



*Where the little things
mean everything.™*

DoubleTree by Hilton TYUMEN Russia

OPENING WINTER 2016
Cookie Standards



For more than 25 years, the DoubleTree by Hilton™ chocolate chip and walnut cookie has welcomed our guests. Warm, fresh and delicious, this tradition is one of the most recognizable parts of our brand. The Cookie is a very real ambassador that delivers the first of the Traveler's Rewards that we promise our guests.

DOUBLE TREE BY HILTON TYUMEN, RUSSIA

The Cookie combines a warm welcome, a piece of home and a simple pleasure — all points of our brand positioning. We present it at the beginning of every stay as a gift, to comfort our guests after the stresses of travel and begin their restful stay with us. When you understand how much The Cookie represents, you understand how important it is in kicking off our guest experience. Preparing and presenting The Cookie is something very special at DoubleTree by Hilton.™

□ this cookie has your name on it



New guests are surprised and delighted at this welcome, and frequent guests look forward to repeating it.



The Cookie makes check-in the first of a series of warm experiences that show our guests how much we appreciate them and their choice to stay with us. Our guests have great expectations for The Cookie, so we have high standards to maintain for every Cookie we serve.



The number of Cookies needed for guests differs from day to day. Every day, front desk agents are responsible for ordering enough cookies to meet that day's demands.





The cookie commandments

1. Prepare The Cookie with great care and attention to detail – remember, it represents our warm welcome.
2. Place a single Cookie in a cookie bag.
3. Cookies are ready at the front desk by 9:00am or earlier.
4. Cookies must be soft and warm for each guest presentation.
5. Don't leave the cookies in the warmer for more than three hours.
6. Present The Cookie before checking them in and separately from the key packet.
7. Directly hand The Cookie to the guest. Ensure the logo on the cookie bag is facing the guest.
8. When you present The Cookie, say something like, "Part of our warm welcome is our freshly baked chocolate chip and walnut cookie. We are really glad you are here!" Smile!
9. Our guests can have as many cookies as they'd like.
10. Never run out of cookies!

Every stay begins with a Cookie

- **Be sure that all team members understand that the Cookie is not just a treat, but the unique symbol of the simple acts of care and kindness that sets DoubleTree by Hilton™ apart. Encourage every department to facilitate the Cookie Huddle for all new team members so they may learn the power of The Cookie!**
- **Prepare, package and present The Cookie according to instructions to ensure that every cookie meets our high standards.**



- Present a warm, fresh DoubleTree by Hilton chocolate chip and walnut cookie packed in the DoubleTree by Hilton cookie bag to each registered guest upon arrival and prior to check-in at the front desk. If there are multiple registered guests in a room (such as a family) each guest receives a cookie.
- Equip the front desk area with an approved cookie warmer unit that is always in good working order.
- Present The Cookie to every guest using the described welcome procedure.



Use “Rain Checks” sparingly in situations like these:

- The guest checks in before the day’s supply of fresh DoubleTree by Hilton chocolate chip and walnut cookies is delivered to the front desk.
- The guest declines the cookie when front desk staff offer it at check-in and requests the opportunity to receive it later.
- There are no warm cookies available due to mechanical problems with the cookie warmer.
- Problems with cookie preparation or packaging (over-baking, under-baking, breakage) have affected cookie quality.





- **As soon as it arrives, put cookie dough in the walk-in freezer. DO NOT let it thaw — if it does, it won't rise properly when baked.**
- **Every day, the front desk staff will send a cookie order form to the kitchen with an estimate of cookies needed that day. This number will include anticipated early arrivals (based on the Arrival Report and the hotel's typical daily arrival pattern).**

Without fail, every guest receives our famous cookie upon their arrival to welcome them. Deliver the cookies at 9:00am or earlier —if necessary, deliver a partial order.

