	Back of House Associates
<b>3-Meal</b>	36	17
<b>La Esquina</b>	50	22
<b>1930's House</b>	37	0
<b>The Grove</b>	11	0
<b>The Pool Bar</b>	10	0
<b>In-Room Dining</b>	7	3
<b>Banquet Rooms</b>	13	5
<b>Library Lounge/VIP</b>	5	0
<b>4<sup>th</sup> Floor Vista Lounge</b>	3	0
<b>4<sup>th</sup> Floor Sundeck</b>	9	0
<b>Totals-Not including Mgmt.</b>	181	47

# HOTEL ACCESS

Access to the Thompson Hotel can come from the following groups:

1. Hotel Guests
2. Guests attending a Private Function
3. The Public
4. Spa Guests

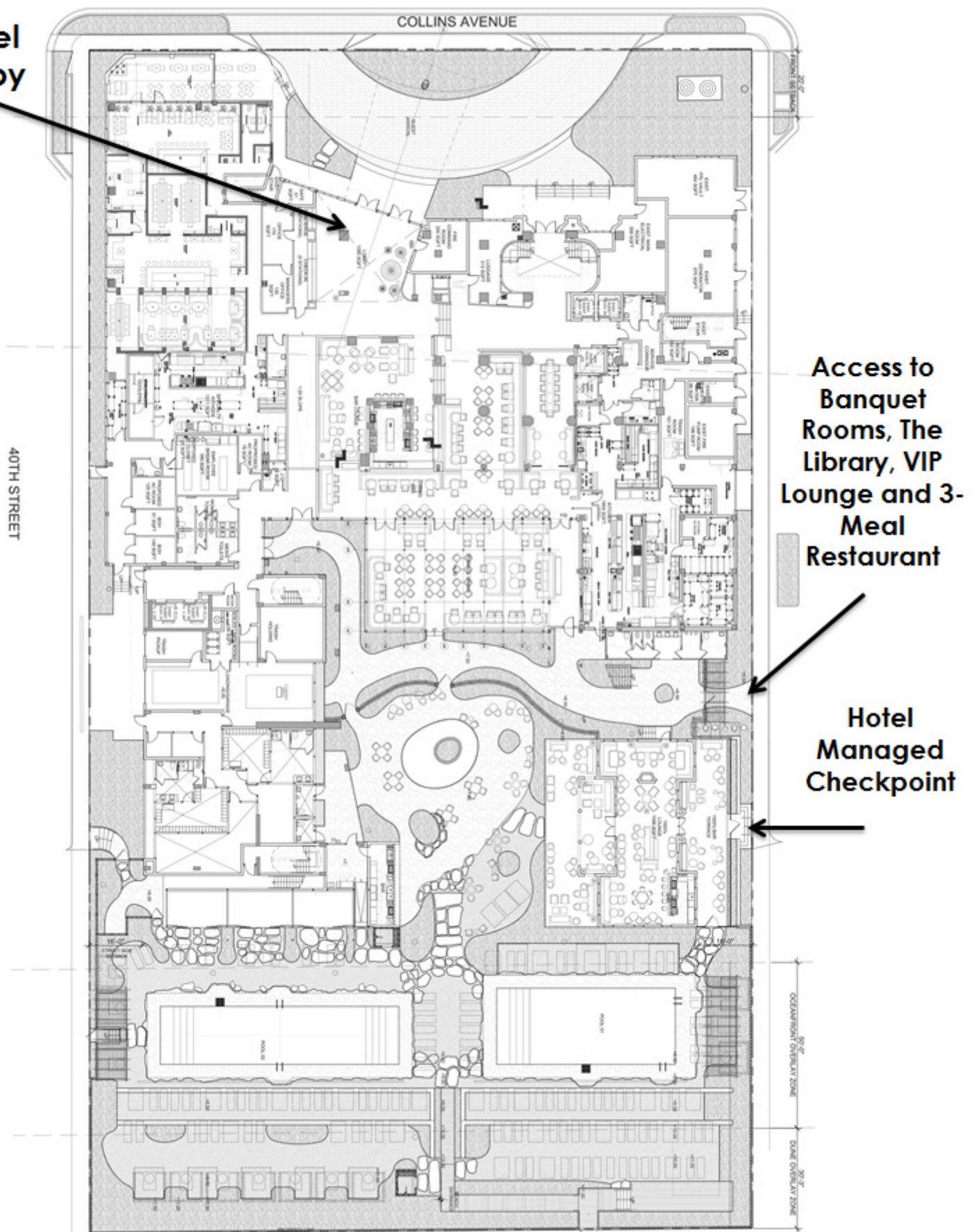
Hotel Guests will check in at the Front Desk in the 1<sup>st</sup> Floor lobby. From there, the guests will be directed to their hotel rooms and given a brief description of the amenities the hotel offers.

Guests attending private functions such as weddings, business meetings and social gatherings will enter the 1<sup>st</sup> floor lobby or the 41<sup>st</sup> Street entrance and will be directed by hotel associates to the proper facility within the property.

The general public will be welcomed to the facility to dine and unwind at the property's restaurant and nightclub spaces. The public can enter those facilities without checking into the 1<sup>st</sup> floor lobby. There will be access points on the ground level located on 41<sup>st</sup> Street and from The 1930's House. Controlled points will be managed by hotel personnel and provide a "concierge" like service to direct hotel guests and the public to the appropriate social spaces within the hotel grounds.

Spa Guests are welcome by appointment only to the hotel's Spa located on the 10<sup>th</sup> Floor. The Spa guests will check in at the Front Desk in the 1<sup>st</sup> Floor Lobby and be directed to the Spa. Spa guests can enjoy the amenities at the Spa.

