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IN-STORE

Cunard remodels onboard menus for remastered Queen Mary 2

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Asparagus specialties with oeuf mollet and pink grapefruit, a new dish offered at The Verandah

By STAFF REPORTS

As Cunard prepares to refit its ship Queen Mary 2 in June, the cruise line is revamping its culinary offerings.



With the renovations, the Queen Mary 2 will be getting new eateries, including the Caritha Lounge The Verandah, and existing dining areas will also be redesigned, calling for coordinating remodeled menus. Dining is an integral part of the luxury hospitality experience, whether on land or at sea.

Food facelift

A large part of Cunard's new menus are being invented at a new Development Kitchen opened in Southampton, Britain, the homeport of the cruise line.

Part of the remodel, the Kings Court Buffet is being remodeled, requiring an equally fresh menu. New selections are also being unveiled for the Britannia Restaurant, Golden Lion Pub, Queens Grill and Princess Grill.

Afternoon tea served in the Veuve Clicquot Champagne Bar will also get a redesign.

Consumers can get a glimpse at the new menu through a social video featuring head development chef Craig Dunn and Cunard's executive chefs Mark and Nicholas Oldroyd, who happen to be identical twins.

In the video, the chefs talk about the choices they made when designing meals for the specific eateries. Viewers can see some of the inventions, from entrees to pastries, as the chefs assemble plates in the test kitchen.

The Queen Mary 2 is not the only ship to get new dining surprises, as the Verandah lounges onboard the Queen Elizabeth and Queen Victoria will also be rolling out new dishes in 2016.

Cunard has kept consumers at the heart of the remodel through social content.

The cruise liner recently showed how its Queen Mary 2 was inspired by the original as the ship's interior is redesigned for the 80th anniversary of its predecessor's maiden voyage.

Cunard screened "Inspired by the Original" for the first time at the Seatrade press conference in Fort Lauderdale, FL, before sharing with its followers on social media March 16. The film pays tribute to the beloved Queen Mary and shows how the original ship was the basis of Cunard's current flagship, Queen Mary 2, as it heads to dry dock for an extensive refit (see story).

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