

10 Minute Presentation: Restaurant Review

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Introduction to Gastronomy BMGM4001

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I acknowledge the use of ChatGPT (<https://chatgpt.com/>) on 3rd, 4th and 5th of December 2024 to write my notes into submission format using the prompt(s): Tell me information about Zinco Lounge

Does Zinco Lounge have and AA Rosettes

I confirm that I have not presented any AI generated text as my own work. I confirm I have copies of my drafts, notes, and other resources I used before, and after the use of AI tools which I may be asked to provide in evidence.



Zinco Lounge

30 Princess Way, Swansea, SA1 5HE



Introduction

- Zinco Lounge part of the 'Lounges chain', a UK-based chain with two brands 'lounges' and 'cozy clubs.' This brand focuses on building a community and maintaining inclusivity, keeping to a relaxed and versatile atmosphere. Each site within the brand reflects its location and the local demographic.
- Zinco Lounge was chosen for this assignment because it is a popular restaurant and there is a wide range of information available. Prior to the start of this assignment Zinco Lounge had never been visited despite being passed many times.

Current Offerings

- Zinco Lounge is a restaurant based in the heart of Swansea. Offering patrons a casual dining experience with an assorted menu, including many gluten free, vegetarian, and vegan dishes.
- There has been a growing influence among consumers and food manufacturers considering gluten-free diets (Khoury, Balfour-Ducharme, Joye, 2018).
- Zinco Lounge has also been expanding their vegetarian and vegan options in line with the growing food trends. Recently there has been a decrease in the consumption of meat eaters compared to the rising number of those identifying as vegan and vegetarian (Stewart et al 2021).



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- As well as dietary offerings Zinco lounge also has an extensive menu full of lighter meals and salads. These include salad bowls, flatbreads and a range of tapas options.
 - They also offer a children's menu with a 'build your own dish' option allowing the child to pick a protein, vegetable and carbohydrate making for a healthy balanced meal. DeCosta et al (2017) state there is a great amount of attention paid to children's eating habits and how they can be positively influenced. By allowing children control over what they eat they can be more willing to try new and healthier options. Nuffield Health (2021) highlights that children can feel empowered when deciding what to eat which can lead them to expand their taste buds.



Restaurant Location

- Located on Princess Way, just off the popular Wind Street, Zinco Lounge receives a heavy amount of foot traffic throughout the day. Heavy foot traffic increases the likelihood of walk-ins for the business. Walk-ins allow for tables to be filled in a more frequent manner therefore increasing sales generating more profit (Tablein Team. 2023)
- Zinco Lounge does not offer patrons dedicated private restaurant parking, however there are three 'pay and display' car parks located within walking distance. Swansea train station is 0.6 miles from the restaurant.



External Advertisement

- Zinco Lounge uses bright colours as a marketing technique to draw customers in. The brightly colored red and green chairs located in their outdoor seating area catch customers eyes and encourage patrons to dine. Rautén (2024) states that colours play a significant role in marketing as they can create emotions and help shape the attitudes of customers.
- The brighter colour palate also helps diners identify where zinco lounge is located and will make it significantly more memorable as it stands out against the plainer background.



Pricing

- Zinco Lounge's prices fall into the mid-range bracket as a typical main course costs between £10 - £15. They also offer their small plates and tapas dishes as deals, for example 3 dishes for £12.75. Zinco Lounge's children's meal are also fairly priced at £5 - £7 a meal.
- The drinks at Zinco Lounge are kept in the cheaper price range too at £2.50 - £4 for the hot and soft drinks. Alcoholic drinks and cocktails range from £7 - £12 per drink. The price of glasses of wine ranges between £4 - £8.50 dependent on the size purchased. The bottle will cost between £15 - £25.



