

Hotels in Scotland offer bread and water on the Recession Menu



Best Western Bruntsfield Hotel

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UK companies feeling the effects of the global economic downturn might be served bread and water if they choose their company [conference venues](#) as either the Best Western Bruntsfield [Hotel in Edinburgh](#) or sister venue, Keavil House Hotel, near Dunfermline in Fife.



With the UK now officially in recession, these innovative [hotels in Scotland](#) have added 'message focussed menu options' to help firms ensure they deliver their event objectives. Alongside the more traditional offerings there is now the 'bread and water' option on the 'Venues' menu for management teams that have missed their targets or under-performing sales teams . These 'Venues' menus have been designed to offer a new standard



for meeting and event organisers demanding superior service and flexibility while at the same time expecting value for money and clarity of costs.

Russell Imrie, Managing Director of both hotels said: "We are responding to the needs of the modern customer, and in the current economic climate, creative thinking is vital. We don't really advocate that anybody feeds their staff bread and water - we have teams of talented chefs waiting to create delicious food for all our guests - but the reality is some companies may feel this useful as an attention grabbing wake-up call. It could provide a good start to a 'could do better presentation."

The 'bread and water' idea originated in the US. The CEO of a major company arranged a meeting for his management team in a well known San Francisco restaurant, and fed them bread and water after reporting poor financial results. That marked the turning point in the company's fortunes and it then went on from strength to strength.

Both the Bruntsfield Hotel and [Keavil House Hotel](#) offer a dedicated team of experienced conference advisers to provide organisers with support throughout planning their events. At both hotels, service-oriented standards ensure that the event itself runs smoothly and with the maximum of flexibility needed to handle last minute agenda and timing changes.

Flexible billing options make it easier to plan events, while inclusive 'Daily delegate' and '24 Hour delegate' rates incorporate everything needed for the event such as LCD projectors, flip charts, refreshments and (for 24 Hour delegates) [hotel accommodation](#) - all within a VAT inclusive price.

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