

Cruise 25

The USPH Discovery Wave · Cruise Galleys Across US Waters

Twenty-five cruise operators — small ship, luxury, expedition, river, and mainstream — targeted for 20-minute learning calls about how they currently prep for VSP inspections. Not a pitch list. A market-research list. Every conversation teaches us what to build next.

THE COMPLIANCE HOOK

Every cruise ship calling on US ports with 13+ international-voyage passengers is subject to CDC's Vessel Sanitation Program (VSP). Twice-a-year unannounced inspections. Score under 85 = published fail. Recipe standardization, allergen documentation, HACCP CCP logs, and temp monitoring are the top four citation categories. See the compliance summary for the full mapping to PlatePrep features.

HOW TO USE THIS LIST

Chad calls corporate F&B — not individual ships. Small lines (Windstar, SeaDream, American Cruise Lines) have single-person F&B teams. Large lines have VP-level Culinary orgs. Ask for a 20-min learning call. Do NOT pitch pricing. Log every touch in Zoho. Goal: 8 discovery calls booked in 30 days.

TWENTY-FIVE DISCOVERY TARGETS

1. American Cruise Lines (fleet)

Small ship (<500 pax) · River, Coastal US, Great Lakes · Varies by ship (100–200) pax · American Cruise Lines (independent/private)

HOME PORT	Multiple US ports (Baltimore, New Orleans, Portland, etc.)	EXECUTIVE CHEF	Clayton Slieff (Executive Chef)
CORPORATE HQ	Guilford, Connecticut		
WEBSITE	https://www.americancruiselines.com		

NOTABLE: Largest US-flagged small-ship/river line; 100% US-flagged fleet subject to full USPH jurisdiction
DISCOVERY ANGLE: Fully US-flagged fleet means USPH (not just VSP) applies at every port; HQ is 90 min from NYC, easy in-person follow-up; independent family-owned company with accessible corporate culinary team

OPENING EMAIL · SUBJECT

20-min discovery — kitchen ops on American Cruise Lines (fleet)

Hi Clayton,

I'm Buddy Foy Jr., Co-Founder of PlatePrep. We're exploring how kitchen operating systems can help cruise galleys stay VSP-inspection-ready with less binder work. Not a pitch — I'd love 20 minutes to learn what your team uses today for HACCP logs, standardized recipes, allergen documentation, and temp monitoring, and where the pain lives. In return I'll share what we're seeing across the segment.

Buddy Foy Jr.
Co-Founder, PlatePrep · 201-206-8442

2. Pearl Mist / Pearl Seas Cruises

Small ship (<500 pax) · Great Lakes / US Coastal · 210 pax · American Cruise Lines family of companies

HOME PORT	Multiple Great Lakes/East Coast ports	CREW	85
CORPORATE HQ	Guilford, Connecticut		
WEBSITE	https://www.pearlseascruises.com		

NOTABLE: Only fully stabilized all-balcony small ship cruising the Great Lakes
DISCOVERY ANGLE: US-flagged, same Guilford CT HQ as American Cruise Lines, a sister-brand entry point; Great Lakes focus matches Buddy’s NY/upstate market priority

OPENING EMAIL · SUBJECT

20-min discovery — kitchen ops on Pearl Mist

Hi,

I'm Buddy Foy Jr., Co-Founder of PlatePrep. We're exploring how kitchen operating systems can help cruise galleys stay VSP-inspection-ready with less binder work. Not a pitch — I'd love 20 minutes to learn what your team uses today for HACCP logs, standardized recipes, allergen documentation, and temp monitoring, and where the pain lives. In return I'll share what we're seeing across the segment.

Buddy Foy Jr.
Co-Founder, PlatePrep · 201-206-8442

3. American Queen / American Queen Voyages (fleet)

Small ship (<500 pax) · River (Mississippi/Columbia/Snake) · 202 pax · Hornblower Group / American Queen Voyages

HOME PORT	New Orleans, Memphis, Portland	EXECUTIVE CHEF	Alec Coulson (Fleet Executive Chef)
CORPORATE HQ	Fort Lauderdale, Florida	CREW	84
WEBSITE	https://www.aqvoyages.com		

NOTABLE: Named Chef Regina Charboneau as Culinary Ambassador across river, lakes and ocean/expedition cruise experiences

DISCOVERY ANGLE: US-flagged riverboats (historic paddlewheelers) fully under USPH; recently narrowed focus to river cruising, F&B; team likely re-standardizing recipes/processes, a natural PlatePrep entry point

OPENING EMAIL · SUBJECT

20-min discovery — kitchen ops on American Queen

Hi Alec,

I'm Buddy Foy Jr., Co-Founder of PlatePrep. We're exploring how kitchen operating systems can help cruise galleys stay VSP-inspection-ready with less binder work. Not a pitch — I'd love 20 minutes to learn what your team uses today for HACCP logs, standardized recipes, allergen documentation, and temp monitoring, and where the pain lives. In return I'll share what we're seeing across the segment.

