

MARLIN HOTEL X NOVA CHEF: ELEVATING CHAPLIN BAR WITH PREMIUM FOOD SERVICE

From bar-only offerings to a gourmet experience that tripled monthly bar sales.

CLIENT OVERVIEW

Marlin Hotel sought to re-introduce premium food options into their Chaplin Bar to enhance guest experience and boost bar revenue. The bar historically focused on drinks, with limited food offerings leading to missed upsell opportunities and modest reviews. Management aimed to elevate the bar's appeal without hiring kitchen staff or requiring major kitchen expansion.

CHALLENGE

- No premium food offering in bar → limited guest dwell time and spend
- No budget to hire kitchen staff
- Need to maintain high quality without extra labour
- Desire for menu flexibility to match bar ambience

NOVA CHEF SOLUTION

Ready-to-Heat Premium Dishes curated by Nova Chef to suit Chaplin Bar style, with seamless integration via smart ovens near the bar area. Seasonal menu rotations aligned with beverage offerings keep the experience fresh, while operational efficiency means no need for additional kitchen hires.



RESULTS & METRICS



£4K

BEFORE

Monthly bar sales

£12K

AFTER

Monthly bar sales

3X

GROWTH

Year-on-year increase

"We get great guest reviews on the food quality, and we are very happy with the service." – Sadan Gurses, General Manager, Marlin Hotel

KEY TAKEAWAYS




ELEVATED EXPERIENCE

Reintroduced premium food in Chaplin Bar, enhancing guest satisfaction



TRIPLED REVENUE

Increased monthly bar sales from £4,000 to £12,000



OPERATIONAL EFFICIENCY

No additional kitchen hires; streamlined operation with predictable supply

Discover how Nova Chef can elevate your bar or venue offerings—book a free tasting & pilot.

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