

# Inside the Experiential Dining Boom: The Power of Food and Drink in Hospitality

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Presented by:

**Skift.** +  **ACCOR**



# Table of Contents

Executive Summary	3
Introduction	5
Crafting Unforgettable Dining Experiences	7
Surprising and Delighting Guests	9
Pioneering Extraordinary Design Concepts	12
Leydi Transports Diners from London to Istanbul	14
Fostering Sustainable F&B Solutions	15
Revamping Menus With Healthy Options	20
Phat Chameleon at Pullman Maldives Maamutaa	22
Q&A: Cooking up Health and Mental Well-Being With Chef Isabel Chung	26
Inside Accor's "HEARD" Podcast	28
Regional Spotlight: A World of Flavors	29
Conclusion	34
About Skift	35
About Accor	35



## Executive Summary

It's no secret that consumers today prefer to splurge on experiences rather than accumulate things. The allure of indulging in culture through dining has led to a sharp rise in culinary tourism that is only expected to grow over time. To catch the updraft of the culinary tourism trend, hotel brands must craft every element of their food and beverage (F&B) programs with care and attention.

The truth is, dining is a critical piece of the travel equation even for those who aren't driven by culinary sensibilities — everyone needs to eat. Food is a unifying part of the human experience, and in today's world, more and more people are becoming conscious about how their diets impact their bodies and the planet. Consumers are increasingly interested in developing lifestyles that are healthy and sustainable, both at home and while they travel the world.

That's why investing in world-class food and beverage programs is a smart business move for hotels across the board. By designing delicious and beautiful culinary experiences, addressing sustainability and animal welfare issues, and seeking creative approaches to new dining styles, travel and hospitality brands will be well positioned to deliver the experiences travelers of all kinds expect today.

### In this report:

- **The rise of global culinary tourism:** The majority of consumers say authentic F&B experiences influence their trip planning.
- **Beyond the dining room:** Accor leaders demonstrate how to extend F&B experiences into local neighborhoods and communities.
- **Good design enhances F&B success:** Bring the food on the plate to life by aligning breathtaking dining spaces with cultural concepts.
- **Sustainable dining experiences:** Learn how Accor leverages advanced technology and human creativity to reduce environmental impact.
- **Health-conscious travel:** Explore Accor's health-first F&B programs designed to satisfy guests looking for plant-based and alcohol-free alternatives.
- **Spotlight on mental health:** Industry leaders discuss the long-neglected importance of nurturing well-being among bar and kitchen staff. <



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*Pullman Lubumbashi Grand Karavia - Democratic Republic of Congo*

## Introduction

Food is more than just a meal — it's a window into culture, history, and tradition. In today's travel and hospitality landscape, cuisine plays a vital role in shaping meaningful experiences and fostering connections across cultures. Whether savoring street food in a bustling market or indulging in a carefully curated tasting menu, each dish tells a story of place and heritage. Food serves as a universal language, connecting people across different backgrounds through a shared human need.

The flavors we encounter on our journeys offer a deeper understanding of the destinations we visit. Perhaps that's why food and beverage (F&B) has become such a vital cornerstone of the hospitality industry. Over the past few decades, the focus on food and drink has transformed from a supplementary service to a central element of hospitality, influencing the success and reputation of hotels, resorts, and event venues.

## The Evolution of F&B

Historically, F&B services in hotels were seen as basic necessities, with limited offerings typically confined to in-house restaurants and room service menus. The emphasis was on providing convenience rather than creating memorable dining experiences. However, as the hospitality industry evolved, so did the expectations of travelers and guests.

In the late 20th century, the rise of culinary tourism and an increasing global appreciation for diverse cuisines began to reshape the F&B landscape. Hotels and resorts started to recognize the potential of food and drink as a unique selling point, leading to the introduction of specialty restaurants and innovative dining concepts.

Looking toward the future of hospitality and the pivotal role of F&B within it, it's clear the industry will continue to innovate and evolve. The incorporation of immersive dining options, celebrity chef collaborations, and cutting-edge design reflects a commitment to creating unforgettable experiences that resonate with a diverse clientele.

## Aligning With Modern Values

Sustainability is also front of mind — from farm to table and every step along the way — as customers have come to expect restaurants and bars to be simultaneously health- and eco-conscious. Additionally, a focus on mental health in the kitchen signifies a broader shift towards responsible and holistic hospitality practices. These elements are no longer optional — they have become essential to crafting an appealing, forward-thinking, and revenue-driving F&B strategy.

In today's fiercely competitive hospitality market, the influence of F&B is gauged not just by its culinary excellence but also by how well it reflects the brand's dedication to environmentalism, health and wellness, innovation and creativity, and other core values.

Companies like Accor, including many of its brands and entities such as Ennismore, are leading the charge, demonstrating that excellence in F&B is about aligning with the values that matter to today's most discerning guests. The hospitality industry's success will hinge on its ability to continually innovate while staying true to these values. <





Amar - Raffles Boston

## Crafting Unforgettable Dining Experiences

Culinary tourism is on the rise, and more and more travelers are planning their trips around visits to specific restaurants and bars or once-in-a-lifetime dining experiences. The value of the global culinary tourism industry reached \$11.5 billion in 2023, and is expected to grow at a compound annual growth rate of 19.9 percent until 2030.

“Travelers are now making trip decisions around dining and drink offers they want to experience, especially when it comes to selecting a resort,” said Omer Acar, chief executive officer for Raffles Hotels & Resorts and Fairmont Hotels & Resorts. “It’s not an amenity anymore, it’s a purpose.”