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Co-Founder, PlatePrep · 201-206-8442

4. UnCruise Adventures (fleet)

Small ship (<500 pax) · Alaska / Pacific NW / Galapagos / Hawaii · 22-90 pax per vessel pax · UnCruise Adventures (independent, owner-operated)

HOME PORT	Juneau AK; Seattle WA	EXECUTIVE CHEF	Jacob Almanza (Executive Chef)
CORPORATE HQ	Seattle, Washington		
WEBSITE	https://uncruise.com		

NOTABLE: Owner-operated adventure line known for scratch-cooked, small-galley culinary program
DISCOVERY ANGLE: Owner-led (CEO Capt. Dan Blanchard) small company with a hands-on culinary team, easy access to decision-makers; tiny galleys make Order Guide/Prep Management pain points acute

OPENING EMAIL · SUBJECT

20-min discovery — kitchen ops on UnCruise Adventures (fleet)

Hi Jacob,

I'm Buddy Foy Jr., Co-Founder of PlatePrep. We're exploring how kitchen operating systems can help cruise galleys stay VSP-inspection-ready with less binder work. Not a pitch — I'd love 20 minutes to learn what your team uses today for HACCP logs, standardized recipes, allergen documentation, and temp monitoring, and where the pain lives. In return I'll share what we're seeing across the segment.

Buddy Foy Jr.
Co-Founder, PlatePrep · 201-206-8442

5. SeaDream I / SeaDream II - SeaDream Yacht Club

Boutique/Luxury (500-1000)* · Caribbean / Mediterranean · 112 pax · SeaDream Yacht Club (privately held)

HOME PORT	Multiple Caribbean/Mediterranean ports (*112 pax per yacht)	EXECUTIVE CHEF	Tomasz Kozlowski (Corporate Executive Chef); Alistair Solomons / Chihanngam Ronra Shimray (ship-level Executive Chefs)
CORPORATE HQ	Miami, Florida (US office); Oslo, Norway (global HQ)	F&B DIRECTOR	Sudesh Kishore (SVP Hotel Operations, former Corporate Executive Chef)
WEBSITE	https://seadream.com	CREW	95

NOTABLE: Voted #1 cuisine in small-ship category; signature caviar-and-champagne beach BBQ program; culinary team led by chef with 20+ years tenure

DISCOVERY ANGLE: Tiny two-yacht fleet with a Miami-based hotel-ops leadership team reachable directly; ultra-personalized dining program means galley consistency/documentation is a real operational challenge

OPENING EMAIL · SUBJECT

20-min discovery — kitchen ops on SeaDream I

Hi Tomasz,

I'm Buddy Foy Jr., Co-Founder of PlatePrep. We're exploring how kitchen operating systems can help cruise galleys stay VSP-inspection-ready with less binder work. Not a pitch — I'd love 20 minutes to learn what your team uses today for HACCP logs, standardized recipes, allergen documentation, and temp monitoring, and where the pain lives. In return I'll share what we're seeing across the segment.

Buddy Foy Jr.
Co-Founder, PlatePrep · 201-206-8442

6. Wind Surf / Wind Spirit – Windstar Cruises

Boutique/Luxury (500-1000)* · Caribbean / Mediterranean / Alaska / Tahiti · 148-342 per yacht pax · Xanterra Travel Collection (independent, family-owned)

HOME PORT	Multiple Caribbean/Mediterranean/Tahiti ports (*148-342 pax per yacht)	EXECUTIVE CHEF	Georg Ewald Pfandl (Corporate Executive Chef); Eddie Barretto (ship-level Executive Chef)
CORPORATE HQ	Miami, Florida	F&B DIRECTOR	Zoltan Kalupka (F&B; Director)
WEBSITE	https://www.windstarcruises.com	CREW	150-210

NOTABLE: Culinary partnership program with James Beard Foundation chefs; small-ship 'Star Collection' epitomizes boutique yacht dining

DISCOVERY ANGLE: Recently rebuilt corporate culinary/F&B; leadership team (both hires 2024), good timing to discuss new processes; Miami HQ accessible; six-yacht fleet needs fleet-wide recipe/menu consistency tools

OPENING EMAIL · SUBJECT

20-min discovery — kitchen ops on Wind Surf

Hi Georg,

I'm Buddy Foy Jr., Co-Founder of PlatePrep. We're exploring how kitchen operating systems can help cruise galleys stay VSP-inspection-ready with less binder work. Not a pitch — I'd love 20 minutes to learn what your team uses today for HACCP logs, standardized recipes, allergen documentation, and temp monitoring, and where the pain lives. In return I'll share what we're seeing across the segment.