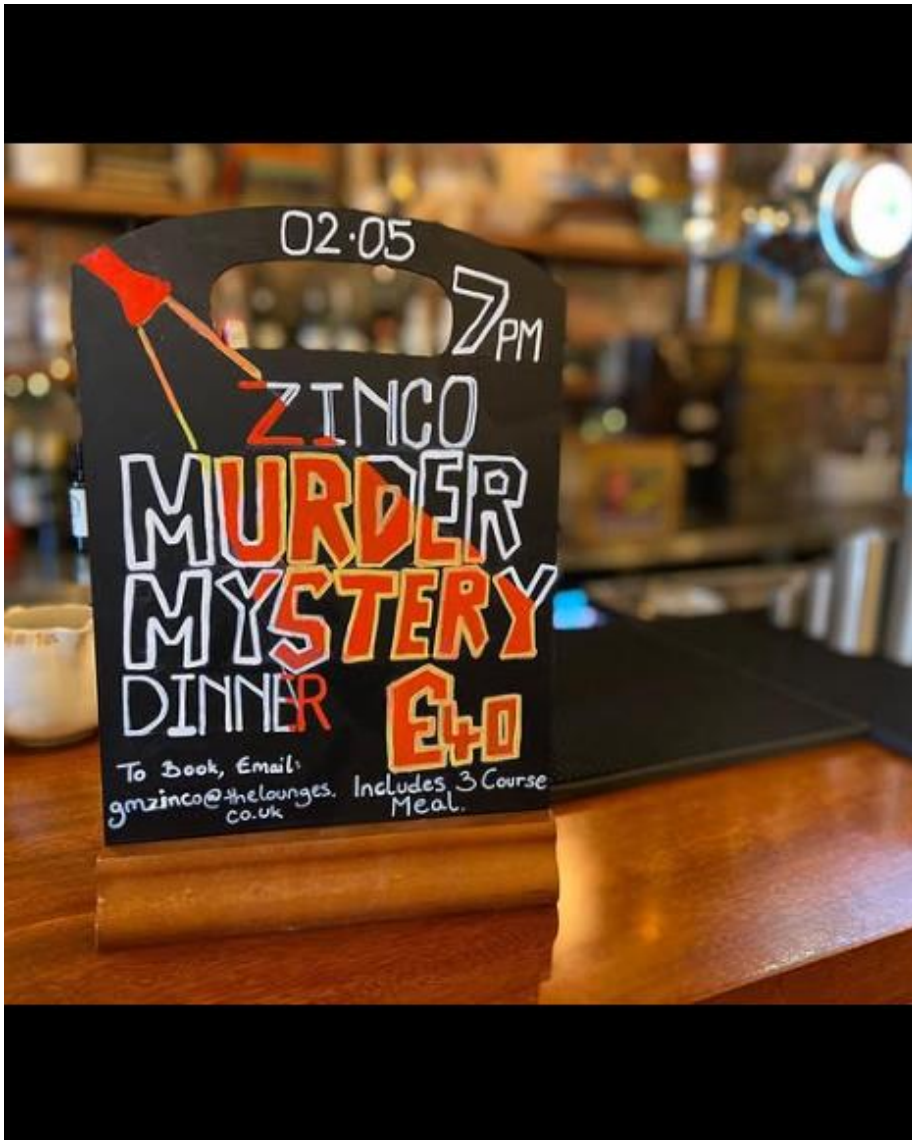


- Within the immediate area there are a range of eateries including an ice cream parlor, Thai restaurant and pizza restaurant. Both the ice cream and Thai restaurant are priced cheaper than Zinco lounge with their price ranges falling into the budget price bracket. There are also fast-food restaurants located approximately 0.3 miles from Zinco Lounge.
- A typical meal for one from either of these restaurants will cost around £5. This makes Zinco Lounge more expensive than the surrounding establishments, however it is still less expensive than most places to eat in Swansea. For example, Morgans Hotel will cost roughly £30 - £50 per person. This hotel does however offer patrons a more fine-dining experience.

Promotions

- Zinco lounge is advertised both locally and online. They use their official website to promote their special offers such as 'Cheeky Mondays' where they offer a free glass of wine or a dessert with your meal. They also promote their 'Tapas Tuesdays' where you again get a free glass of wine with three tapas dishes. Such promotions can create excitement and encourage new customers to explore new experiences (Dhanda, 2023).
- They also engage with customers through social media platforms such as Instagram and Facebook posting pictures and videos of their latest offers.



