

EXCHANGE

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CORPORATE PROFILE :

CROWNE PLAZA AQUA LOUNGE AND RESTAURANT

The Aqua Lounge and Restaurant has only been open for a few months, but already it is garnering rave reviews from its guests. Aqua was unveiled in November, 2014 – the newest jewel in the upscale Crowne Plaza Hotel in Kitchener. The Crowne Plaza opened after a multi-million dollar renovation of the entire hotel in April, 2014.

Hotel General Manager Yari Khan says that everything about the restaurant is innovative and new – the location within the hotel (just off the lobby); the seafood-inspired menu; the design, furnishings, dinnerware, cutlery, serving vessels – everything!

Aqua serves an extensive breakfast buffet, a full lunch menu, and a spectacular dinner selection. The environment adapts to time of day, with new lighting, music and general ambience for the evening crowd.

Aqua Lounge and Restaurant is more than a normal hotel restaurant, says Khan.



Aqua Lounge's new bar.

It was created both to serve hotel clients, and to attract the people of the KW community. That's the rationale behind the unique Aqua menu, specializing in seafood, specifically to meet a need in the local market. The GM says, "Kitchener needed a good seafood place."

"It's a little different, a little lighter, with an accent on the healthy," says Khan. "We want people to feel this is a new experience."

Patrons are responding. Khan says that lunchtime brings large numbers of local residents, and the dinner hour is also attracting diners from outside the hotel who come specifically to enjoy the unique dishes on offer at Aqua.

Unlike many hotel restaurants, the 90-seat Aqua is owned and operated as an intrinsic part of the Crowne Plaza – and the management team is keeping a watchful eye on their newest attraction. Khan and his colleagues have been carefully tracking responses to the new restaurant, and they are thrilled with the results. "There has been a tremendous response," he says, with patrons praising everything from décor to service to menu.

"We're not just a hotel restaurant," says Khan. "We're an inside gem." - EX



Renovated Meeting Room