Buddy Foy Jr.
Co-Founder, PlatePrep · 201-206-8442

7. Le Champlain / Le Bellot - PONANT (Compagnie du Ponant)

Boutique/Luxury (500-1000)* · Great Lakes, Arctic/Antarctic Expedition, Mediterranean · 184 pax · PONANT (Artemis/CMA CGM group ownership)

HOME PORT	Multiple ports incl. Toronto, Milwaukee, Thunder Bay for Great Lakes sailings (*184 pax per yacht)	EXECUTIVE CHEF	Philippe Tremel (Corporate Chef, in partnership with Ducasse Conseil)
CORPORATE HQ	Marseille, France (global HQ); New York (US office)	CREW	110-118
WEBSITE	https://en.ponant.com		

NOTABLE: Corporate culinary partnership with Alain Ducasse's Ducasse Conseil; luxury expedition yachts actively sailing US Great Lakes ports

DISCOVERY ANGLE: Ponant actively sails Le Champlain on Great Lakes routes from Toronto/Milwaukee/Thunder Bay, directly matching Buddy's NY/upstate market; French luxury culinary standard-setting via Ducasse partnership is a strong Recipe IP story

OPENING EMAIL · SUBJECT

20-min discovery — kitchen ops on Le Champlain

Hi Philippe,

I'm Buddy Foy Jr., Co-Founder of PlatePrep. We're exploring how kitchen operating systems can help cruise galleys stay VSP-inspection-ready with less binder work. Not a pitch — I'd love 20 minutes to learn what your team uses today for HACCP logs, standardized recipes, allergen documentation, and temp monitoring, and where the pain lives. In return I'll share what we're seeing across the segment.

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Co-Founder, PlatePrep · 201-206-8442

8. Silver Whisper / Silver Moon – Silversea Cruises

Boutique/Luxury (500-1000)* · Caribbean / Mediterranean / Alaska / World Cruise · 382-596 per ship pax · Royal Caribbean Group

HOME PORT	Multiple ports incl. Ft. Lauderdale, NYC seasonally (*382-596 pax per ship)	F&B DIRECTOR	Gianluca Sparacino (Global Head of Food & Beverage, since Aug 2025); Jordan Bernstein (Director, F&B; Operations)
CORPORATE HQ	Monaco (global HQ); Miami, Florida (Americas office)	CREW	295-400
WEBSITE	https://www.silversea.com		

NOTABLE: Newly appointed Global Head of F&B; (ex-Four Seasons) signals fresh investment in culinary strategy; ultra-luxury all-inclusive dining model

DISCOVERY ANGLE: Brand-new F&B; leadership (appointed Aug 2025) actively reshaping culinary strategy, prime timing for a discovery conversation about current tools/pain points; Miami-based Americas team is accessible

OPENING EMAIL · SUBJECT

20-min discovery — kitchen ops on Silver Whisper

Hi Gianluca,

I'm Buddy Foy Jr., Co-Founder of PlatePrep. We're exploring how kitchen operating systems can help cruise galleys stay VSP-inspection-ready with less binder work. Not a pitch — I'd love 20 minutes to learn what your team uses today for HACCP logs, standardized recipes, allergen documentation, and temp monitoring, and where the pain lives. In return I'll share what we're seeing across the segment.

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Co-Founder, PlatePrep · 201-206-8442

9. Seabourn Venture / Seabourn Pursuit – Seabourn Cruise Line

Boutique/Luxury (500-1000)* · Expedition (Antarctica/Arctic) / Caribbean / Mediterranean · 264 pax · Carnival Corporation (Holland America Group)

HOME PORT	Ft. Lauderdale FL (seasonal); Ushuaia, Argentina (Antarctica season) (*264 pax per ship)	EXECUTIVE CHEF	Anton 'Tony' Egger (Consultant Chef/Culinary Advisor)
CORPORATE HQ	Seattle, Washington	CREW	120-239
WEBSITE	https://www.seabourn.com		

NOTABLE: Michelin-caliber consultant chef program; expedition-class ships with submarines and small dedicated galleys

DISCOVERY ANGLE: Ultra-luxury expedition ships with small dedicated culinary teams distinct from parent Carnival's mega-ship operations; Seattle HQ team runs a leaner F&B; org more receptive to new tools than Carnival corporate

OPENING EMAIL · SUBJECT

20-min discovery — kitchen ops on Seabourn Venture

Hi Anton,

I'm Buddy Foy Jr., Co-Founder of PlatePrep. We're exploring how kitchen operating systems can help cruise galleys stay VSP-inspection-ready with less binder work. Not a pitch — I'd love 20 minutes to learn what your team uses today for HACCP logs, standardized recipes, allergen documentation, and temp monitoring, and where the pain lives. In return I'll share what we're seeing across the segment.

