

# FACT SHEET

## ADDING HOSPITALITY

Looking to keep people immersed in your story longer? Providing food and drink can encourage lingering, but take care! Choosing the right offering style that matches your character and enhances your story is critical.

### Styles of hospitality offerings

- Providore - make a picnic - sample the local, artisan - choose your own mix
- Restaurant or Cafe
- Tastings / samples - low or no cost - combine with retail or providore for sales
- Retail - take it home
- Market place - bazaar - expo - traders selling their wares
- Bar - juice, alcohol
- Pop-up event - temporary
- Street food, kiosk, booth, takeaway window - permanent or temporary
- Eating experience - eat in a bus, tree, field, vineyard, boat, around a campfire...
- Demonstration
- Chef at your table - admire the expertise, craftsmanship
- Cook your own - master class, cooking school

### Choosing the option that's right for you

- How long do you want people to stay?
- Where will visitors sit if you want them to eat here?
- What kind of food or drink experience do you want them to have?
- Style of food is right for your brand?
- What service style is right for your brand?
- What price point will complement your core product?
- What communication style is right for your brand - formal menu, chalk board, packaged product.

### Integrating hospitality into the visitor experience

What activities do you already have on site? Hospitality additions need to be a logical extension of your current offerings. To create a truly memorable offering, use your story as a springboard to select a style that integrates seamlessly into your visitor experience.

- People are hungry at the end of an adventure
- Food goes well with wine
- People relax over food - cultivate connections with people and stories
- Adding an unexpected food offering to a place filled with unexpected delights
- Foster intimacy
- Show off craftsmanship or the exotic and mysterious

### What do I need to know about adding a hospitality offering?

- Licensing, service of alcohol and food permits, accreditations and approvals
- Cooking on site facilities - food health standards, disposal of waste, storage, washing
- Provision of toilets is linked to the number of people on site and licensing

### Learn more?

Get advice from [SA Consumer & Business Services](#) on liquor licensing

Get advice from [SA Health](#) on starting a food business

Contact [Studio S2 Architects](#) for a no-obligation phone conversation