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Hotels, Celeb Chefs Turn To New Option On Negotiation Table

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Law360, New York (September 26, 2013, 2:17 PM ET) — With top resorts increasingly jumping into the celebrity-chef craze, hotels and chefs alike are moving away from traditional deals and instead opting for a new model aimed at allowing chefs to develop the menu while hotels focus on the oversight.

Hotel owners are increasingly placing their bets on licensing and consultant structures, where the owners hold on to the operational end of a venture, as they turn away from traditional leasing deals and management partnerships, attorneys say. And chefs, who are increasingly striving for global empires, are now quicker to oblige, as the new model lends itself to quickly scale a concept to multiple locations.

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