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Co-Founder, PlatePrep · 201-206-8442

10. Regent Seven Seas Explorer / Seven Seas Grandeur – Regent Seven Seas Cruises
Boutique/Luxury (500-1000)* / Mid-size · Caribbean / Mediterranean / Alaska / World Cruise · 744-750 (newest ships);
smaller ships ~700 pax · Norwegian Cruise Line Holdings (NCLH)

HOME PORT	Miami FL; occasional NYC calls (*744-750 pax per newest ship)	EXECUTIVE CHEF	David Parolin (ship-level Executive Chef); Aurelien Dumeylet (Corporate Executive Chef)
CORPORATE HQ	Miami, Florida	F&B DIRECTOR	Dan McLeod (VP Food & Beverage); Bernhard Klotz (VP F&B;; culinary)
WEBSITE	https://www.rssc.com	CREW	548-552

NOTABLE: All-inclusive ultra-luxury dining across 5+ venues per ship; VP-level culinary/F&B; leadership team based in Miami
DISCOVERY ANGLE: Under NCLH umbrella but Regent runs its own distinct luxury culinary organization with named VP Culinary and VP F&B;; more accessible than NCL mainstream brand; Miami HQ proximity to Ft. Lauderdale/South FL travel

OPENING EMAIL · SUBJECT

20-min discovery — kitchen ops on Regent Seven Seas Explorer

Hi David,

I'm Buddy Foy Jr., Co-Founder of PlatePrep. We're exploring how kitchen operating systems can help cruise galleys stay VSP-inspection-ready with less binder work. Not a pitch — I'd love 20 minutes to learn what your team uses today for HACCP logs, standardized recipes, allergen documentation, and temp monitoring, and where the pain lives. In return I'll share what we're seeing across the segment.

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Co-Founder, PlatePrep · 201-206-8442

11. Explora I / Explora II - Explora Journeys

Boutique/Luxury (500-1000)* · Caribbean / Mediterranean / Northern Europe · 878-1000+ per ship pax · MSC Group

HOME PORT	Multiple Caribbean/Mediterranean ports (*878-1000+ pax per ship)	EXECUTIVE CHEF	Frederic Godineau (Senior Executive Chef); Jerome Toumelin (Corporate Executive Chef); Franck Garanger (Head of Culinary)
CORPORATE HQ	Geneva, Switzerland	CREW	700+
WEBSITE	https://explorajourneys.com		

NOTABLE: Chef Invite series with Michelin-starred chefs (e.g., Thierry Marx); CDC VSP-inspected Explora I scored 100 on its most recent inspection

DISCOVERY ANGLE: Brand-new ultra-luxury brand (launched 2023) building culinary programs and standards from scratch, ideal timing to introduce a kitchen-ops platform before legacy processes calcify; achieved a perfect VSP score, showing strong existing compliance culture worth learning from

OPENING EMAIL · SUBJECT

20-min discovery — kitchen ops on Explora I

Hi Frederic,

I'm Buddy Foy Jr., Co-Founder of PlatePrep. We're exploring how kitchen operating systems can help cruise galleys stay VSP-inspection-ready with less binder work. Not a pitch — I'd love 20 minutes to learn what your team uses today for HACCP logs, standardized recipes, allergen documentation, and temp monitoring, and where the pain lives. In return I'll share what we're seeing across the segment.

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Co-Founder, PlatePrep · 201-206-8442

12. Crystal Serenity / Crystal Symphony – Crystal Cruises

Boutique/Luxury (500-1000)* · Caribbean / World Cruise / Mediterranean · 848-980 per ship pax · A&K; Travel Group

HOME PORT	Multiple Caribbean/world cruise ports (*848-980 pax per ship)
CORPORATE HQ	Miami, Florida
WEBSITE	https://www.crystalcruises.com

NOTABLE: Beefbar (Monaco-born restaurant brand) debuted at sea on Crystal; relaunched luxury brand rebuilding culinary program post-2022 restart

DISCOVERY ANGLE: Recently relaunched brand (post-bankruptcy restart under A&K;) rebuilding its culinary program and standards from the ground up, a fresh-start F&B; team likely evaluating new back-of-house tools

OPENING EMAIL · SUBJECT

20-min discovery — kitchen ops on Crystal Serenity

Hi,

I'm Buddy Foy Jr., Co-Founder of PlatePrep. We're exploring how kitchen operating systems can help cruise galleys stay VSP-inspection-ready with less binder work. Not a pitch — I'd love 20 minutes to learn what your team uses today for HACCP logs, standardized recipes, allergen documentation, and temp monitoring, and where the pain lives. In return I'll share what we're seeing across the segment.