### Prioritizing Authentic Culinary Encounters

The vast majority of younger travelers (ages 18-40) consider “diverse and authentic culinary experiences” to be important

*“Travelers are now making trip decisions around dining and drink offers they want to experience, especially when it comes to selecting a resort.”*

—**Omer Acar**, CEO, Raffles Hotels & Resorts and Fairmont Hotels & Resorts

when planning a trip — and 71 percent of Gen Z travelers and 74 percent of millennial travelers agree that F&B is a critical part of their trip planning process. To reflect this growing desire for unique dining experiences, the hospitality industry has taken huge leaps into the world of experiential food and drink.

For Accor, crafting unforgettable dining experiences spans from special occasion restaurant visits to everyday moments. If hotel restaurants can make a routine freshly brewed barista-style

cup of coffee or morning glass of freshly squeezed orange juice the best that guests have ever had, that's just as memorable as an over-the-top gastronomic experience, according to Acar.

Likewise, it's often those everyday moments that make for the atmospheric lifestyle posts that have come to dominate social media. Among younger travelers in particular, social media plays a significant role in the perceived value of dining experiences and hospitality overall — 57 percent of younger travelers [rely on social media channels](#) for their travel planning.

Offering guests the luxury of choice is another way Accor delivers authentic culinary experiences.

"We aim to ensure our hotels' restaurant and bar options cater to different types of guests or even how someone's mood changes from day to day," said Philip Mahoney, senior vice president of food and beverage, Fairmont and Raffles. "At Fairmont Pacific Rim, one night a guest might enjoy one of Canada's top 50 curated cocktails at Botanist, and the next night, they could dive into a table full of delicious cicchetti with their family downstairs at Bacaro."

One of Accor's flagship brands, Mercure, believes authentic culinary encounters can help guests discover destinations. When the Mercure network celebrated surpassing 1,000 hotels worldwide, the brand launched a new F&B initiative, 1,000 Hours of Local Flavours. Hotels across the globe introduced new dishes or beverages deeply rooted in their local neighborhoods. For 1,000 hours, Mercure properties highlighted these unique offerings, allowing guests to immerse themselves in the regional culinary traditions that make each Mercure address distinct.

"At Mercure, we believe that food is a gateway to the heart of a destination," said Jean-Yves Minet, global brand president, midscale and economy, at Accor. "Our 1,000 Hours initiative celebrates the rich diversity of our hotels' locations, offering guests a truly authentic taste of the local culture with every meal. It's more than just dining — it's about creating meaningful connections through the flavors that define each place."

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## More Than Just "Instagram-Worthy"

To meet travelers' demand for culinary experiences that are truly unforgettable — and worthy of a TikTok or Instagram post — hotels have to find creative ways to express their brand values through picture-perfect food. Instead of setting out to create an Instagrammable dish, Accor's culinary teams prioritize creating inspirational experiences that will surprise and delight guests. If guests choose to share those moments with their followers on social media, that's a great testament to all of Accor's hard work, but it should unfold authentically.

"Gimmicky restaurants aren't timeless," said Jules Pearson, global vice president of F&B, creative at Carte Blanche, Ennismore's in-house F&B studio. "The social hypercycle burns fast and bright, and then it's over." So instead of chasing trends, Accor and Ennismore — as well as the Group's dedicated F&B businesses — study social media to analyze how the public is appreciating a city in the present moment. With an understanding of the cultural nuances of a city and what's happening in its political sphere, wellness spaces, and food and beverage scene, the full Accor portfolio can design hospitality concepts with a sense of place.

From that foundation, menu development might include identifying a few showstopper dishes that photograph beautifully and will encourage guests to share online, but only as part of a broader cohesive brand perspective. The most Instagrammable dish in the world may not be a bestseller; the restaurant may only sell one or two a day at most. On the other hand, avocado toast is a guest favorite at every Hoxton location, but it's not the most exciting dish to post on Instagram.



## Experiential Offerings Beyond the Kitchen

In the age of the celebrity chef, it's undeniable that personality-led food experiences have a certain appeal for culinary-minded travelers. The boom in food media, like cooking competition programs and food-focused travel TV shows, has also inspired the rise in chef-driven culinary tourism. With that clout in mind, chefs are uniquely positioned to take F&B experiences outside the bounds of the hotel kitchen.

For example, guests at Raffles Boston can join George Mendes, one of Accor's leading chefs, on an early morning run through the city. During this once-in-a-lifetime culinary experience, Chef Mendes maps out the city's gastronomic footprint, stopping at a local food market and pointing out historic restaurants or bars while discussing the flow and evolution of the city's food scene.

In the Thai Culinary Journey experience at Grand Mercure Phuket Patong, guests can explore local markets with hotel chefs, select fresh ingredients, and participate in preparing traditional Thai dishes. This blend of exploration and cooking ensures that travelers leave with not just a meal, but a deeper connection to the local food culture.



## Surprising and Delighting Guests

Here are some of the ways Accor properties around the world craft holistic F&B experiences to captivate and inspire guests.



### RAFFLES LONDON AT THE OWO

This landmark hotel complements its one-of-a-kind location inside the historic Old War Office building in Whitehall with three unique dining experiences led by acclaimed chef Mauro Colagreco. Each concept marries the history and architecture of the space with modern dining elements, all while showcasing local delicacies and educating guests about the importance of seasonal food cycles.

**Mauro Colagreco at Raffles London at The OWO** is a celebration of seasonal local ingredients, with a special focus on the richness of British vegetables. At **Mauro's Table**, up to 23 guests can join **Chef Colagreco** for a private dining experience in an intimate space set against a dramatic show kitchen. True to the name, **Saison** offers seasonal Mediterranean specialties in a relaxed atmosphere nestled in the former library of the historic Old War Office.

### FAIRMONT BREAKERS, LONG BEACH

The Breakers is a historic and beloved Long Beach hotel with deep roots in the local community. After a thorough reinvention, the property reopened with 185 boutique rooms and suites, a rooftop pool and terrace, and an open-air rooftop lounge with Pacific views. New restaurant offerings include a live jazz club called **Alter Ego**, a rooftop nightclub called **Halo**, and an expanded afternoon tea and evening cocktails menu at **La Sala**.

