

# Illuminating Dining Trends EMEA



THE ART OF  
PRESENTATION



Available at





# Contents

- 2 Industry Spotlight
- 4 Illuminating Insights
- 8 Creating Brilliant Experiences
- 10 The Art of Indulgence
- 12 Inspiring wellbeing
- 14 Future Forward
- 16 Lighting The Way
- 20 Contact Us

## Industry Spotlight

**The HoReCa landscape has undergone significant transformation in recent years, driven by global dynamics.**

Economic pressures have driven up operator costs while squeezing budgets. And in an era of abundant dining options, customers are starting to expect elevated experiences when dining or enjoying beverages out of home.

Renowned hotels, restaurants, and bars have built reputations on staging luxurious experiences, and customer experience is emerging as a strategic asset, enabling operators to attract and retain guests while distinguishing their unique brand. Further, as the hospitality industry rebounds from recent setbacks, industry experts from the National Restaurant Association (NRA) and Lumina Intelligence predict customer experience will be one of the primary drivers of success in the forthcoming year.

Hollowick has been helping leading hospitality brands in the United States deliver unforgettable experiences with table lighting and food heating solutions for over 50 years. Now, as part of the Steelite family, it helps operators put their food and drink centre stage, with an illustrious supporting cast of tableware, glassware, cutlery and more – in Europe as well as the US.

**Over the years, Hollowick has developed an intimate understanding of lighting’s role creating memorable experiences.**

Tips and examples are showcased in this report. Translating the hottest market trends into immersive yet inspiring backdrops, which allow food and drink to shine. This report also delves into the psychology behind table lighting and candlelight, highlighting not just its emotive value, but also the tangible business benefits for operators who invest in creating the perfect ambience.

The aim? To help operators spotlight their brand and establishment, giving guests an experience that keeps them coming back for more.

“ While the headwinds of 2022 will carry over into 2023, consumers’ desire for the restaurant experience is as strong as ever and will play a critical role in the industry’s recovery. ”

**National Restaurant Association <sup>1</sup>**

“ Developments in digital and a focus on delivering experiences are expected to continue driving efficiencies and spend in 2023. ”

**Lumina Intelligence <sup>2</sup>**





# Illuminating Insight

## Ambience: the character and atmosphere of a place.

A key ingredient in delivering exceptional customer experience, a finely tuned ambience has the power to delight and exceed guest expectations. Its significance remains consistently high across different diner populations.<sup>3</sup> And it goes beyond conveying brand identity, it can also drive increased food and drink sales.

Restaurants can increase customer value by up to

**27%**



through creating emotional connections with diners.<sup>4</sup>

### A feast for the senses

The reassuring mouthfeel of a high-quality wine glass, the crisp texture of a linen napkin, and the smell of freshly baked bread: sensory experiences converge to influence our emotional state. Paying careful attention to these multi-sensory outputs is key. And a warm well-lit space is the all-important first impression, welcoming guests and setting the scene for a memorable experience.

### Alpha Waves

Relaxed, calm and able to enjoy the moment.

### Beta Waves

Alert, active and inclined to make rapid decisions and move on.

### Elevate emotion

We evolved with fire and are in awe of its power, and it holds a special place in our hearts. Candlelight, in particular, evokes a calm sense of wonder.

### Enhancing connection

A candle's fire stirs up nostalgia and evokes cherished memories. It adds cultural and symbolic significance to the dining experience, infusing it with greater meaning and depth.

### Setting the mood

The gentle flicker of candlelight helps the brain switch from beta to alpha brainwaves, promoting a relaxed receptive mind, which is free of stress and open to new experiences.

### Golden hour

Soft, ambient candlelight casts a warm glow reminiscent of a sunset. Known as the "golden hour" to photographers, it gives skin a youthful, golden flush, smoothing imperfections and enhancing features.

*When we feel good, we enjoy ourselves more and seek to prolong the experience.*



# Illuminating Insight

## The value of candlelight for operators

As guests immerse themselves in a soothing ambience, they become more relaxed, indulgent, and inclined to stay longer. This, in turn, increases the likelihood of lingering over dessert, savouring a coffee, or ordering another drink.

Dining in low light can lead to a **39%** increase in calorie consumption.<sup>5</sup>

“ Many restaurant owners have a growth mindset for 2023. ”

National Restaurant Association

### Operator Example:

Consider a fine dining restaurant that operates six days a week, all year round.

