

Château Élan completes \$1.5M spa renovation

Château Élan Winery & Resort in Braselton has completed a \$1.5 million renovation to its spa.

The renovation to Spa at Château Élan includes upgrades to the spa's 35 treatment rooms, relaxation areas and couples' rooms. The Spa at Château Élan is a 35,000-square-foot, full-service European-style spa with 14 suites and its own restaurant, Fleur de Lis.

"The spa was built before the hotel, even," said Doug Rollins, vice president of sales and marketing at Château Élan, which started as a winery built in 1988.

As the property evolved, golf courses, a tennis center and an equestrian center were added, he said. The spa was built in 1992, two years before the main hotel was built.

"Our spa business grew about 20 percent per year and our waiting room was getting too small," Rollins said. "We needed to expand."

In adding the 25,000-square-foot waiting room, Château Élan also added two couples' treatment rooms.

"We're seeing a big trend in our couples' treatments increasing," Rollins said. "We've also seen a large increase in males at the spa. A lot more guys are taking advantage of the services."

Design Directions International of Marietta led the spa renovation project, which completes a resort-wide \$11 million renovation that included makeovers of all guest rooms, the 25,000-square-foot

conference center and the L'Auberge and Versailles restaurants.

But renovations are not over, Rollins said. Château Élan expects to start projects at its golf course clubhouse and winery tasting area in 2011.

FIGHT CRIME, EAT OUT.

At least 26 metro Atlanta restaurants are participating in the Dine Out for a Safer Atlanta event Aug. 18.

Participating restaurants plan to donate 10 percent of their proceeds to the **Crime**

Stoppers Atlanta reward fund, which last year raised \$40,000, said Miguel Sepulveda, director of Crime Stoppers Atlanta.

Founded in 2007, Crime Stoppers Atlanta processes anonymous tips about crimes, with some tipsters eligible for cash rewards.

Last year, the first year of the program, 60 restaurants participated in the event, and Sepulveda is hoping to have more than 100 restaurants participate.

"Our goal is to raise \$50,000," he said.

Participating restaurants include Livingston Restaurant + Bar, Noche, Six Feet Under, Ecco and Thrive.

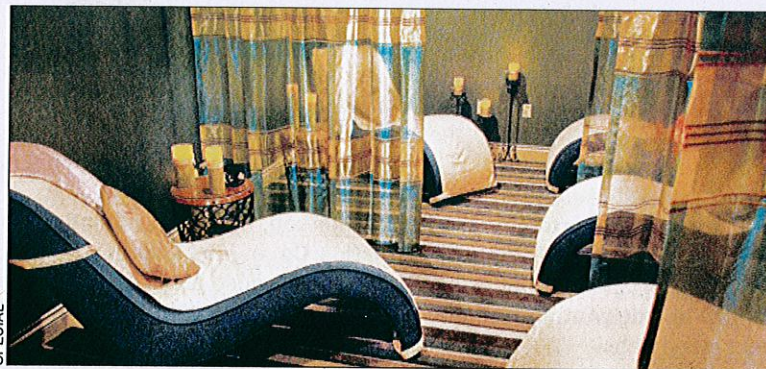
CHARITABLE HOTELS. The **Atlanta Hotel Council** recently released its community service study showing local downtown hoteliers donated at least \$215,000 to area charities in 2009.

The survey went out to 23 downtown hotels, of which 18 completed the survey.

Most of the cash donations went to the **United Way**, the study found.



**RESTAURANTS
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Lisa R. Schoolcraft



Spa deluxe: The renovation to Spa at Château Élan includes upgrades to the spa's waiting room.

The lodging community also donated nearly \$1 million worth of in-kind donations and discounts to nonprofit organizations in 2009, "and that is huge," said John Reilly, general manager of **Twelve Hotel & Residences**, and a member of the Atlanta Hotel Council's community service committee.

The number of cash donations and volunteer hours are probably under reported, since most hotels do not have procedures to track all contributions to civic organizations, council members said.

IMPROVED SALES. **Huddle House Inc.** has seen sales increases at both its franchise and corporate stores.

The Atlanta-based family diner company ended its fiscal July with a 3.5 percent same-store sales increase in its franchised stores and a 2.1 percent increase in its company, store division.

Phil Greifeld, CEO of Huddle House, attributed the year-over-year sales gains to effective marketing strategies, new product development and a progressive menu launch.

On the heels of sales increases, Huddle

House also released its new prototypes at its annual franchise convention.

One is a retrofit model existing franchisees can apply to exteriors and interiors while expanding menus offerings. The other is a larger prototype which includes a more extensive menu, new interior and exterior color schemes, and the first "Huddle Thru" drive-through.

BITS & BITES. **Great American Cookies**, founded in Atlanta in 1977, will be featured on the Food Network program "Unwrapped."

The network sent a camera crew to Atlanta last December to shoot The Great American Cookies' research and development facility and cookie dough factory off Fulton Industrial Boulevard and the episode is scheduled to air Aug. 23.

The factory produces all of the cookie dough for the company's more than 300 locations across the country.

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