

KIMPTON<sup>®</sup>  
hotels & restaurants

# Benefits of Promoting Sustainability

# KIMPTON<sup>®</sup>

hotels & restaurants

## Kimpton Hotel EarthCare

- Recycling and Green Waste
- Eco-conscious products and equipment
- Green Seal certified hotels
- Green dry cleaning and laundry services
- Paper/water waste/energy/organic products



# KIMPTON<sup>®</sup>

hotels & restaurants

## Restaurant EarthCare Initiatives

- Water
  - Elimination of bottled water
  - Proceeds from in-house purified still and sparkling water to the Nature Conservancy
- Wine
  - Wines that Care
  - 30% of wine lists are with Organic/Biodynamic/Sustainable selections
  - Looking at alternative packaging
- Seafood
  - Partnership with the Monterey Bay Aquarium
  - Only sustainable seafood selections will be offered in our restaurants



# KIMPTON<sup>®</sup>

hotels & restaurants

## Kimpton Employees:

### The Heart and Soul of EarthCare

- EarthCare champions in each property
- Open lines of communication for suggestions=some of our greatest ideas yet!



**Be the change that  
you want to see  
in the world**

–Mahatma Gandhi



# Why restaurants should do it

from a business standpoint

- Green=feel good message
- 61% of diners are willing to pay more for green products and menu items
- up 5% from last year
  - The 2010 Zagat survey of US restaurants

CHEF SURVEY:  
**What's HOT**  
in 2010



## Top 20 Trends

- 1** Locally grown produce
- 2** Locally sourced meats and seafood
- 3** Sustainability
- 10** Sustainable seafood
- 12** Organic produce
- 14** Micro-distilled/artisan liquor
- 15** Nutrition/health
- 16** Simplicity/back to basics

## Alcohol and Cocktails

- 1** Locally-produced wine and beer
- 2** Culinary cocktails (e.g. savory, fresh ingredients)
- 3** Micro-distilled/artisan liquor
- 4** Organic wine/beer/liquor
- 5** Food-beer pairings

- About four in 10 consumers surveyed late last year for the National Restaurant Association's "2010 Restaurant Industry Forecast" said they were likely to pick a restaurant based on its conservation practices.
- 56% of adults say they are more likely to visit a restaurant that offers food grown or raised in an organic or environmentally friendly way.

# Beyond Restaurants

## Why are Market Leaders going green?

- Meet consumer demand
- High growth in green sector
- Potential of higher growth
- Stem losses to competition
- Organic consumers:
  - Tend to be more loyal
  - Tend to spend more on food overall
- Strengthens quality image

**SAFEWAY** 

  
**TOYOTA**

**WHOLE  
FOODS**  
MARKET

**KIMPTON**  
hotels & restaurants

**DOW**®

**Walmart**   
Save money. Live better.

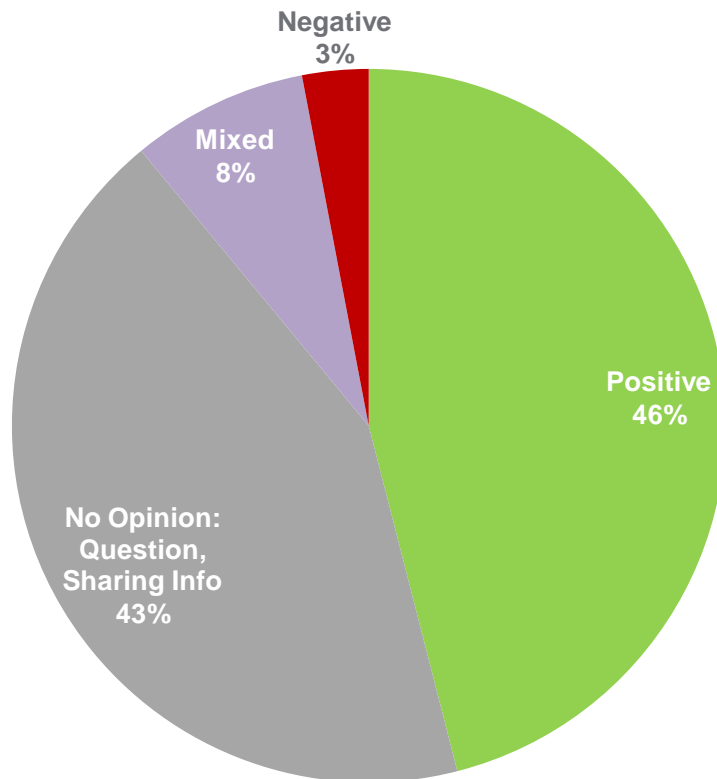
# Greenwashing



# Consumers positive towards Green Wine, but still have lots of questions

## Sentiment

September 1 – November 16, 2009



### Positive:

Consumers state they are excited about various Green Wine offerings. Many comments are stem from green / natural living enthusiasts.

### No Opinion:

Consumers ask and define for each other definitions of organic, natural, biodynamic and vegan wines.

### Mixed:

Some consumers have mixed opinions regarding the success of green wine.

### Negative:

A few consumers complain that Green Wines are a marketing ploy.



**Be the change that you want  
to see  
in the world**

– Mahatma Gandhi