- Serves 96 covers per day.
- Average cheque - \$50, £40.04, €46.67 per person.

Total annual revenue =  
\$1,497,600, £1,199,375.42, €1,397,769.98

Acknowledging the impact of a relaxing candlelit room, operators can see the financial benefits in encouraging guests to linger and indulge a little more.

Impact	Outcome	Incremental income (pa)
Minimal	One extra person per day stays for a drink (\$8, £6.41, €7.47) & dessert (\$6, £4.81, €5.60)	\$4,368, £3498.18, €4076.61
Modest	Four extra people per day stay for a drink (\$8, £6.41, €7.47) & dessert (\$6, £4.81, €5.60)	\$14,472, £11590.12, €13506.57
Average	Eight extra people per day stay for a drink (\$8, £6.41, €7.47) & dessert (\$6, £4.81, €5.60)	\$34,944, £27985.43, €32612.89



# Creating Brilliant Experiences

Food and drink unite us, connecting us to tradition and inspiration. You're not just setting a table or serving a drink. You're telling a story, sharing a culture, creating an experience.

## THE ART OF PRESENTATION

As part of the Steelite brand stable, Hollowick stages inspired experiences where shape, colour, texture, light and weight combine to feed the senses. Helping customers set the stage for their menus and brands. Elevating presentation to an art.

“ For countless years we have relied on Hollowick's wide range of lighting solutions for our fleet's restaurants. I am always impressed at how they consistently meet our changing needs, from LED to outdoor, flameless, even custom designs. Table lighting is such an important component of dining, and we feel fortunate to have Hollowick as our partner. ”

Norwegian Cruise Lines

60%  
of guests said a positive experience would encourage them to dine at a restaurant more frequently.<sup>6</sup>

## The influence of lighting

Drawing on our lighting expertise and sector experience, we've pulled together a few of our top recommendations on shaping customer experience with the subtle yet powerful influence of lighting.

### Fingerprint your brand

Consider brand story, values, and communicate it through lighting.

- Soft warm lighting evokes intimacy and indulgence, while bright lights convey energy and excitement.
- Spotlight areas or objects that embody your brand, e.g., the bar, tables and pass.
- Use fixtures that reflect your identity, such as LED installations or muted retro lamps.

### Light different zones

Restaurant to powder room, spa to dressing rooms - adapt lighting to suit each area. Add drama and intrigue with flaming torches or pillar candles as customers move between zones - inside and out.

### Dynamic lighting

Use carefully curated table lighting to smoothly transition across the day - becoming seductively dimmer, from breakfast to lunch to dinner.

### Inside & out

Make the most of dining al-fresco, with inspiring outdoor spaces showcasing candlelight in clear lamps. Bring the outside in with large windows that provide a dynamic canvas - the city skyline, or an artfully lit water feature or garden.



# The Art of Indulgence

**In recent years, indulgence has emerged as a flourishing trend, with treating oneself becoming the primary mission when eating and drinking out.<sup>8</sup>**

Although consumer confidence is rising and people are starting to enjoy drinking and eating out more, spending remains squeezed, making them more demanding when dining out. Consumers are seeking distinctive dining experiences. Something that can be shared with friends and family - in person and over social media.

Adapting to these trends, restaurants and bars are raising the stakes by premiumising food and drink menus, investing in décor and surroundings, and making the most of every last bit of space - inside and out.

**Enter the power of lighting-the perfect way to evoke luxury and create premium experiences.**

Add Hollywood glamour with opulent table lamps, cast mysterious shadows with chunky candle holders in warm hues, or create drama with beaten copper votives. Enchant guests with a dazzling array of tealights, transform outdoor spaces with draught resistant candle pillars that exude elegance or add homespun charm with heat-resistant jars holding flickering firefly tealights. Let your brand shine.

**39%** of guests said a good experience has caused them to spend more at a restaurant.<sup>7</sup>

\$ £ € ¥





# Inspiring Wellbeing

**The pursuit of healthy lifestyles and mindful eating have boomed over recent years, as consumers prioritise not just their personal well-being, but also that of the planet.**

Seizing this opportunity, operators are crafting delectable guilt-free dishes and snacks, catering to the desire for both indulgent and health-conscious dishes. And as the trends for premiumisation and health converge, extravagant plant-based, seasonal and sustainably sourced creations are arising, led by world-renowned restaurants such as Millennium, Noma and Apricity.