At **Nettuno**, chef Jared Reeves will bring his reputation for fresh pastas and delicacies like dry-aged duck to home-style Italian dishes that could have been made by your nonna. The **Sky Room**, a beloved dining destination since 1938, also reopened with breathtaking views across downtown L.A. and Long Beach harbor. Reimagining the F&B program has been integral to reinvigorating this Roaring '20s hotspot for contemporary travelers and guests.



## MÖVENPICK RESORT KUREDHIVARU MALDIVES

The Destination Dining concept at **Mövenpick Resort Kuredhivaru Maldives** offers something truly unforgettable. The resort provides personalized F&B experiences across its private islands, allowing guests to savor dishes like freshly caught seafood or Maldivian curry while overlooking the Maldives' turquoise waters. This exclusive, bespoke offering immerses guests in the local surroundings.



## PULLMAN PARIS MONTPARNASSE

The rooftop **Skybar** at the **Pullman Paris Montparnasse**, combines panoramic views of the city with an eclectic cocktail menu, making it a magnet for travelers seeking a stylish and elevated dining experience. Whether guests are sharing small plates with friends or savoring handcrafted cocktails, every moment is crafted to blend the local Parisian essence with modern sophistication.

"Collaborations and activations are key to guest engagement," Mahoney said. "Fairmont Chateau Laurier's Chefs at the Castle event, featuring Michelin-starred chefs, and Fairmont Olympic Seattle's annual Drag Brunch during Pride Month are prime examples. Raffles Boston's collaboration with Chef Henrique Sa Pessoa and Fairmont Riyadh's partnership with Chef Luigi Taglienti during Ramadan also demonstrate our commitment to innovative, community-driven experiences."



At [Fairmont Jaipur](#), live cooking demonstrations and market excursions allow guests to connect with authentic local culinary traditions. At [Raffles Udaipur](#), cooking classes led by master chefs allow guests to explore regional recipes and discover the world of local spices. Guests at [Fairmont Le Château Montebello](#) can join guided fishing trips to the serene Kenauk Nature Reserve, and might even choose to eat their catch at dinner in the hotel restaurant that evening. And for a touch of French elegance, [La Haute Croissanterie](#) by Sofitel elevates the classic croissant to an art form. Available in over 30 Sofitel hotels, this initiative combines French pastry tradition with local flavors — from Middle Eastern za'atar to Piedmontese hazelnut praline — crafted by 25 trained pastry chefs.

"That unexpected surprise is where the impact is," Acar said. "F&B experiences are no longer an afterthought, they're a defining feature of hotels and the guest experience today."

## Tapping Into Accor's ALL Loyalty Program

Accor also sees F&B experiences as a crucial element of its ALL loyalty ecosystem. By establishing a lifestyle loyalty program, Accor aims to engage members throughout their day-to-day lives instead of only when they travel far from home. Members can earn reward points when they drink and dine at Accor venues around the world, even if they're not staying in a hotel that is part of the Accor network. They can also redeem points for one-of-a-kind restaurant and bar experiences, like tasting the Macallan James Bond 60th Anniversary single malt whisky at Raffles London at The OWO's Spy Bar.

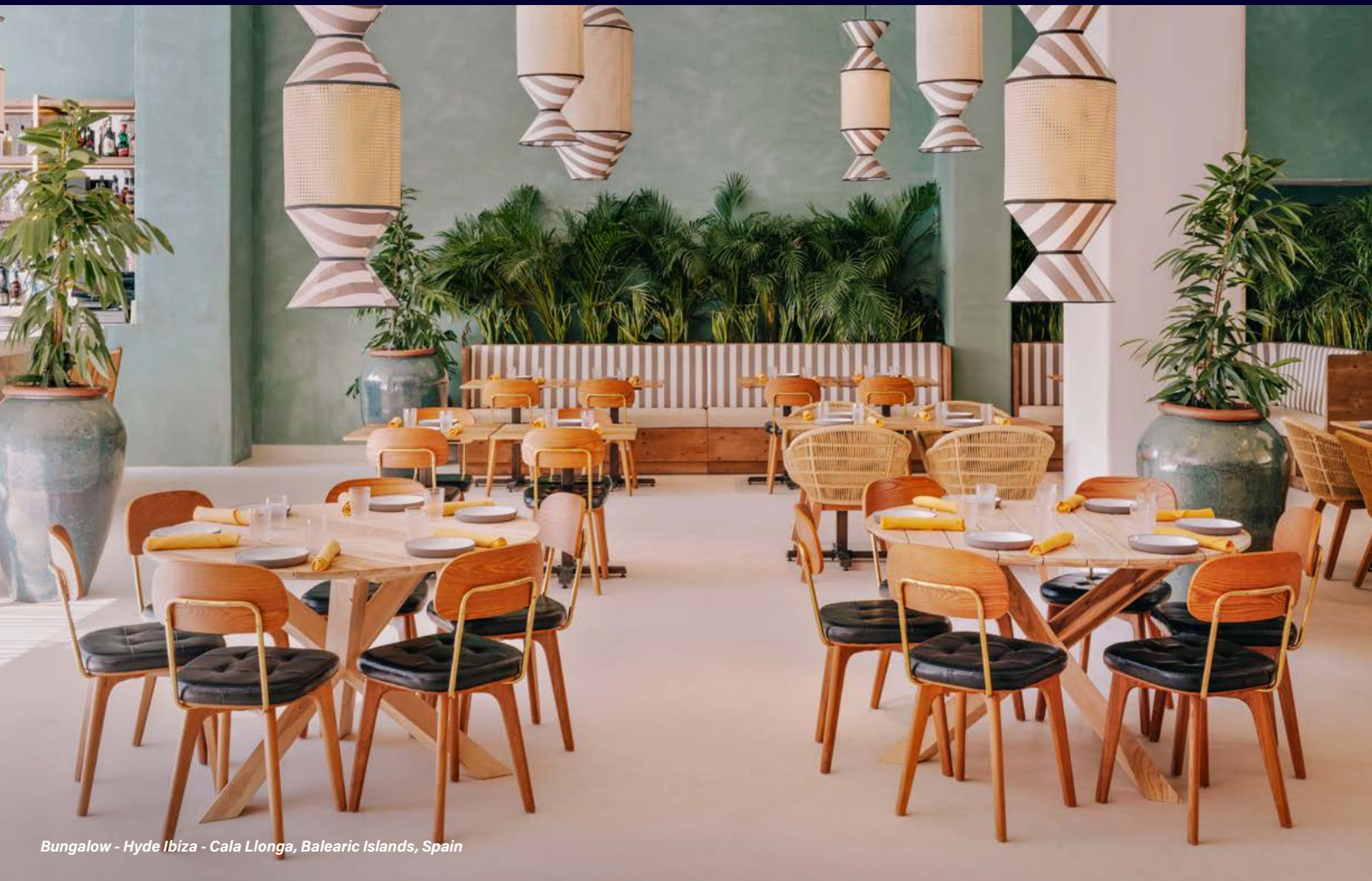
This "everyday rewards" strategy enhances the appeal of the ALL program and of Accor restaurants and bars to both hotel guests and locals.

