

TRAVEL AND HOSPITALITY

Crystal Cruises turns dining into one-of-a-kind experience

April 9, 2018



Crystal Cruises' Serenity ship featuring the Nobu Matsuhisa. Image credit: Crystal Cruises.

By STAFF REPORTS

Crystal Cruises is capitalizing on the popularity of experiential travel with a special culinary immersion program at sea.

Subscribe to **Luxury Daily**
Plus: Just released
State of Luxury 2019 **Save \$246 ▶**

The cruise line is working with acclaimed chef Nobu Matsuhisa to create a one-of-a-kind cruising experience. The June 19 voyage will sail from Stockholm to London as the "Baltic Bliss" trip with special menus curated by the chef along with a series of other activities.

"It is always a pleasure to have Nobu join our guests at sea, as he is nearly as famous for his engaging personality as for his masterful cuisine," said Toni Neumeister, senior vice president of hotel operations at Crystal Cruises, in a statement. "Travelers can always enjoy Nobu's specialties when sailing on Crystal Cruises, but the opportunity to learn from such a master and dine at his side is truly unique."

Cuisine on the seas

Mr. Matsuhisa will host a series of book signings and celebrations onboard Crystal's Serenity ship, which features two of the chef's restaurants on board.

The restaurant Silk Road will host two "chef's choice" dinners, in Omakase style, cooked by his personally trained chefs. Guests will receive a signed copy of Mr. Matsuhisa's book.

At the Sushi Bar restaurant, a group of only nine guests will be able to attend the "Ultimate Omakase Sushi Bar and Connoisseur's Vintage Dinner," including multiple courses paired with sake and wine.

There will also be additional sake tastings on the ship with Sake Master Hazu and special flower design classes with Nicolai Bergmann of the Flower and Design Studio in Tokyo.

Fares of the trip start at \$4,785 per person with an additional \$200 per person for the dinner at Silk Road Omakase or \$1,000 for the dinner at Sushi Bar.



Chef Nobu Matsuhisa for Crystal Cruise. Image credit: Crystal Cruise

The luxury cruise line also recently worked with tech startup MCOMS to introduce the MCOMS HOTstream solution to its cruise passengers.

The solution is a digital interface that allows customers order food, view events and schedules and otherwise interact with the cruise ship from the comfort of their cabins. The partnership represents Crystal's further efforts to digitize and modernize the cruise experience ([see more](#)).

© 2020 Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your [feedback](#) is welcome.