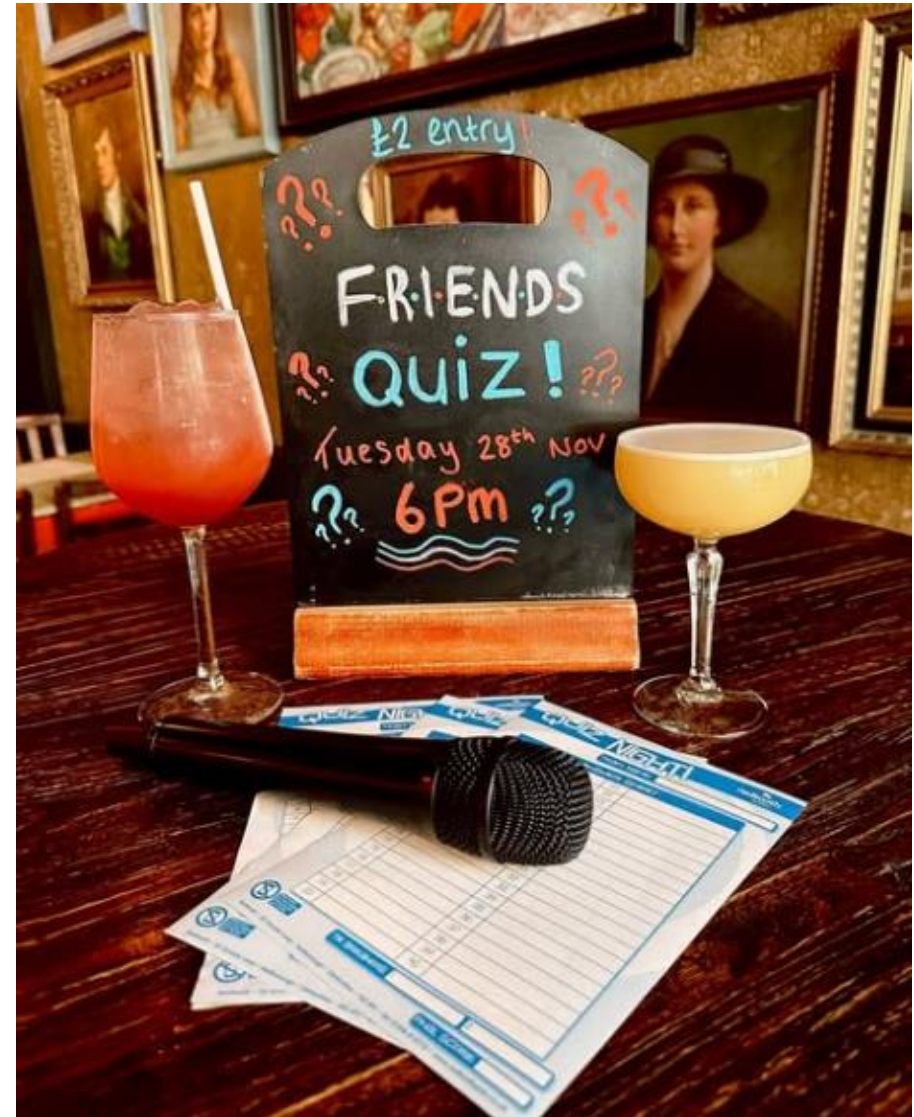


Customer Value

- They also engage with customers through social media platforms such as Instagram and Facebook posting pictures and videos of their latest offers. Kavoura (2024, p679) highlights the inclusion of social media when marketing has gained popularity over the years and become an integral marketing strategy.

