

Client: St. Joe Company northwest florida



“ Chris’s expertise and passion for the regional cuisine will prove invaluable as we grow our restaurants across Northwest Florida. ”

Vitals & Vision

Location: Northern Florida

Web Site: www.joe.com

Featured Venues:

Fish Out of Water; The BaitHouse Restaurant; Hot and Cold; WindMark Beach; Provisions; School of Fish; SummerCamp

Marketing Programs: Foraging the Forgotten Coast

Media attention:

Garden & Gun; Coastal Living; Food & Wine; Birmingham Magazine; Birmingham Home & Garden; The Boston Globe; Newsday; The Oakland Tribune; PBS (America’s Heartland)

Design & Programming

As a coastal person, Chris knew that he needed to bring the restaurants back to their roots: the sea. He worked with St. Joe chefs like Philip Krajeck of Fish Out of Water to create a culture of reflecting the region and respecting fine local ingredients. Now, Fish Out of Water is the only AAA four-diamond rated restaurant on Florida’s coastal route 30-A. The WaterColor Market was transformed into Hot and Cold, a family oriented pizza and ice cream spot with old fashioned charm, and WaterColor Resort’s BaitHouse was reenvisioned as a high quality seasonal venue for families.

Operational Oversight

In 2005, the St. Joe Company was faced with disappointing restaurant performance in its Northern Florida properties. As one of the largest developers in Florida, with over 600,000 acres of land in and around the panhandle, St. Joe Company needed to provide quality dining that resonates with their homeowners and guests. Rather than close or restructure from within, the company approached Hastings Consulting to retool their restaurants’ design and programming while working with the operations team to improve the bottom line. In addition to the retrofitting, Chris and Idie Hastings also helped the company build two establishments from the ground up—Windmark Beach and SummerCamp Beach.

Branding, Marketing, & Licencing

Hastings Consulting wasn’t finished once the balance sheets began turning around. As soon as the operational aspects of the retooling were accomplished, Chris and Idie got to work getting the word out about St. Joe’s newly revamped offerings. Their convictions run so deeply about the Northern Florida coastline that they worked with St. Joe to create a culinary tour program called Foraging the Forgotten Coast, which highlights the culinary uniqueness of the region and the passion of the local artisans who keep those traditions alive. Their efforts drew the attention of local and national outlets alike, including Garden & Gun, Food & Wine, Birmingham Home & Garden, Newsday, and The Oakland Tribune.