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Co-Founder, PlatePrep · 201-206-8442

13. Ritz-Carlton Yacht Collection (Evrima/Ilma/Luminara)

Boutique/Luxury (500-1000)* · Caribbean / Mediterranean · 298-456 per yacht pax · Marriott International / The Ritz-Carlton

HOME PORT	Ft. Lauderdale FL; multiple Caribbean/Mediterranean ports (*298-456 pax per yacht)	EXECUTIVE CHEF	Lee Goble / Adam Jenkins / Paul Lee (Executive Chefs, various yachts); Colin Jones (Corporate Executive Chef); Matthieu Godard (Culinary Director)
CORPORATE HQ	Fort Lauderdale, Florida	F&B DIRECTOR	Fabio D'Agosta (F&B; Director, ship-level); Ivan Ortega Ruibal (Corporate Sr. Director, F&B; Operations)
WEBSITE	https://www.ritzcarltonyachtcollection.com		

NOTABLE: Flagship restaurants developed with James Beard Award-winner Michael Mina and Michelin-starred Fabio Trabocchi

DISCOVERY ANGLE: Ft. Lauderdale HQ is a short drive from South Florida hospitality/marine corridor; hotel-brand DNA (Ritz-Carlton/Marriott) means F&B; team already thinks in terms of documented brand standards, good Recipe IP fit

OPENING EMAIL · SUBJECT

20-min discovery — kitchen ops on Ritz-Carlton Yacht Collection (Evrima

Hi Lee,

I'm Buddy Foy Jr., Co-Founder of PlatePrep. We're exploring how kitchen operating systems can help cruise galleys stay VSP-inspection-ready with less binder work. Not a pitch — I'd love 20 minutes to learn what your team uses today for HACCP logs, standardized recipes, allergen documentation, and temp monitoring, and where the pain lives. In return I'll share what we're seeing across the segment.

Buddy Foy Jr.
Co-Founder, PlatePrep · 201-206-8442

14. Le Boreal / L'Austral - PONANT (additional fleet ships)

Boutique/Luxury (500-1000)* · Expedition (Antarctic/Arctic) / Mediterranean · 264 pax · PONANT

HOME PORT	Multiple Antarctic/Arctic/Mediterranean ports (*264 pax per ship)	EXECUTIVE CHEF	Philippe Tremel (Corporate Chef); Alexandre Milliot (Corporate Traveling Chef)
CORPORATE HQ	Marseille, France		
WEBSITE	https://en.ponant.com		

NOTABLE: French luxury expedition line with traveling corporate chefs standardizing menus fleet-wide

DISCOVERY ANGLE: Second Ponant entry point covering the expedition side of the fleet (distinct from Great Lakes-focused Le Champlain), traveling corporate chef model shows existing appetite for standardization tools

OPENING EMAIL · SUBJECT

20-min discovery — kitchen ops on Le Boreal

Hi Philippe,

I'm Buddy Foy Jr., Co-Founder of PlatePrep. We're exploring how kitchen operating systems can help cruise galleys stay VSP-inspection-ready with less binder work. Not a pitch — I'd love 20 minutes to learn what your team uses today for HACCP logs, standardized recipes, allergen documentation, and temp monitoring, and where the pain lives. In return I'll share what we're seeing across the segment.

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Co-Founder, PlatePrep · 201-206-8442

15. National Geographic Endurance / Explorer - Lindblad Expeditions

Boutique/Luxury (500-1000)* · Expedition (Arctic/Antarctic/Galapagos) · 100-148 per ship pax · Lindblad Expeditions Holdings (Nasdaq: LIND)

HOME PORT	New York, NY (HQ); Seattle WA (ops) (*100-148 pax per ship)	EXECUTIVE CHEF	Gary Jenanyan (Executive Chef, fleet); Djordje Dragomir (Executive Chef)
CORPORATE HQ	New York, New York		
WEBSITE	https://www.expeditions.com		

NOTABLE: Sustainable local-sourcing culinary program in partnership with National Geographic; publicly traded (LIND) expedition pioneer

DISCOVERY ANGLE: NYC headquarters, same market as Buddy; publicly traded company means investor-facing operational efficiency story resonates; small-galley expedition ships face acute prep/documentation challenges

OPENING EMAIL · SUBJECT

20-min discovery — kitchen ops on National Geographic Endurance

Hi Gary,

I'm Buddy Foy Jr., Co-Founder of PlatePrep. We're exploring how kitchen operating systems can help cruise galleys stay VSP-inspection-ready with less binder work. Not a pitch — I'd love 20 minutes to learn what your team uses today for HACCP logs, standardized recipes, allergen documentation, and temp monitoring, and where the pain lives. In return I'll share what we're seeing across the segment.