"We want to make sure our experiences aren't just appealing to hotel guests, but also well-accepted and desired by locals," Acar said.

For example, the [Fairmont Royal York in Toronto](#) has become the gathering spot for Toronto locals and cocktail enthusiasts, who meet after work at Clockwork, the hotel's lobby lounge and champagne bar, and often make their way to Reign, the hotel restaurant, for a bite to eat.

"Energy and atmosphere are the ultimate complements to a food and beverage offering," Acar said. "The best experiences balance it all and we call this 'ambiance' — you can't only focus on the food." <





Bungalow - Hyde Ibiza - Cala Llonga, Balearic Islands, Spain

## Pioneering Extraordinary Design Concepts

Design is one of the most crucial elements of any hospitality brand. Strong restaurant design principles don't just underpin unique and immersive experiences, they also drive social media engagement and enhance brand identity. Furthermore, multi-sensory design in F&B spaces can significantly enhance the guest's experience of the food and drinks they consume. In that sense, thoughtful design elevates the perceived value of both menu selections and the hotel brand as a whole.

"It's the natural evolution of the digital backlash that started 10 or 15 years ago," said Philip Mahoney, senior vice president of food and beverage, Fairmont and Raffles. "People want to see something more than two-dimensional imagery and actually immerse themselves — face-down in a trifle, if you like — in the experience."

Design features such as lighting, furniture, color schemes, and layout all help create memorable and engaging environments by engaging multiple senses. This kind of sensory engagement makes dining experiences more memorable — the sound of a sizzling dish, the texture of an upholstered banquette, and the visual appeal of the decor in a room all contribute to a holistic memory diners will treasure forever.

### **With Carte Blanche, Creativity Knows No Boundaries**

To develop and deliver excellent multi-sensory F&B experiences around the world, Ennismore — a joint venture in which Accor owns a majority share — created [Carte Blanche](#), a design studio renowned for creating extraordinary dining and nightlife

venues. The studio painstakingly selects every detail of F&B venues and experiences from concept to launch, including interior design, operations, branding, menu development, marketing and more.

Carte Blanche enhances the guest experience by crafting F&B spaces that are not only visually appealing but also functionally exceptional and atmospherically immersive. They use their thoughtful design approach to create different scenes throughout the venue. From one area, guests might witness the excitement of an open kitchen. From another part of the layout, they might enjoy live music or entertainment. Interactive dining elements keep the experience exciting, while unique seating arrangements encourage spontaneous social interaction.

"We're making sure that every single space generates revenue, but also offers the guest a unique experience," said Jules Pearson, global vice president of F&B, creative at Carte Blanche, Ennismore's in-house F&B studio. "We think about every single guest's line of sight, what they are going to see, and what might end up on social media."

They also emphasize creating a unique ambiance that aligns with each restaurant's location, theme, and cuisine. Lighting, furniture, and decor all come together to create an immersive setting that makes dining more enjoyable and memorable. For instance, soft lighting and cozy seating areas might create an intimate environment, while bold colors and contemporary furnishings might suit a more vibrant, energetic space.

## Leaning Into Local

Successful F&B design often integrates hyper-local culture and heritage into the dining experience. The approach across the entire Accor network involves creating one-of-a-kind designs that reflect artistic and culinary traditions from around the world, while using dynamic elements like show kitchens or [food market-style eateries](#) to infuse venues with a sense of cultural richness and excitement.

By designing spaces that appeal to local patrons as well as international guests, Carte Blanche creates F&B experiences that foster a sense of community. Art, materials, and cultural elements that evoke a specific region can make the restaurant feel more authentic and welcoming to residents,

## Ennismore: Redefining Hospitality

Ennismore is a global collective of entrepreneurial and founder-built brands with creativity and purpose at their heart. Ennismore comprises 15 brands, including Delano, Mondrian, SO/, and The Hoxton, with more than 170 hotels and over 400 restaurants and bars, such as favorite local hotspots Seabird, Fí'lia, Carna, Tope, and Cleo. In addition, Ennismore has two independent F&B groups, Paris Society and Rikas, with 100 venues pioneering the art of exclusive culinary destinations.