**Hotel  
Lobby**



# **DELIVERIES & COLLECTIONS**

In an effort to ensure minimal impact on local residents, hotel guests and street traffic, the following procedures will take place:

### **Food & Beverage Deliveries:**

Food and beverage deliveries will be received on West 40th Street where a receiving area is located. The receiving area is staffed with security and receiving personnel who check in vendors and verify product deliveries through hotel operational procedures. Another area located on the alley on West 41st Street is equipped to receive smaller deliveries exclusively for the 3-meal restaurant.

Deliveries will be directed from the hours of 8am to 5pm. Understanding that there may be certain circumstances that require augmentation to the delivery window, the hotel management will do its very best to ensure deliveries have little impact on the above mentioned groups.

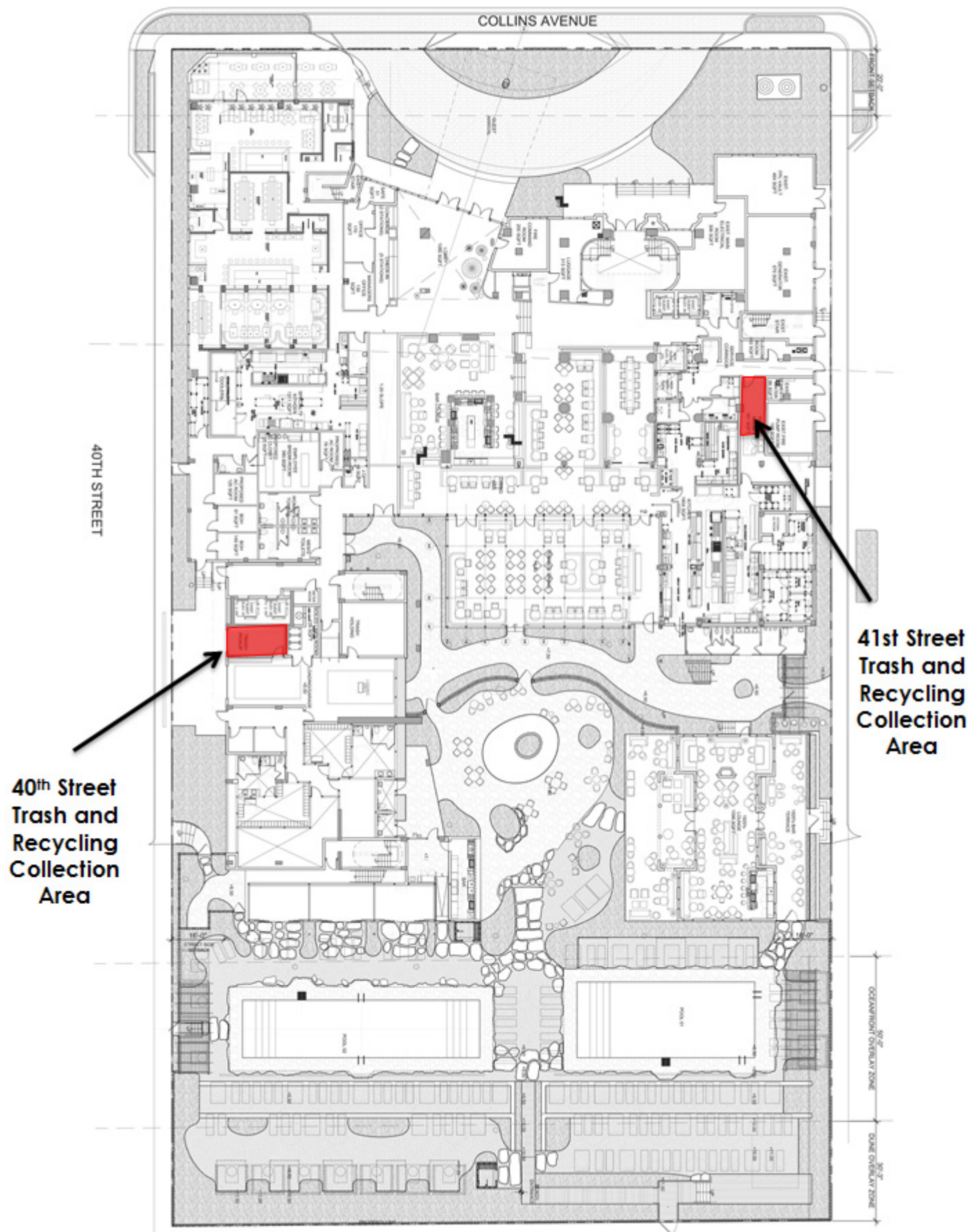
Hotel receivers will be staffed to efficiently receive products to meet the delivery window expectations.

### **Refuse & Recycling:**

Refuse and recycling collection will be accepted at appropriate times (insert times) and at two locations on property; the 40<sup>th</sup> Street loading garage and 41<sup>st</sup> Street loading zone. Internal procedures will be implemented by management to ensure minimal impact is felt by the hotel guests, local residents and street traffic. Hotel engineering will be responsible the management of the refuse collection.



# SECURITY



Pursuant to the policies of The Thompson Hotel, all security will be administrated by Hotel Management and the following measures will be implemented:

1. Security will have a 24 hour a day presence
2. Security cameras will be located at major entrance and exit points to the property
3. Security cameras will be installed to monitor perimeter of the property
4. Security cameras will be installed in elevators to monitor guest flow
5. Extra Security will be scheduled on high occupancy days
6. Extra Security will be dedicated to 1930's House as needed when directed by management