In the meantime, gyms and spas are expanding into food and beverages, capitalising on the popularity of health and wellbeing. Through creating deeper, more enriching experiences, they can extend wellbeing from studio to dining room, while increasing valuable spend per head. With valuable lessons to be gleaned from both the hospitality and wellbeing sectors, this presents an exciting opportunity to fuse the benefits to deliver deeply fulfilling experiences for customers.

**With its innate ability to shift mood, candlelight offers the perfect opportunity to create a setting that nourishes body and soul.**

Stimulate focus with clear lamps or votives that showcase a single flame. Induce calm and serenity with opalescent votives in muted colours. Or opt for textured table lamps to add elegance and glamour. Create spaces that inspire focus, radiate calm and exude elegance, embracing the delicate balance between indulgence and well-being.



# Future Forward

Hot on the heels of health and wellness, sustainability has risen up the agenda for today's consumers. A third now say sustainable eating is a top priority<sup>9</sup> leading to a corresponding boom in plant-based dining. They're also seeking operators with a shared concern for the planet, who will lead the charge with sustainable business practices<sup>10</sup>.

Recognising the pressing need to look after people and planet, Hollowick's range of LEDs and flameless lighting options provide longer lasting light, requiring fewer changes and leading to reduced waste, which makes them ideal for customers seeking sustainable options.

Ideal for venues unable to showcase an open flame, Hollowick flameless lighting has the authentic look and feel of real candlelight, emitting a warm rechargeable warm light that effortlessly sets the desired mood. With options to suit different budgets, and a run time of up to 26 hours on a single charge, they save on long-term costs and offer greater convenience too.



Nexis CE tested and ROHS compliant



## Authentically elegant

Virtually indistinguishable from candlelight, Hollowick's flameless LEDs have a realistic flame tip design with options ranging from flicker to steady light. Available in a range of sizes, they're perfectly suited to our wide selection of lamps.



## Leading lights

Pushing the boundaries in table top lighting, Hollowick continually invests in products that meet the industry's evolving needs. Nexis® is the world's most advanced rechargeable candle system, placing complete control of your dining room lighting at your fingertips.

## Lights, cameras, action!

Control a room of flameless tealights with the touch of a button. Dim the lights, set them to flicker, or turn on and off with the Nexis® remote control. The magnetic casing easily sticks to any metal surface and securely attaches to the Nexis® charging tray for easy transportation.

## Convenient and easy-to-use

Certified water resistant, Hollowick's flameless lighting options offer a safe stylish choice for operators. Replacing candles is a breeze using the wireless charging tray, which holds up to 40 candles and offers a 26-hour average run time.

# Style-Forward, Wireless Lamps

Enhance the ambience of any dining occasion with the Lampa. These stylish lamps feature intuitive functionality with timeless aesthetics.

These commercial grade lamps offer a hybrid solution so operators can carry the same tasteful presentation from indoor to outdoor dining tables, with a waterproof IP65 rating, and will provide the same light intensity for 9+ hours on full charge. With long-lasting, warmth changing, dimmable LEDs, Lampa creates a welcoming environment in both hotels and restaurants.

Lampa CE tested and ROHS compliant.

Coming soon.



## Reducing environmental impact

Driven by a commitment to sustainability, Hollowick continuously reviews its products and manufacturing to find ways to recycle, reuse and reduce waste.

Since 2009, the proportion of plastic used in Hollowick fuel cell bottles has been reduced by 17% and most of its fuel cell manufacturing bottles have transitioned from PVC to PET. Energy consumption has also been reduced in Hollowick's factories by 16% by recycling waste heat, upgrading equipment and optimising work flows.



# LIGHTING THE WAY

## Introducing Hollowick's dazzling array of table lighting and heating options.

Sustainably manufactured and available in trending and timeless colours, textures and sizes, they'll create a look and feel that complements any brand's unique identity.

### Lamps

Rustic, bohemian, maximalist and more, Hollowick's lamp collection reflects all the trending decors - past and present - in the HoReCa industry. Combining different textures and colours, they're available in a choice of unique finishes. Designed to showcase candlelight in its resplendent glory, they pair perfectly with Hollowick candles to create an ambience that keeps guests coming back for more.

### Candles

Clear liquid or solid wax, Hollowick candles set the mood for any tabletop or service area. Designed to complement the range of lamps, they provide the ultimate in quality and reliability. And with options to suit any environment, they're available in a choice of sizes with different burn times and light levels.

