



Restaurant Spotlight

Spring 2015

La Toque, Chef Ken Frank's landmark Napa Valley restaurant is the proud recipient of both a Michelin Star **and** The Grand Award from Wine Spectator. Located in The Westin Verasa Napa, adjacent to the Oxbow Public Market, it is at the heart of vibrant downtown Napa.

Chef started using Wysi® as part of this customer care program in May 2012 and places frequent orders for our product. We were pleased to learn La Toque is listed in the 2014 Michelin Guide. We asked a few questions, as we do, to learn how we can better position our products to meet the needs of people who use it.



Chef Ken Frank of La Toque Restaurant

Q. Why you use Wysi®?

A. Because it is an innovative, clever and cost effective solution.

Q. How you use Wysi®?

A. We have always presented guests with a warm towel when they are seated because while it is a Japanese custom (“*oshi boru*”) it is a great civilized way to start a meal. Washing, rolling and heating hundreds of terrycloth washcloths every day is labor intensive and has a significant environmental impact. Wysi® wipe is a simple, clean and clever solution that delights guests as they watch them “grow” into a warm towel. It is not only efficient, but provides a nice “touch point” at the beginning of service.

Q. What do you use Wysi® for?

A. We also use them in lieu of finger bowls when serving certain dishes that are eaten by hand.

Q. Customer feedback ?

A. Customers love Wysi® because they are “fun”

Q. Staff feedback ?

A. Staff also loves them because they are “fun” and they are much easier to work with than the cloth towels we used to have.



The Westin Verasa Napa, California, USA

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LEARN MORE ABOUT [Wysi wipe](#) for Foodservice.

Spotlight 2015_05 Ken Frank