Paris Society, founded by Laurent de Gourcuf, aims to reinvent the art of French hospitality with globally recognized brands such as Gigi, Maison Revka, Bonnie, and Raspoutine. Founded by Rizwan Kassim, Rikas Group, which entered a strategic partnership with Ennismore in 2024, is a collection of elevated gourmet destinations, including Mimi Kakushi, Ninive, Twiggy, and Tagomago.

Ennismore is leading the way in curating meaningful and captivating restaurants and bars within and outside of hotels with its collection of F&B brands, creating destinations for both locals and international guests.

in addition to pleasing hotel guests. The Carte Blanche team might take inspiration from the geographic area surrounding an Ennismore property, diving deep to spotlight the local culture. Or they might borrow aesthetics from another part of the world to create a transportive experience that takes locals and visitors alike on an exotic journey. <



## Leydi Transports Diners from London to Istanbul

At Ennismore's Hyde London City, Turkish restaurant Leydi is helmed by acclaimed London chef, Selin Kiazim. The restaurant's name means "lady" in Turkish, but it's also a bit of clever word play. While showcasing the empowerment of a female chef in a traditionally male-dominated industry, "leydi" also echoes the refrain emanating from Istanbul's Grand Bazaar when shopkeepers try to get the attention of passers by: "Lady, hey lady!"

"We try to create an immersive experience," Pearson said. "How do we bring the brand to life so as soon as a guest walks through the door, they feel like they're in Istanbul?"

The Carte Blanche team researched the legacy of ceramics and marble sculpture in Turkey, with specific attention to women artists over the centuries of Turkish history. The wine list at Leydi prioritizes female vintners, and the cocktail menu was developed by an Istanbul-based bartender prioritizing Turkish ingredients. Leydi's dishware is sourced from independent sellers at the Grand Bazaar. Carte Blanche tapped Turkish fashion designers to create Leydi's staff uniforms, and the artwork on display represents an array of Turkish artists.

Beyond the aesthetic environment and ambiance of the restaurant, Carte Blanche also focuses on continuing the immersion of the space through the food on offer. The open kitchen concept shows off Leydi's mangal-style charcoal grill, which is a popular cooking method in Turkey. The traditional Turkish bread oven is visible from the dining room. A hatch service window opens onto the street capturing neighborhood foot traffic with grab-and-go delicacies from the Leydi kitchen, an experience that has been cleverly dubbed Leydi in the Window. Leydi-branded Turkish delight, baklava, and chocolates are available in the minibars of London Hyde City's hotel rooms.

"We're always trying to think of interesting ways to elevate the experience and entertain the guests," Pearson said. "Those surprises are the things that people talk about afterward. That's how word spreads. Word of mouth is probably just as important as social media, even though you can't measure it."

*"Word of mouth is probably just as important as social media, even though you can't measure it."*

— **Jules Pearson**, Global Vice President of F&B, Creative, Carte Blanche



Fresh acai berries harvested in the Amazon rainforest, Brazil

## Fostering Sustainable F&B Solutions

As sustainability has become a critical consideration for travel and hospitality brands, it has also become an increasingly important avenue within the F&B sector. The mounting pressures of global climate change have forced industries and individuals alike to reshape the ways we produce, consume, and think about food.

**65%**

*of consumers want to make sustainable choices in their daily lives*

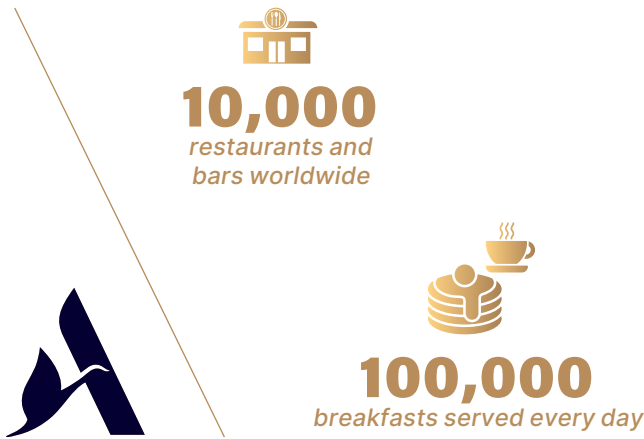
Source: World Economic Forum

This trend is driven by an increasing awareness of environmental issues and a desire to support practices that reduce environmental impact. At the same time, consumers understand that in today's world, making sustainable choices isn't just about individual actions, it's also about supporting businesses committed to protecting the planet.

Modern agricultural and food production systems are responsible for nearly one-third of global greenhouse gas emissions. This statistic highlights the significant impact the hospitality industry has on the environment and shows just how critical it is for restaurants to reduce their carbon footprints. The pressure to become more sustainable is felt not just in the kitchen, but across the entire restaurant supply chain.

## Building Sustainable Food Systems

Adopting [sustainable supply chains](#) and [green logistics](#) at every step of food production, delivery, and service can significantly shrink the industry's contribution to harmful emissions. For example, organic product sourcing can greatly reduce the impact on biodiversity, fully refrigerated food supply chains can reduce waste, and electric cargo vehicles can reduce the emissions associated with transporting goods. But building a more resilient and environmentally friendly food system neither begins nor ends in the commercial kitchen — it requires sustained effort from every producer, provider, and consumer involved.



Accor manages 10,000 restaurants and bars worldwide and serves 100,000 breakfasts every day. The F&B supply chain represents 17 percent of Accor's overall carbon footprint, 50 percent of its water usage, and 80 percent of its impact on land use and biodiversity. Accor focuses on two key sustainability pillars to combat those impacts: contributing to a net-zero world by eliminating emissions and fostering a nature-positive future through regenerative practices.

## Upholding Sustainability and Ethics Across Supply Chains

Promoting that sustainable future, Accor's responsible procurement charter covers F&B and every other department under the brand's umbrella. The charter demands that every Accor supplier meet the same standards Accor upholds for its own brands across categories like sustainability, ethics, human rights, health and safety, and more. Furthermore, Accor suppliers must work with subcontractors and service providers that also uphold those same standards.

