



STONE'S THROW, MARRIOTT WARDMAN PARK



Customer Profile:

Stone's Throw Restaurant is the culinary crown jewel at the Marriott Wardman Park in downtown Washington, D.C. The award-winning modern American steakhouse serves approximately 700 meals per day. The restaurant is known for its steaks, chops, seafood dishes and pastry program.

Challenge:

Marriott Wardman Park underwent a \$100 million renovation in 2007. More than \$3 million was spent to completely reconstruct the luxury hotel's existing Stone's Throw Restaurant into a more elegant yet open dining environment. The result was a 3,500-square-foot restaurant and bar that features four private dining rooms and a chef's table in front of an exhibition kitchen.

The restaurant wanted to incorporate a pastry finishing station into the exhibition kitchen to allow patrons to see the various dessert options available as well as observe leading pastry chefs finish and plate their delectable desserts.



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“Individuals eat with their eyes these days. When patrons sit at the bar, they can look right into the Traulsen refrigerator and see what desserts are available. It helps establish a connection with the food.”

**> Skip Cerf, director of food and beverage,
Marriott Wardman Park**

Solution:

Objective:

- Create a visually pleasing atmosphere in which to highlight available desserts and pastries.
- Incorporate a glass-front refrigerator that was durable and reliable enough to meet the demands of the pastry station, yet stylish enough to be kept in the front of the house. Stone's Throw management was very satisfied with the quality of the Traulsen G-Series refrigerators used in the kitchen and was interested in using a glass-front unit in the pastry station.

Hobart Products Involved:

- Traulsen's G-Series Reach-In Refrigerator has hinged glass doors in order to maximize product visibility. Each unit is designed to be reliable, energy efficient and durable, with large, individual storage capacities.

Actions Taken:

- The Traulsen G-Series refrigerator was installed in the pastry finishing station in full view of the chef's table.
- The unit was stocked with desserts such as chocolate mousse, brulees and cakes, and finishing syrups and fruits.





“Any foodservice equipment manufacturer can develop a piece of equipment that looks cool and eclectic, but if it breaks down every five minutes, it’s worthless. Equipment has to be functional as well as reliable. We have Hobart mixers and Traulsen refrigerators in the kitchen and are aware of their quality. We knew Traulsen’s glass-front refrigerator would live up to the same durability and reliability standards.”

> Skip Cerf, director of food and beverage,
Marriott Wardman Park

Results:

- **Perfect checks:** The Traulsen glass-front refrigerator has helped Stone’s Throw Restaurant increase perfect checks—checks featuring wine through dessert—by more than 50 percent.
- **More desserts served:** Approximately 70 percent of tables order dessert.
- **More impulse purchases:** Impulse dessert purchases have increased because patrons can see the available desserts.
- **On display:** The Traulsen refrigerator helped Stone’s Throw achieve its open and exhibition concept.
- **More appealing:** The illuminated interior of the Traulsen glass-front refrigerator enhances the appeal of the desserts and pastries.
- **Stylish design:** The design of the refrigerator doesn’t detract from the restaurant’s contemporary atmosphere.





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