



## Innovation

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# Novotel invents new restaurant concepts dedicated to families in France

Keen to improve comfort for families and offer them an unforgettable stay in its hotels, Novotel is innovating by offering two new restaurant concepts: "Family Time" breakfast and "Plat à partager" lunches and dinners.

The brand continues to add to its *Family & Novotel* offering to meet changing lifestyles: increase of large and blended families, the concern for more balanced meals, smaller holiday budgets, etc.

### "Family Time": a real family breakfast

From May 2, 2012, Novotel is introducing "Family Time", a new family breakfast concept.

Families can take advantage of a new Family Time space with a special welcome for children from 8 to 11 am and enjoy all the products of the *Morning Buffet* (fruit, fruit juice, hot drinks, pastries, bread, dairy products, cereals, cold cuts and warm dishes). The new arrangements cut waiting time for hungry families!

At peak periods, the specially fitted-out space offers activities to keep children occupied while they wait: balloon sculptures, make-up workshops and painting ... Everything is organized to ensure that children have a fun and balanced breakfast!

### A shared family meal ... at the hotel!

Novotel upgrades the pleasure of family dining.

"The shared family meal" is the brand's answer to reinventing this special moment and helping make it a moment of shared enjoyment. The favorite dishes of children and their parents (a whole roast chicken, English-style roast beef, melt-in-the-mouth salmon in pastry and whole-grain penne in cheese sauce) are served from a central platter on the table, allowing everyone to help themselves. The big challenge for families will be to agree on which dish to choose!



Starting in July, families will be able to choose between individual dishes from the menu or this new formula at a very attractive price (€45 for a dish serving four or five people).

*"With 'Family & Novotel', we are keen to increase families' wellbeing and do whatever we can to facilitate their stay and make it an unforgettable moment. The family and our society is changing, and we must constantly reinvent ourselves and devise new services. Attentive to the needs of its customers, Novotel is reaffirming its position as a leader in hospitality for families with these two new concepts added to the range of innovative services our teams offer families",* explains **Gwenaël Le Houerou**, Managing Director France for Novotel. The brand is bringing family meals, a key moment in the daily life of families, back into favor, making Novotel hotels an ideal environment adapted to the new needs of modern families.

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