

Restaurants are now offering beds

A popular Italian eatery is the latest culinary brand to take a bite out of the hotel business

WHEN DECIDING WHERE TO STAY in Puerto Rico, pasta being served out of a giant parmesan cheese wheel probably isn't a consideration. But with the recently opened Serafina Beach Hotel in San Juan, the Italian restaurant chain is expanding its scope beyond pasta and pizza.

"This is an evolution of what we do in the restaurants," says Milan-born co-founder Vittorio Assaf. The 96-room boutique hotel overlooking the Atlantic sports local artwork and beachy design touches, ensuring it doesn't feel like a restaurant clone. (There's already a Serafina inside the La Concha Resort down the street.)

Assaf developed a new seafood-centric restaurant concept for the hotel called aMare, but they still serve a few of the classics. He says, "We probably couldn't do anything called Serafina without our famous spaghetti nella forma di parmigiano."

The move follows the success of other restaurants-turned-hotels, such as Nobu and the Brazil-based Fasano. Up next? The upscale Chinese restaurant and nightclub Hakkasan is opening its first hotel in 2020.

—DERRIK J. LANG

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