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Co-Founder, PlatePrep · 201-206-8442

16. HX Fram / HX Fridtjof Nansen - HX Hurtigruten Expeditions

Boutique/Luxury (500-1000)* · Expedition (Arctic/Antarctic) / Norway Coastal · 264-530 per ship pax · HX Hurtigruten Expeditions Holdings (investor-owned, separated from Hurtigruten Group 2025)

HOME PORT	Multiple Arctic/Antarctic/Norway ports (*264-530 pax per ship)	EXECUTIVE CHEF	Udo W. Sanderling (Executive Chef); Jorg E. Lehmann (Corporate Chef)
CORPORATE HQ	London, UK (HX HQ, relocated from Oslo 2025)		
WEBSITE	https://www.hurtigruten.com		

NOTABLE: Hybrid-electric expedition ships (first-of-kind, MS Roald Amundsen); global masterchef-level culinary leadership

DISCOVERY ANGLE: Newly independent company (spun off from Hurtigruten Group in 2025) rebuilding corporate systems and leadership, good timing for a discovery conversation as new HQ stands up processes

OPENING EMAIL · SUBJECT

20-min discovery — kitchen ops on HX Fram

Hi Udo,

I'm Buddy Foy Jr., Co-Founder of PlatePrep. We're exploring how kitchen operating systems can help cruise galleys stay VSP-inspection-ready with less binder work. Not a pitch — I'd love 20 minutes to learn what your team uses today for HACCP logs, standardized recipes, allergen documentation, and temp monitoring, and where the pain lives. In return I'll share what we're seeing across the segment.

Buddy Foy Jr.
Co-Founder, PlatePrep · 201-206-8442

17. Scenic Eclipse I / II - Scenic Group (Luxury Cruises & Tours)

Boutique/Luxury (500-1000)* · Expedition (Arctic/Antarctic) / Mediterranean · 228 pax · Scenic Group (privately held, founder Glen Moroney)

HOME PORT	Multiple Antarctic/Arctic/Mediterranean ports (*228 pax per ship)	EXECUTIVE CHEF	Tom Gotter (VP Hotel Operations - Ocean, ex-Executive Chef); Jhony Purice (Corporate Executive Chef)
CORPORATE HQ	Hollywood, Florida (US HQ)		
WEBSITE	https://www.scenicusa.com		

NOTABLE: 'Discovery Yachts' with helicopter and submarine; Taste of Discovery culinary voyage series featuring guest chefs
DISCOVERY ANGLE: Culinary leader (Tom Gotter) promoted internally from Executive Chef to VP, shows a company that values and invests in its culinary ops leadership; South Florida HQ is accessible

OPENING EMAIL · SUBJECT

20-min discovery — kitchen ops on Scenic Eclipse I

Hi Tom,

I'm Buddy Foy Jr., Co-Founder of PlatePrep. We're exploring how kitchen operating systems can help cruise galleys stay VSP-inspection-ready with less binder work. Not a pitch — I'd love 20 minutes to learn what your team uses today for HACCP logs, standardized recipes, allergen documentation, and temp monitoring, and where the pain lives. In return I'll share what we're seeing across the segment.

Buddy Foy Jr.
Co-Founder, PlatePrep · 201-206-8442

18. Emerald Sakara / Emerald Azzurra - Emerald Cruises

Boutique/Luxury (500-1000)* · Mediterranean / River (Europe) · 100 (ocean yacht); river ships ~182 pax · Scenic Group

HOME PORT	Multiple Mediterranean/Red Sea ports; European river ports (*100 pax ocean yacht)	EXECUTIVE CHEF	Tom Gotter (VP Hotel Operations - Ocean, oversees Emerald yachts too)
CORPORATE HQ	Zug, Switzerland		
WEBSITE	https://emerald.cruises		

NOTABLE: Sister brand to Scenic sharing culinary leadership across ocean yachts and river ships

DISCOVERY ANGLE: Shared culinary leadership with Scenic Eclipse creates a single discovery conversation covering two brands/fleets simultaneously, efficient use of Chad's time

OPENING EMAIL · SUBJECT

20-min discovery — kitchen ops on Emerald Sakara

Hi Tom,

I'm Buddy Foy Jr., Co-Founder of PlatePrep. We're exploring how kitchen operating systems can help cruise galleys stay VSP-inspection-ready with less binder work. Not a pitch — I'd love 20 minutes to learn what your team uses today for HACCP logs, standardized recipes, allergen documentation, and temp monitoring, and where the pain lives. In return I'll share what we're seeing across the segment.

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Co-Founder, PlatePrep · 201-206-8442

19. AmaMagna / AmaWaterways river fleet

River · River (Europe/Southeast Asia/Africa) · Varies (side-wheeler ~196 on AmaMagna) pax · AmaWaterways (privately held, co-founders Rudi Schreiner & Kristin Karst)

HOME PORT	Multiple European river embarkation ports (US sales/marketing HQ in Calabasas CA); Mekong/Africa itineraries too	EXECUTIVE CHEF	Robert Kellerhals (Culinary Director); Fritz Pilcher (Corporate Executive Chef, retired-era); Daniel Tarase (Executive Chef)
CORPORATE HQ	Calabasas, California		
WEBSITE	https://www.amawaterways.com		

NOTABLE: James Beard Foundation TV/culinary collaboration with Chef Ming Tsai; team of 5 corporate chefs standardizing menus fleetwide

DISCOVERY ANGLE: Culinary Director has run the same standardization program for over a decade with a small dedicated corporate chef team, mature, receptive audience for tools that formalize what they already do informally

OPENING EMAIL · SUBJECT

20-min discovery — kitchen ops on AmaMagna

Hi Robert,

I'm Buddy Foy Jr., Co-Founder of PlatePrep. We're exploring how kitchen operating systems can help cruise galleys stay VSP-inspection-ready with less binder work. Not a pitch — I'd love 20 minutes to learn what your team uses today for HACCP logs, standardized recipes, allergen documentation, and temp monitoring, and where the pain lives. In return I'll share what we're seeing across the segment.