To ensure compliance, Accor suppliers are assessed annually by [EcoVadis](#), which gives companies ESG performance scores to ensure they are taking sufficient steps toward sustainability.

"This is super important to us," said Valerie de Robillard, senior vice president, environment, at Accor. "It's not only signing a charter, it's being surveyed every year to check if the relevant actions are being put in place."

For F&B suppliers in particular, Accor's responsible procurement charter promotes sustainability through traceable local, certified, or seasonal sourcing. The goal is to support producers and farmers and encourage more agriculture with sustainable practices, while simultaneously ensuring ingredient freshness.





## Reducing Environmental Impact While Optimizing Costs

Accor is already being widely recognized for its progress on sustainability initiatives. A number of its French properties aim to earn Écotable Certifications for their sustainable food programs. Ninety percent of Novotel Warszawa's suppliers are local Polish companies. Movenpick in Aswan, Egypt, maintains its own 30,000-square-meter farm that supplies 45 percent of the hotel's kitchen needs.

"At Mövenpick, we believe food is more than sustenance — it is a universal language that fosters human connection and inspires generosity," said Benoît Racle, global brand president, premium, at Accor. "Our sustainability efforts, from the farm-to-table practices at Mövenpick Aswan to the Destination Dining concept in the Maldives, reflect our ethos of doing ordinary things in an extraordinary way. By curating experiences that enrich lives and protect our planet, we honor our Swiss heritage while creating meaningful moments that spark joy, cultivate kindness, and leave a positive impact on our communities."

Meanwhile, Raffles Al Areen Palace Bahrain partnered with nearby Peninsula and Al Ghalia farms to source local ingredients.

"The partnership also involves species development and hydroponics, ensuring just-picked flavor profiles, which are often missing in the Middle East," said Philip Mahoney, senior vice president of food and beverage, Fairmont and Raffles.

In just one example of sustainability goals and business goals overlapping, sourcing local and seasonal ingredients can also be less expensive. That means hotels can optimize their costs and reduce their carbon footprint simultaneously, simply by following Accor's responsible procurement charter and Good Food Policy.

According to de Robillard, Accor has established a focus on three commodities that have a heavy environmental impact: red meat, cocoa, and coffee.



“For the same quantity of meat, a beef dish has a carbon footprint nine times greater than pork, 10 times greater than chicken, and 30 times greater than a plant-based dish,” she said. “Cocoa farming is the fourth largest cause of deforestation in the world. Producing a single cup of coffee requires 140 liters of water.”

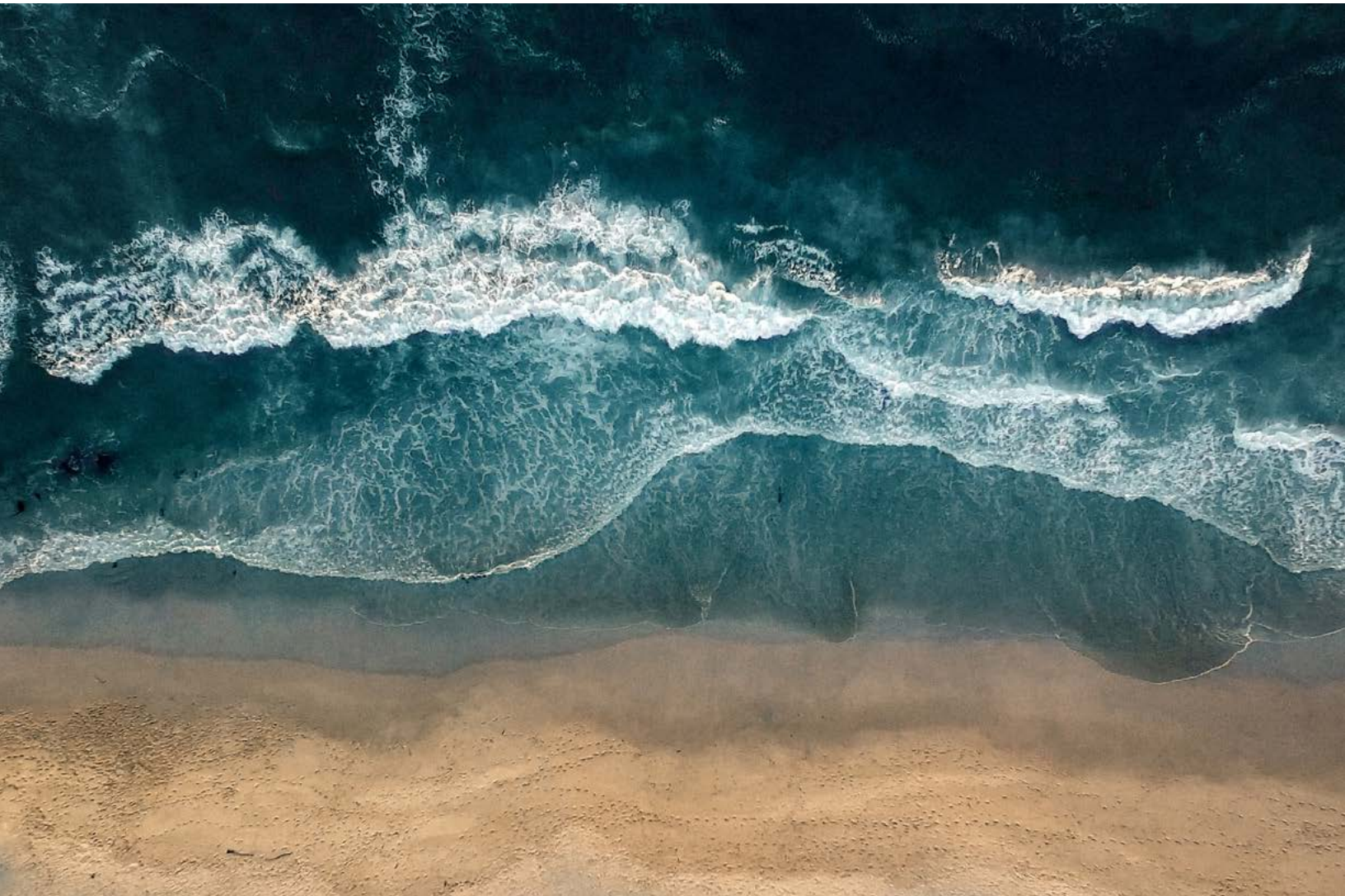
But in many regional markets — like China, for example — high-quality coffee and tea programs are a large draw for travelers. So instead of removing these ingredients from their menus completely, Accor aims to work with its regions and brands to find the most sustainable suppliers possible. Each team on the ground seeks out opportunities to engage suppliers in the region, and fully vets their agricultural practices, from livestock farming to planting and harvesting.