- **For the best results, take the dough directly from the freezer. Space frozen cookie dough evenly on a cookie sheet in six rows of four cookies each. They need a little breathing room – cookies expand during baking.**
- **Be sure to pre-heat the oven and bake the cookies according to the instructions on the box. Be careful not to under-bake or over-bake the cookie.**

- **Remove cookies from the baking tray and transfer them to a crescor/speed rack to cool for 30 minutes. Don't handle the cookies while they are warm and at their most fragile — let the cookies cool to prevent breakage**
- **Place The Cookie inside a bag, folding the top back along the dotted line. Don't stack the cookies after they've been bagged to prevent breakage and visible butter absorption by the bag. Place cookie bags side-by-side standing up, with the logo facing you, inside the warmer. This makes it easier to grab a bag and present it with the right side up facing the guest. Deliver cookies to the front desk by 9:00am or earlier. This can be a partial order with the rest delivered before the anticipated guest check-in time. Every guest will receive The Cookie as part of their welcome — if there are multiple guests registered in a room, (such as a family) each guest will receive a cookie.**



- In the morning, preheat the cookie warmer first thing. Turn dial to the lowest setting (1–2). To keep the cookies soft, place a small cotton cloth in a ceramic cup of water and put this cup inside the warmer. Place only a small amount of the cookies in the warmer and replenish them as needed. Don't keep cookies in the warmer for longer than 3 hours. Note: Place the remaining cookies inside a plastic bin or sealed container to keep the cookies moist and fresh. To maintain the moisture, put a slice of white bread directly on top of the cookies in the container.



- **Present The Cookie bag front-side up and facing the guest to display our logo. Remember The Cookie is our brand ambassador and makes our warm welcome famous. Make eye contact and present The Cookie with a smile. Say something like “Part of our warm welcome is our freshly baked chocolate chip and walnut cookie. We are really glad you are here!” Be sure to hand the cookie to the guest directly, from hand to hand.**



When a guest purchases DoubleTree by Hilton chocolate chip cookies on-site, the cashier or team member who delivers the cookies to the guest should smile and make eye contact with the guest. Thank them, with a phrase like: “Thank you for taking a taste of DoubleTree by Hilton with you. We hope you’ll enjoy them!”

Do not leave cookies in an unoccupied guest room — deliver Cookies in-person only. Be sure that all DoubleTree by Hilton chocolate chip cookies sold on site are properly baked and fresh.





Every team member has a role to play in making The Cookie a continued success:

Front Desk Team

- Make sure that enough DoubleTree by Hilton chocolate chip cookies are ordered each day to meet anticipated demand.
- Be sure that fresh, warm cookies are available at all times for guests at check-in.
- Present the DoubleTree by Hilton chocolate chip cookie with a smile and a warm welcome to guests at check-in.
- Be ready with quick, accurate answers to guests' questions about The Cookie and how to purchase additional tins of cookies.
- Be warm and enthusiastic when you present The Cookie or assist guests with cookie purchases.



Kitchen Team

- Fill DoubleTree by Hilton chocolate chip cookie orders accurately and efficiently every day.
- Use proper procedures to store and prepare DoubleTree by Hilton chocolate chip cookies.
- Properly package and deliver the DoubleTree by Hilton chocolate chip cookies used for check-in.
- Make enough cookies for daily use by other departments, such as Sales and Food Service Outlets.
- Properly prepare and present DoubleTree by Hilton chocolate chip cookie dessert items.



Catering and Banquet Team

- Be sure that fresh, properly prepared DoubleTree by Hilton chocolate chip cookies are offered at catered events, functions, receptions, and meeting breaks.
- Smile and be warm and enthusiastic when you display or present DoubleTree by Hilton chocolate chip cookies at catered events, functions, receptions, and meeting breaks.



Engineering Team

- Perform daily maintenance checks to be sure that cookie warmers are working properly.
- Complete necessary cookie warmer repairs as quickly as possible.
- Present the DoubleTree by Hilton chocolate chip cookie with warmth and a smile to guests after completing guest room repairs or service calls.



Sales Team

- Be sure the DoubleTree by Hilton chocolate chip cookie is included as a “leave-behind” when you complete sales calls.
- Recommend that DoubleTree by Hilton chocolate chip cookies are offered at every event, function and reception or meeting booked.
- Check to be sure that you use only fresh, properly prepared and packaged DoubleTree by Hilton chocolate chip cookies during sales calls.
- Present DoubleTree by Hilton chocolate chip cookies with warmth, enthusiasm and a smile during sales calls and trade shows.





Thank you ! Спасибо!

