

Shaner Hotels Continues Restaurant Co-Branding Initiatives With Bonefish Grill Opening in Crowne Plaza Paramus

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Building upon its successful track record of co-branding with national brand restaurants adjoining its select service hotels, Shaner Hotels and OSI Restaurant Partners, LLC have announced the opening of a new Bonefish Grill located in Shaner's full service Crowne Plaza hotel in Paramus, NJ.

Since our opening, our guest count has been at maximum levels every night,' said Arun Joshi, Managing Partner of the Bonefish Grill inside the Crowne Plaza Paramus.

Other Shaner co-branding joint ventures, such as its partnership with Starbucks at its full service Marriott Pittsburgh City Center hotel, have proven successful. Shaner is also currently partnered with Bonefish Grill's parent company, OSI, with an Outback Steakhouse at Shaner's multi-hotel Williamsburg Square complex in State College, PA.

'While other hotel restaurants break even at best, we are now able to generate a positive ROI for this space within our hotels as a result of these co-branding relationships,' said Robert Spraker, Director of Sales and Marketing for Shaner.

'Additionally, these efforts serve to create an all-in-one destination for our guests, enhancing their overall experience, while providing higher mid-week guest capture to the restaurants as well.'

Shaner is currently evaluating additional restaurant opportunities for its newest hotel projects currently under development.

'Shaner is executing on an aggressive growth plan that includes existing restaurant parcels next to our new Courtyard by Marriott properties in St. Augustine, FL and Mechanicsburg, PA.,' said Plato Ghinos, Sr. VP of Development for Shaner.

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