## Partnering for Ocean Protection and Sustainable Seafood Practices

One successful example of Accor’s ambitious sustainability initiatives is Novotel’s unique partnership with the World Wide Fund for Nature (WWF).

“Novotel wanted to champion ocean protection and restoration,” de Robillard said. “The ocean is a powerful place to balance the effects of climate change. It’s a huge carbon sink, but it’s also a huge resource for the planet.”

Armed with WWF’s marine life expertise, Novotel has developed sustainable seafood policies and focused on fishing models that prevent overfishing and support the lasting health of underwater ecosystems. By constantly updating fish stocks and data from local ocean preservation initiatives, Novotel maintains dynamic guidelines that keep at-risk species off their menus.



## Reducing Food Waste With Artificial Intelligence

Another element of restaurants' sustainability impact occurs in the kitchen and on the dining room floor in the form of food waste. To help combat this problem, Accor is deploying a food waste program that includes the use of AI tools like Winnow, Orbisk, and Lumitics, among others, and aims at achieving a minimum of 50 percent reduction in food waste by 2030.

The program is currently deployed in nearly 2,000 hotels worldwide, with more than 350 hotels having an AI solution. The AI systems photograph and weigh food waste in real time as it hits the trash bin. This helps hotels identify the source of their waste: overproduction, consumption, or specific ingredient categories. Time of day can also be a factor — most of one hotel's food waste may appear during dinner service, while another property might see the majority of its waste at breakfast.

Preparing scrambled eggs for morning buffet service is a common cause of hotel kitchen waste, because it can be hard to predict how many guests will have breakfast in the restaurant and how many of those who do dine in will opt for eggs. "In many hotels, we are realizing that about 40 percent of food waste could be avoided by changing breakfast buffets," de Robillard said.

Switching from buffet-style service to à la carte dining addresses the problem of over-production in hotel restaurants, namely that producing more food than guests consume is wasteful. Addressing dish sizes also helps reduce waste — shrinking down overblown portions and offering smaller plates at buffets discourages guests from over-ordering or over-serving themselves with food items that will end up in the trash.

For Accor, the proof is in the pudding — through the use of AI and the adoption of other sustainability initiatives, several hotels have been able to reduce food waste by 40 percent in a single year.

## Sustainability Is a Smart Business Strategy

Looking beyond food waste, Accor teams also take a much broader view when it comes to sustainability and approaching operations with a green mindset.

For example, AI has emerged as a useful tool in helping F&B teams reinvent recipes to feature low-carbon ingredients. Fullsoon is an AI-powered predictive restaurant management startup helping Accor chefs to adopt more sustainable ingredients and to clearly indicate the carbon impact of the meals on restaurant menus.

In addition, many kitchens across the Group's network of more than 5,700 properties have switched to induction heat, demand-based exhaust and ventilation, and electrical load optimization. Mahoney says these measures alone are set to reduce the properties' energy requirements by around 50 percent.

As initiatives such as these get implemented and the results roll in, it has become clear that sustainability isn't just morally important, it's also a smart business decision. And the more informed travelers become about environmental issues, the more important it is for sustainability to be part and parcel of every brand experience. At the end of the day, the best implementation of sustainable solutions benefits the planet, the guest, and the brand, all in one action. <



## Revamping Menus With Healthy Options

The rise of health-conscious lifestyles has significantly increased demand for F&B offerings that are simultaneously delicious, nutritious, and eco-friendly. In the post-Covid landscape, consumers have taken more serious ownership of their well-being. Self-care and personal health have taken root in the mainstream media, where access to information about nutrition and healthy lifestyles are at the forefront.

According to Nielsen, 78 percent of U.S. consumers say a sustainable lifestyle is important to them. As consumers have become more informed about their own health, concerned about environmental issues, and invested in animal welfare, sustainable and plant-based diets have surged in popularity. In a study conducted by the International Food Information Council, 55 percent of those following vegan, vegetarian, or plant-based diets cite being healthier as their number one motivation.

*“Moving toward these types of diets is driven through health and sustainability. People have an understanding of the impact the food industry can have on our planet, so they’re making more conscious choices.”*

—**Emlyn Brown**, Global Senior Vice President, Well-being, Strategy, Design, Development, Accor

### Rising Demand for Plant-Based Vegetarian Dining

“Moving toward these types of diets is driven through health and sustainability,” said Emlyn Brown, global senior vice president of well-being, strategy, design, development at Accor. “People have an understanding of the impact the food industry can have on our planet, so they’re making more conscious choices.”

About 25 percent of consumers increased their consumption of plant-based products during the pandemic, according to McKinsey. Younger consumers, especially Gen Z, are driving the shift toward more plant-based and eco-friendly dining options; 33 percent say sustainability impacts their food and beverage decisions; 79 percent of Gen Z consumers eat meatless meals one day per week; and 65 percent want more plant-forward diets.

