

Tratto at The Marker

SAN FRANCISCO, CALIFORNIA

A NEW MARKET-APPROPRIATE CONCEPT AND STREAMLINED OPERATIONAL MODEL, COMBINED WITH ONGOING ASSET MANAGEMENT, TRANSLATED INTO A THRIVING AND PROFITABLE OUTLET FOR THE HOTEL.

MENU DEVELOPMENT & PRICING

Launched programs that are on-concept and priced to reflect perceived value and cost of goods.

Introduced seasonal variation and lighter fare and vegetarian options, which are necessary for competing in the San Francisco market.

Expanded hours of operations and offerings to include happy hour, lunch, and brunch.

ENHANCED SERVICE QUALITY

Introduced service standards and tabletop SOPs.

Conducted extensive training sessions for all FOH staff.

BANQUETS

Launched revamped banquet menu to address a wider range of group and social sales opportunities.

Created a professional wedding package.

BOH GENERAL OPERATING PROCEDURES

Sourced and implemented leadership structure within culinary team.

Created tracking protocols for all inventory and purchases.

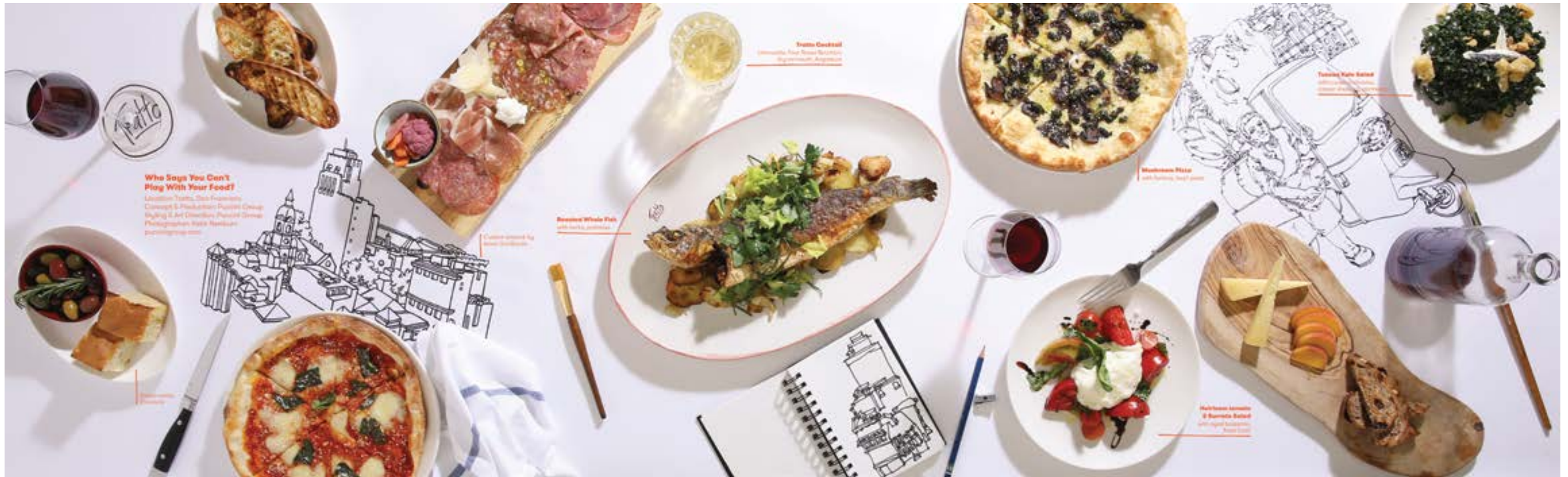
OUR LONG-TERM ASSET MANAGEMENT CONTRACT HAS SEEN REVENUE INCREASE ACROSS THE BOARD YEAR-OVER-YEAR:

28% IN F&B

31% IN BANQUETS

22% IN THE RESTAURANT





Increased weekly guest cover counts 135%

Maintained a 4-star rating or above across all review sites

Press garnered 250k+

earned impressions and a 1.8M circulation within first five months



104 likes

trattosf Did we mention we're on the cover & centerfold of the newest issue of @suppermag? Read the digital issue to get an inside scoop on the inner workings of our artistic concept. link in bio. #TrattoSF



TRATTO

Italian - Tenderloin - CA



THE ZAGAT REVIEW

Tucked between Union Square and the Tenderloin, this rustic Italian dishes up midpriced shared plates for breakfast, dinner and weekend brunch, plus boozy sodas, bottled cocktails and plenty of Italian and Californian wines. The bustling destination in The Marker hotel features large-scale murals inspired by San Francisco scenes, along with upscale touches like leather seating, patterned tiles, high ceilings and arched windows.

ADDRESS

501 Geary St | Map
San Francisco, California 94102
415-292-0101
www.tratto-sf.com

TODAY'S HOURS

7:00AM - 10:30AM, 3:00PM - 11:00PM

FROM JANUARY 2017 UNTIL NOW,
TRATTO HAS RECEIVED

120+ PIECES OF PRESS COVERAGE

25+ LOCAL NEWSPAPERS AND WEBSITES INCLUDING

SF EATER, SF GATE, TIMEOUT, GENTRY

10+ NATIONAL PUBLICATIONS INCLUDING

TOWN & COUNTRY MAG, HOTELS MAGAZINE, TRAVEL
PULSE



5 Ways Hotel Restaurants
Can Court Locals

Hotels Magazine

Design Market: 6 Beautiful
Restaurants in San Francisco



TOP 10% OF ALL SF RESTAURANTS LISTED ON TRIPADVISOR

DRIVEN X DESIGN SF WINNER:

BEST HOSPITALITY DESIGN 2017

STEADY 5% MONTH OVER MONTH GROWTH RATE ON SOCIAL
MEDIA PLATFORMS WITH 13% AVERAGE ENGAGEMENT RATE