Buddy Foy Jr.
Co-Founder, PlatePrep · 201-206-8442

20. Uniworld river fleet (S.S. Beatrice / S.S. Joie de Vivre etc.)
River · River (Europe/Egypt/India) · Varies (~130-190 per river ship) pax · Uniworld Boutique River Cruise Collection (The Travel Corporation)

HOME PORT	Multiple European river embarkation ports (US sales HQ in Los Angeles/Encino CA)	EXECUTIVE CHEF	Robert van Rijsbergen (Director Culinary Operations); Bernhard F. Zorn (Culinary Director, prior era)
CORPORATE HQ	Basel, Switzerland (ops); Encino, California (US sales HQ)		
WEBSITE	https://www.uniworld.com		

NOTABLE: Boutique river line marketed as 'floating art galleries' with chef-driven regional menus at every port
DISCOVERY ANGLE: TTC-family ownership (same family as Trafalgar/Contiki) gives a multi-brand relationship opportunity; culinary director actively building out standardized recipe/HACCP documentation across the fleet

OPENING EMAIL · SUBJECT

20-min discovery — kitchen ops on Uniworld river fleet (S.S. Beatrice

Hi Robert,

I'm Buddy Foy Jr., Co-Founder of PlatePrep. We're exploring how kitchen operating systems can help cruise galleys stay VSP-inspection-ready with less binder work. Not a pitch — I'd love 20 minutes to learn what your team uses today for HACCP logs, standardized recipes, allergen documentation, and temp monitoring, and where the pain lives. In return I'll share what we're seeing across the segment.

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Co-Founder, PlatePrep · 201-206-8442

21. Viking Octantis / Viking river fleet - Viking
Mid-size (1000-2500)* / River · Great Lakes / River (Europe) / Expedition (Antarctica) · 378 (Great Lakes ships); river ships ~190 pax · Viking (privately held, founder Torstein Hagen)

HOME PORT	Multiple Great Lakes ports (Duluth, Thunder Bay); European river ports (*378 pax Great Lakes ship)	EXECUTIVE CHEF	Thomas Stellbrink (Corporate Executive Chef); Magalie Kaufling (Corporate Executive Chef, French river ops); Alastair Gillott (Executive Chef)
CORPORATE HQ	Basel, Switzerland	F&B DIRECTOR	Michel Gehrig (Corporate Director Food & Beverage)
WEBSITE	https://www.viking.com		

NOTABLE: Only major line operating dedicated Great Lakes expedition ships (Octantis/Polaris); acclaimed for from-scratch, no-buffet dining concept

DISCOVERY ANGLE: Viking Octantis/Polaris are purpose-built for Great Lakes sailing, directly matching Buddy's NY/upstate market; large, well-resourced but privately held (not public-company bureaucracy), with a dedicated Corporate Director of F&B; open to vendor conversations

OPENING EMAIL · SUBJECT

20-min discovery — kitchen ops on Viking Octantis

Hi Thomas,

I'm Buddy Foy Jr., Co-Founder of PlatePrep. We're exploring how kitchen operating systems can help cruise galleys stay VSP-inspection-ready with less binder work. Not a pitch — I'd love 20 minutes to learn what your team uses today for HACCP logs, standardized recipes, allergen documentation, and temp monitoring, and where the pain lives. In return I'll share what we're seeing across the segment.

Buddy Foy Jr.
Co-Founder, PlatePrep · 201-206-8442

22. Oceania Marina / Oceania Riviera – Oceania Cruises

Mid-size (1000-2500)* · Caribbean / Mediterranean / Alaska · 1250 pax · Norwegian Cruise Line Holdings (NCLH)

HOME PORT	Miami FL (HQ); occasional NYC calls (*1,250 pax per ship)	EXECUTIVE CHEF	Alexis Quaretti (Executive Culinary Director)
CORPORATE HQ	Miami, Florida	CREW	800
WEBSITE	https://www.oceaniacruises.com		

NOTABLE: 'The Finest Cuisine at Sea' brand positioning; Culinary Center cooking school onboard; partnership heritage with Master Chefs de France

DISCOVERY ANGLE: Premium mid-size line built entirely around a food-first brand identity, culinary quality is the core product, making PlatePrep's value prop (consistency, IP protection, training) especially resonant

OPENING EMAIL · SUBJECT

20-min discovery — kitchen ops on Oceania Marina

Hi Alexis,

I'm Buddy Foy Jr., Co-Founder of PlatePrep. We're exploring how kitchen operating systems can help cruise galleys stay VSP-inspection-ready with less binder work. Not a pitch — I'd love 20 minutes to learn what your team uses today for HACCP logs, standardized recipes, allergen documentation, and temp monitoring, and where the pain lives. In return I'll share what we're seeing across the segment.

