



For Immediate Release
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MOTIVATING & ENGAGING A NEW GENERATION OF EMPLOYEES, ISLAND STYLE

Bahama Breeze takes top servers and bartenders on a Caribbean adventure

ORLANDO, Fla. – How do you motivate and engage a workforce dominated by Generation Y — those Americans born between 1977 and 2002? For Orlando, FL-based Bahama Breeze the answer was as clear as the company’s brand promise: “Bahama Breeze is a restaurant that brings you the feeling of a Caribbean escape.”

To motivate servers and bartenders and reward them for excelling in guest satisfaction, Bahama Breeze took top performing team members from each of its 32 restaurants across the United States on a Caribbean adventure in Puerto Rico during the first week of March.

“We hold our team members to high standards when it comes to delivering a great Caribbean escape experience,” said Alan Palmieri, Bahama Breeze executive vice president of operations. “So, what better way to reward and recognize our top servers and bartenders than by giving them a true taste of the Caribbean.”

These “best of the best” team members were selected based on their level of guest service as measured by Bahama Breeze’s online guest satisfaction survey, and based on their managers’ assessment of how well they live the company’s values and consistently deliver a Caribbean escape dining experience to their guests.

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While in Puerto Rico, the employees were given an immersion in island culture, including hiking through the El Yunque rain forest; visiting Old San Juan; touring the Bacardi distillery and learning how rum is made; and night-kayaking to the Las Croabas bioluminescent bay, where firefly-like microorganisms make the water glow green when you touch it. The group also participated in physical and fun team-building challenges and had meetings with Bahama Breeze executives to share their thoughts on how to continue building the brand.

“The trip to Puerto Rico was part reward, part training, part town-hall meeting and part validation that the experience we provide in our restaurants is truly island-inspired,” said Laurie Burns, Bahama Breeze president. “We’re passionate about delivering a Caribbean escape to our guests that offers the food, drink and atmosphere you’d find in the islands. The servers and bartenders who went to Puerto Rico saw first-hand the basis for that, which they’re sharing with their fellow team members and guests.”

Demonstrating that the point was made, Melissa Williams, a Bahama Breeze bartender from Atlanta, GA, who went on the trip said, “You really don’t understand what the Caribbean is and you don’t really understand all the elements of it until you experience it. Because it’s one thing to see it on paper, but it’s completely different ... to come down and actually see the people and the way the cultures work together, the way the food works together and how all the pieces fall into place. And I can really see how the elements play into our restaurant.”

About Bahama Breeze

With 32 locations nationwide, Bahama Breeze feeds your island spirit with the food, drink and vibrant atmosphere you'd find in the islands. The restaurant is known for fresh, delicious seafood, distinctive chicken dishes and flame-grilled steaks, accompanied by refreshing, hand-crafted tropical drinks. Recently added menu items include Breeze Wood Grilled Chicken Breast, Grilled Chicken Tostada, Lobster and Shrimp Pasta and a daily fresh fish sheet offering guests a choice of several fresh fish species, preparations and side items. Most Bahama Breeze locations are open for lunch and dinner daily, from 11 a.m. until late, and all offer call-ahead seating. For more information visit www.bahamabreeze.com.

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