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Enjoy 'An Evening In' - A First From Fred. Olsen Cruise Lines

Fred. Olsen Cruise Lines has announced the introduction of a new dining service – An Evening In – on its longer cruises, offering a more casual dinner, delivered to the suite or cabin. The new service will initially be launched on Balmoral and Black Watch, from 5th January 2011, and, if successful, will be rolled out to the other ships in due course. The new in-cabin dinner service will not carry any extra charge, and will be offered in addition to the existing Room Service.

The cruise line anticipates that this will be especially popular when guests have spent a long day ashore, and might welcome a quiet evening – or if they have an early start for an excursion the following morning. An Evening In will offer a more extensive menu than that currently available from Room Service, and will offer a full four courses, so guests can enjoy a starter, salad, main course and dessert, and the opportunity to order wines to accompany their meal.

Fred. Olsen is always looking for new ways to provide extra choices for its guests, and to anticipate their needs – it is all part of the personal touch that is its hallmark. The cruise line realised that, on a longer cruise, with many nights at sea, there might be times when guests would enjoy a quiet dinner in their cabin, watching a DVD, or just ‘chilling out’ in the privacy of their own space, as an alternative to a more sociable dining experience.

Nigel Lingard, Fred. Olsen Cruise Lines’ Marketing Director, said:
“This is another example of Fred. Olsen Cruise Lines breaking new ground and listening to our guests; it is a key part of our philosophy to offer a personal service, and to be flexible regarding our guests’ wishes. I am confident that this new service will be very popular, and many people will enjoy the occasional relaxed night in, as a change from the superb dining

room service we already offer.”

Fred. Olsen has a track record in offering innovative ideas in its approach to catering at sea; it recently started offering an enhanced Afternoon Tea, for a small extra charge, on selected days during each cruise, and this has proved enormously popular.

Fred. Olsen Cruise Line operates in the UK with four intimately sized ships for a more personal cruising experience.

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