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23. Celebrity Xcelerate-class / Celebrity Edge - Celebrity Cruises

Mid-size (1000-2500)* to Mainstream · Caribbean / Alaska / Mediterranean · 2918-3260 per ship pax · Royal Caribbean Group

HOME PORT	Ft. Lauderdale FL; Bayonne NJ (seasonal, NY market) (*2,918-3,260 pax per ship)	EXECUTIVE CHEF	Luis Castro Da Silva (Senior Traveling Corporate Executive Chef)
CORPORATE HQ	Miami, Florida	CREW	1320-1500
WEBSITE	https://www.celebritycruises.com		

NOTABLE: Chef’s Table and chef-driven specialty dining program; seasonal Bayonne NJ (Cape Liberty) homeport reaches NY-area travelers

DISCOVERY ANGLE: Bayonne NJ seasonal homeport puts a Celebrity ship in Buddy’s home market several months a year; premium-but-not-ultraluxury positioning makes this a bridge case study between boutique and mainstream

OPENING EMAIL · SUBJECT

20-min discovery — kitchen ops on Celebrity Xcelerate-class

Hi Luis,

I'm Buddy Foy Jr., Co-Founder of PlatePrep. We're exploring how kitchen operating systems can help cruise galleys stay VSP-inspection-ready with less binder work. Not a pitch — I'd love 20 minutes to learn what your team uses today for HACCP logs, standardized recipes, allergen documentation, and temp monitoring, and where the pain lives. In return I'll share what we're seeing across the segment.

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Co-Founder, PlatePrep · 201-206-8442

24. Norwegian Prima / Norwegian Viva - Norwegian Cruise Line

Mainstream (2500+) · Caribbean / Alaska / Mediterranean / Bermuda · 3215-3538 per ship pax · Norwegian Cruise Line Holdings (NCLH)

HOME PORT	NYC (seasonal, Manhattan cruise terminal); Miami FL (*3,215-3,538 pax per ship)	CREW	1500+
CORPORATE HQ	Miami, Florida		
WEBSITE	https://www.ncl.com		

NOTABLE: 'Freestyle Dining' pioneer with 8-20 dining venues per ship; frequent NYC embarkation puts ships directly in Buddy's backyard

DISCOVERY ANGLE: NCL sails seasonally from the Manhattan cruise terminal, direct geographic access for Chad; large enough to have a dedicated corporate culinary organization, but positioned here as a stretch/mainstream comparison point rather than a first-touch priority

OPENING EMAIL · SUBJECT

20-min discovery — kitchen ops on Norwegian Prima

Hi,

I'm Buddy Foy Jr., Co-Founder of PlatePrep. We're exploring how kitchen operating systems can help cruise galleys stay VSP-inspection-ready with less binder work. Not a pitch — I'd love 20 minutes to learn what your team uses today for HACCP logs, standardized recipes, allergen documentation, and temp monitoring, and where the pain lives. In return I'll share what we're seeing across the segment.

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Co-Founder, PlatePrep · 201-206-8442

25. MSC Meraviglia / MSC Seascope – MSC Cruises (USA)

Mainstream (2500+) · Caribbean / Mediterranean / Northern Europe · 4500–5700 per ship pax · MSC Group (privately held, Aponte family)

HOME PORT	NYC (Brooklyn cruise terminal, seasonal); Miami FL (*4,500–5,700 pax per ship)	CREW	1500+
CORPORATE HQ	Ft. Lauderdale, Florida (MSC Cruises USA); Geneva, Switzerland (MSC Group global)		
WEBSITE	https://www.msccruises.com		

NOTABLE: World’s largest privately-held shipping/cruise conglomerate; sister brand to ultra-luxury Explora Journeys (see #11) gives an internal culinary-standards comparison

DISCOVERY ANGLE: Lowest priority mainstream mega-ship target included per brief for wide-net coverage; MSC’s Brooklyn, NY seasonal homeport is geographically convenient, and its Explora Journeys sister-brand relationship (#11) offers a possible warm internal referral path

OPENING EMAIL · SUBJECT

20-min discovery — kitchen ops on MSC Meraviglia

Hi,

I'm Buddy Foy Jr., Co-Founder of PlatePrep. We're exploring how kitchen operating systems can help cruise galleys stay VSP-inspection-ready with less binder work. Not a pitch — I'd love 20 minutes to learn what your team uses today for HACCP logs, standardized recipes, allergen documentation, and temp monitoring, and where the pain lives. In return I'll share what we're seeing across the segment.

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