Hollowick liquid candles have long been the choice of leading restaurant and hotel brands and provide a long-lasting elegant live flame. Burning cleaner than solid wax, they last twice as long as a standard tealight. Easy to replace and dispose of, they add refinement and grace to any setting.

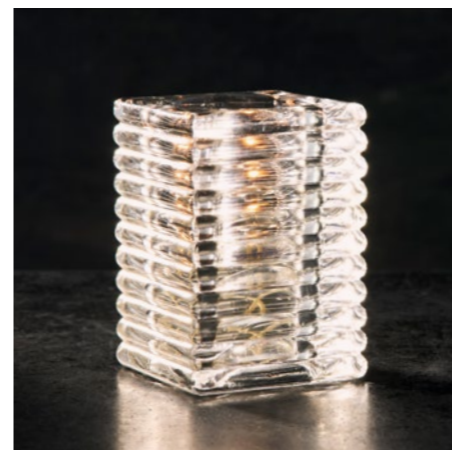
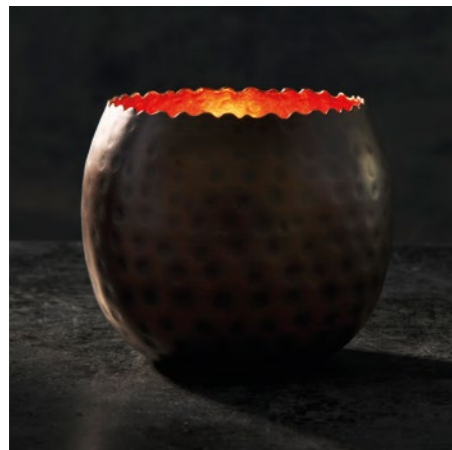
### Food warming options

For caterers or buffet services that need to serve food at the perfect temperature, Hollowick chafing fuels and butane accessories offer a choice of heat levels, wick designs and burn times. With a consistent flame for even heat distribution, their adjustable wicks cater to different temperature requirements.

Available in liquid and gel form and housed in safe-to-handle canisters, operators can choose from the twin-wick design of Easy Heat® through to Green Certified Ethanol Gel fuel.







**Top Row:** Nexis Flameless Tealights, Mystic, Lampa Octa, Optic Block, Firefly, Thick Round.

**Middle Row:** Cauldron, Luxor, Lighthouse, Chime, Liquid Candles, Faceted Cube.

**Bottom Row:** Quad, Art, Solid Onyx, Horizontal Rib Block, Vertical Rod, Wysp.

REFERENCES

- 1 National Restaurant Association: State of the Restaurant Industry 2023. <https://restaurant.org/nra/media/research/reports/2023/2023-soi-executive-summary.pdf>
- 2 Lumina Intelligence: Hotel, Pubs & Restaurant Growth Drivers 2023
- 3 Deloitte: Through guests' eyes - Serving up a great restaurant customer experience. <https://www2.deloitte.com/us/en/pages/consumer-business/articles/restaurant-customer-experience-strategy.html>
- 4 "The new science of customer emotions," Harvard Business Review, November 2015. <https://hbr.org/2015/11/the-new-science-of-customer-emotions>
- 5 Cornell University, Food and Brand Lab Study (May 2016)
- 6 Deloitte: Through guests' eyes - Serving up a great restaurant customer experience.
- 7 Deloitte: Through guests' eyes - Serving up a great restaurant customer experience. <https://www2.deloitte.com/us/en/pages/consumer-business/articles/restaurant-customer-experience-strategy.html>
- 8 Lumina Intelligence Eating and Drinking Out panel Dec 2022
- 9 <https://www.mckinsey.com/industries/consumer-packaged-goods/our-insights/hungry-and-confused-the-winding-road-to-conscious-eating>
- 10 <https://www.weforum.org/agenda/2021/05/eco-wakening-consumers-driving-sustainability/>





**steelite**  
INTERNATIONAL



*Fox*

JJ FOX TRADING LTD

**CONTACT US:**

**Jersey:** La Rue Des Pres, St Saviour, JE1 3UP  
tel: 01534 51100  
email : office.admin@foxtrading.co.uk

[www.foxtrading.co.uk](http://www.foxtrading.co.uk)



**Guernsey:** Les Bas Courtils, St Sampson, GY2 4BH  
tel: 01481 200 500  
email : admin.office@foxtrading.co.uk