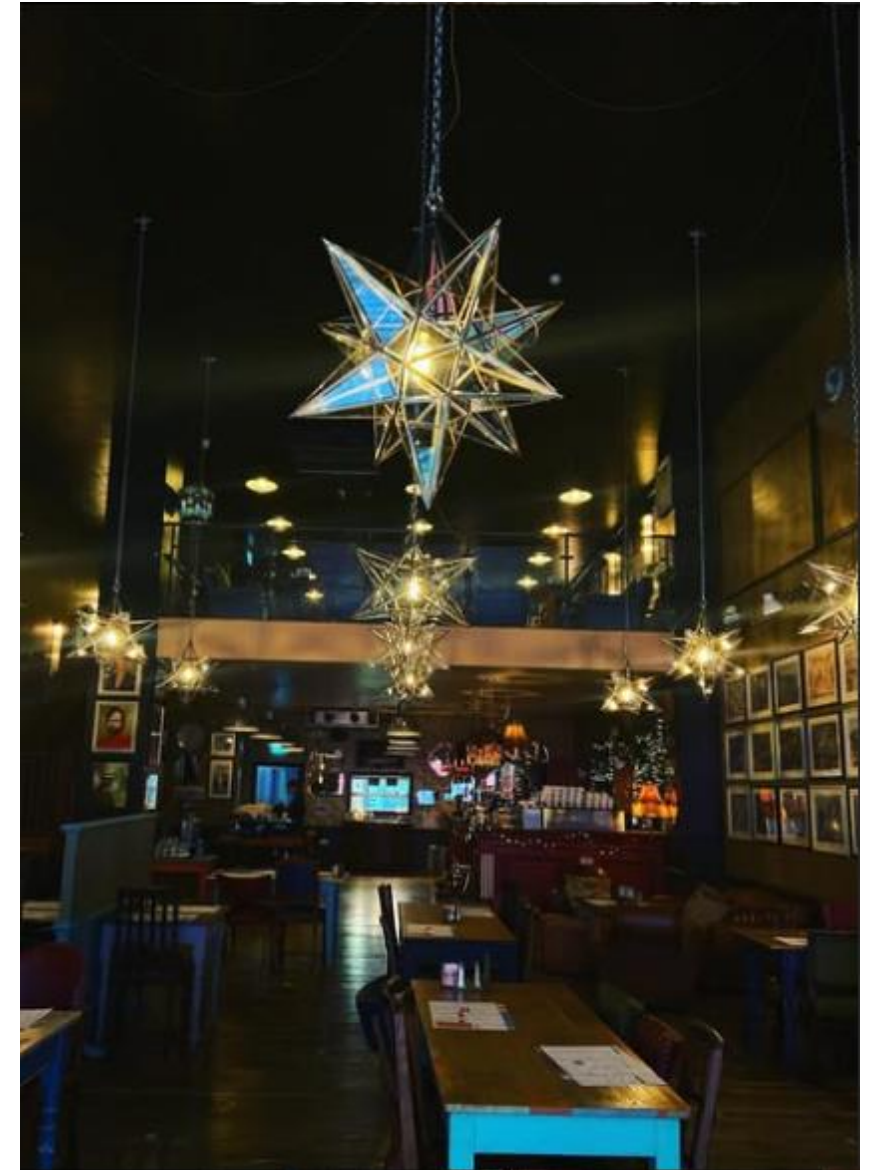
Potential Diners

- Zinco lounge offers patrons a variety of events such as quiz nights and seasonal celebrations. Offering such events allows for customer interaction and they give patrons a reason to return to the establishment. The quiz nights make for a perfect night out with friends in a social area. As well as attracting new customers, quiz nights can also help improve a customer's experience (Nelsen 2024).



Customer Experience

- Zinco Lounge offers patrons a relaxing atmosphere making use of soft lighting allowing guests to feel at ease when dining. Softer lighting is considered more relaxing or romantic and can encourage diners to stay longer (TPC, 2022).
- Interaction with staff is minimal as all food and drink orders are done via QR code menus, however staff are friendly when bringing orders to the tables. A good level of customer service is often defined by high levels of politeness and being friendly (Cousins, Weekes 2020, p10). Zinco Lounge's staff maintain a high level of customer service throughout guests dining experiences.





- The quality of food reflects the price point of Zinco Lounge, with appropriately sized portions which minimize food waste whilst satisfying customers' appetites. This shows Zinco Lounge is dedicated to the satisfaction of customers whilst making choices to keep their business sustainable for the environment.
- Overall, a meal at Zinco Lounge is a positive experience due to the friendly staff members. The food is also of good quality whilst low in price, making for a good meal out in a local establishment.

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- The staff ensure they are polite and deliver a good service, however there are areas where customer service can be improved. During customers' meals staff should be ensuring that they are checking on the table to ensure patrons are enjoying their meals and have everything they have ordered and paid for.
 - The food, whilst being of fair quality and low price, could have an improved presentation. The presentation can be elevated by making use of garnishes, even as simple as the classic sprinkle of parsley or a few pea shoots. Garnishes can help make food look more appealing and add a sometimes much needed pop of colour to the plate.



Food Quality



- Zinco lounge ensures that their food is made of fresh quality ingredients whilst keeping the prices on the lower end. This ensures that patrons can enjoy dining out with family and friends whilst not overpaying for the product.
- Zinco Lounge emphasizes the benefits of communities by using locally sourced ingredients and drinks. Using local suppliers can ensure that the ingredients used are fresher which can improve the quality of food and create customer loyalty (PDQ Funding 2023). Argyropoulou et al (2019) highlights that short supply chains can have economic, social and environmental benefits. This is because the produce hasn't travelled thousands of miles between countries.

Cleanliness and Hygiene

- Zinco Lounge proudly displays its 'scores on the doors' sign at the entrance. With a hygiene rating of 5 they want their customers to feel certain and comfortable about the quality of the food and the establishment. Fleetwood (2019) highlights that since it became a requirement to display hygiene ratings in Wales, scores have increased by 21%.
- The general cleanliness of Zinco Lounge was strong, however throughout service staff need to ensure they are cleaning empty tables and not leaving empty plates and dirty glasses scattered throughout the restaurant.



Critic Reviews



- It is important restaurant reviews are truthful whilst still being respectful. Reviews will greatly impact the reputation of establishments. It is also important to consider reviews from critics and awarding bodies such as the Michelin guide and AA rosettes. Despite being important in the role of hospitality customers cannot base their view of a restaurant entirely on these awarding bodies. Therefore, online reviews play a crucial role within the hospitality industry (Schuckert, Liu, Law, 2015).
- Zinco Lounge does not hold any awards from either AA or the Michelin guide, however using websites such as TripAdvisor it is evident that this establishment is still popular among the local community.

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