PALMA

REFRESHING HAND TOWELS

Fig. 03

The Staff Training Guide

The service ritual, step by step, in the hands of the team.

The refreshing towel looks effortless only when the team behind it is rehearsed. This guide is written for the people who carry the tray: the steps of the service ritual, the timing cues that govern it, the words that accompany it, and the care and handling discipline that keep every offer identical. The visual standards that frame this ritual are set out in the Hospitality Presentation Guide, Fig. 02; the two documents are meant to be trained together.

The Server's Part

A PALMA towel takes seconds to offer and asks almost nothing of the guest. That simplicity is earned in training. The server's part is to make a prepared gesture feel unhurried: to arrive at the right moment, offer with calm hands, say a few well-chosen words, and withdraw before the gesture becomes a performance.

Three habits carry the whole ritual. Know the cue, so the towel never arrives early or late. Know the tray, so the object presented is always intact, chilled or at room temperature as intended, and arranged as the house standard directs. Know the words, so the offer sounds like hospitality rather than procedure.

None of this requires theatrical skill. It requires repetition. A ritual rehearsed until it is ordinary is, to the guest, indistinguishable from grace.

> *“Temperature, timing, presentation, and fragrance: everything a service team needs to make the towel ritual feel effortless.”*
>
> PALMA Journal, Restaurant Excellence

The Ritual, Step by Step

The ritual is a short sequence, and it should be trained as one continuous movement. Each step prepares the next; none stands alone.

The steps below assume the dining room close of meal. The same sequence, with the cues adapted, serves arrival and departure in the hotel, welcome in the lounge, and the amenity moment in the cabin.

- Prepare: shortly before service, set out sealed sachets on the chilled tray or at room temperature, as the house standard directs. Never heat them.

- Inspect: every towel's sachet must be intact and uncreased; set any compromised towel aside without exception.
- Arrange: place towels in a single orderly layer on the dedicated tray, edges aligned.
- Read the table: the cue is the clearing of the final course; confirm the table is clear and the guests settled before approaching.
- Approach and offer: present the tray at the guest's side, offer with the house words, and let each guest take a sachet.
- Withdraw: once each guest has received, withdraw the tray promptly; the gesture is complete and needs no punctuation.
- Clear: return discreetly to collect used towels, after the guest has refreshed and before the bill is presented.

Timing Cues

Timing is taught as cues, not as clock times, because every table moves at its own pace. The team learns to read the room's transitions and to let the towel follow them. Offered too early, the towel interrupts; offered without ceremony, it is a utility; offered at the close, it becomes the ritual it was designed to be.

Setting	The Cue	The Action
Dining room	Final plates cleared, table resettled	Offer the towel before the bill and before the goodbye
Check moment	Guest has refreshed, used towels cleared	Present the bill on a second, separate approach
Hotel arrival	Guest received at the threshold or desk	Offer the towel as the welcome, before luggage and keys are discussed
Turndown	Evening service of the room	Place one towel on a small dish at the nightstand or vanity
Lounge and spa	Guest seated, or treatment concluded	Offer chilled towels from the dedicated tray, then withdraw
Cabin and events	Welcome or the close of the gathering	Offer promptly, from the tray

The cue is a transition in the room, not a minute on the clock. Train the team to read transitions.

Where a house serves the towel twice, at welcome and at close, the two offers are trained to be identical in tray, words, and movement, so the experience is framed by the same standard at both ends.

Service Language

The words that accompany the towel should be few, warm, and unvarying. A script is not a cage; it is a floor. It guarantees that every guest, at every table, on every night, hears the same standard of regard. Each house should choose one form and hold it, adapting only the fragrance name where the program uses the Signature Collection.

At the close of the meal

> *“A refreshing towel for you, with notes of lime leaf and garden mint. Please, take your time.”*
>
> Offered from the tray, at the guest's side, after the final course

At arrival, hotel or lounge

> *“Welcome. A refreshing towel to begin your time with us.”*
>
> Offered at the threshold or on seating, before any practical matters

At the goodbye

> *“It was a pleasure to look after you this evening. We hope the evening stays with you.”*
>
> Spoken after the towel and the bill, as the guest rises

Note what the scripts do not do. They do not announce the brand, explain the product, or ask for attention. They name the sensory fact, offer it, and release the guest. The fragrance names come from the house's chosen composition; the six Signature fragrances and their registers are described in the Signature Fragrance Guide, Fig. 06.

Care and Handling

The gesture must be effortless for the guest and disciplined behind it. PALMA towels are individually sealed and made for a single guest, so every presentation is identical, from the first cover of the evening to the last.

Towels are served chilled from a dedicated tray in the refrigerator, or at room temperature from a covered tray. Never heat the sachets, never place them in a towel warmer or microwave, and keep them away from open flame, including table candles. A sachet once offered is never offered again. Unopened stock stores flat, in a cool, dry place, away from direct light and heat, so the fragrance rests undisturbed until the moment of service.

Trays follow the house's ordinary care standards, with one addition: the tray is dedicated to the towel. They are not borrowed for clearing, garnishes, or the bill. A dedicated tray is a small investment that keeps the gesture meaningful.

- Individually sealed, one guest, never offered twice
- Chilled or at room temperature, never heated
- Compromised sachet removed from service without exception
- Tray dedicated to the towel, wiped down between services
- Unopened stock stored flat, cool, dry, and away from direct light

Common Mistakes

Most failures of the ritual are small, and all of them are preventable. They share a single root: treating the towel as a task rather than a gesture. The team should be trained to recognize and correct the following.

- Offering too early, so the towel interrupts a course or a conversation
- Arriving with the towel and the bill together, which pairs care with transaction
- Lingering after the offer, turning a quiet gesture into a performance
- Serving from a shared or cluttered tray, which demotes the towel to a utility
- Overlooking a creased or loosened sachet during preparation
- Explaining the product instead of offering it; the towel needs no salesmanship
- Varying the words night to night, so the standard depends on who is working
- Clearing used towels noisily or slowly, disturbing the closing mood of the table

Each mistake has the same correction: return to the cue, the tray, and the words. Managers evaluating the ritual during a trial period will find observation prompts for these points in the Restaurant Manager Evaluation Workbook, Fig. 04.

The Goodbye Moment

Guests rarely remember every course. They remember how the evening closed. The final five minutes of a visit carry a disproportionate share of what the guest takes home, and the towel exists to compose those minutes: the refresh after the meal, the calm around the bill, and the goodbye itself.

The goodbye is trained as the ritual's final step. After the towel and the bill, the server returns the guest's attention to hospitality rather than transaction: unhurried, specific, and brief. In

the hotel, the same moment belongs to departure, when the towel meets the guest a final time and the stay closes as it began. The last touch of the room should feel like the first: considered.

> *“The meal ends. The memory begins.”*
>
> PALMA Hospitality

Training support, fragrance materials, and reorders are a short note away at hello@palmabotanical.com or 888-332-6861. To begin an evaluation or request the complete kit, visit palmabotanical.com or write to hello@palmabotanical.com. PALMA is a brand of Pomank Ventures LLC, Hattiesburg, MS 39401.

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