As younger consumers come of age and spend more on travel, they bring their higher propensity for plant-based lifestyles with them everywhere they go. In China, for example, Accor has introduced healthy dietary elements as key features of its destination dining concepts, like “bistro chic” at Sofitel and “executive lounge deli” at Pullman.

Naturally, changes in the global F&B market reflect these consumer trends. Nearly half of U.S. restaurants now offer plant-based options — a 62 percent increase since 2012. This significant rise has been directly attributed to the increasing demand for healthier and more sustainable food choices among an informed dining public. Research by Revenue Management Solutions shows that 30 percent of consumers would switch restaurant brands to find plant-based meat alternatives.

# 30%

*of consumers would switch restaurant brands to find plant-based meat alternatives*

*Source: Revenue Management Solutions*





## Phat Chameleon at Pullman Maldives Maamutaa

Pullman Maldives Maamutaa redefines plant-based dining at Phat Chameleon, the first organic, vegan, and vegetarian restaurant in the Maldives. In an organic vegetable garden and surrounded by natural beauty, guests are treated to a multi-sensory journey that celebrates locally grown ingredients, vibrant flavors, and inventive culinary techniques. The dining experience begins with the unique opportunity to pick herbs and vegetables from the chef's garden before savoring a meal under flowering fruit trees, surrounded by the aroma of mint, lemongrass, basil, and ginger.

“Phat Chameleon reflects our commitment to sustainability, with food and beverage at the heart of the Pullman Maldives Maamutaa experience,” said Riaan Drever, cluster general manager of Pullman Maldives Maamutaa. “From our organic vegetable garden to inventive plant-based dishes, we are creating dining experiences that captivate the senses while showcasing our dedication to reducing environmental impact and celebrating the unique natural beauty of our island setting.”

## The Business Case for Sustainable Menu Options

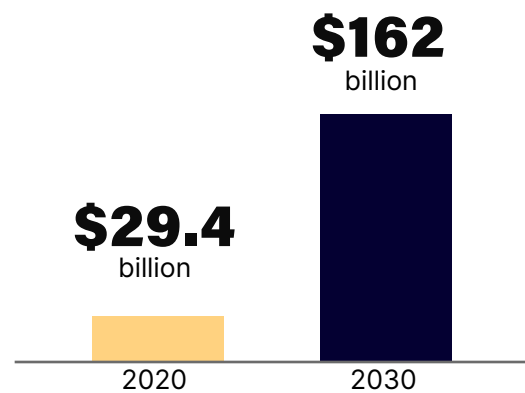
Consumers will also switch to more sustainable menu options when given the choice. One of Accor's recent sustainability innovations was to give each item on a given restaurant's menu a carbon impact score. Chefs calculated the full impact of each dish at the recipe level, and then displayed that score on public menus. Accor interviewed guests who dined at restaurants where the carbon scoring system was in place, and 64 percent said they changed their mind to a menu option with a lower carbon score when presented with that information.

Across Accor properties, Brown said that consumers have shown they are willing to pay a premium for plant-based products and healthy, nutritious alternatives. A 2024 survey by PwC showed that consumers are willing to pay a 9.7 percent sustainability premium, despite inflation and cost of living increases.

“There's the consumer benefit, but there's also the financial benefit because you can serve these types of menus at an advanced price point,” Brown said.

Increased consumer consciousness about the impact of eating meat and animal products presents a revenue opportunity for F&B brands prepared to adapt. Global retail sales of plant-based foods are projected to reach \$162 billion by 2030, up from \$29.4 billion in 2020, according to research by Bloomberg Group. This growth indicates that plant-based foods could make up 7.7 percent of the global food market by the end of the decade.

### Projected Global Retail Sales of Plant-Based Foods



Source: Bloomberg Intelligence



PRESSROOM - INK Hotel Amsterdam - MGallery - The Netherlands



## Elevating Plant-Based Dining to Meet Growing Demand

The plant-based ball is already rolling in that direction. More than half of consumers in countries like France and Germany, and almost half in the U.S. and the U.K., [identify as flexitarians](#). More than [half of young Americans](#) (ages 24-39) consider themselves flexitarians. This consumer group occasionally consumes meat products, but primarily eats plant-based foods, further contributing to the growth of the plant-based food market.

In response to this trend, Accor has taken proactive steps to shift food consumption habits by offering more vegan and vegetarian options across all of its menus. Accor's chefs approach plant-based dishes thoughtfully, aiming to create flavorful and satisfying plant-based meals rather than merely substituting traditional animal proteins with alternative products like Beyond Meat.

This requires a deep understanding of individual ingredients, culinary techniques, and complex flavor profiles to ensure that plant-based dishes are not only nutritious but also appealing to a diverse range of palates. Nearly half of the à la carte menu at the Novotel Warszawa in Poland is made up of plant-based dishes that change seasonally.

"It's not a pesto pasta nobody wants to eat," said Valerie de Robillard, senior vice president, environment, at Accor. "We're attempting to make the plant-based menu so desirable that a meat-eater would order a vegan meal."

## Inspiring Chefs to Find Creative Menu Solutions

Instead of being prescriptive, Accor encourages its chefs and restaurants around the world to find creative solutions to specific climate goals. This means chefs from across the Group might tackle reducing the quantity of red meat on a menu in different ways, and that's precisely the kind of innovation Accor prizes. In fact, in 2023, [Accor brought together 10 different chefs in Dubai](#) during the United Nations Climate Change Conference (COP28), representing a set of diverse brands and locations, and asked them to revamp 45 recipes as part of a climate-friendly food experience.

"Chefs love the creative challenge," de Robillard said. "It requires them to be different, to be more innovative."

*"Chefs love the creative challenge. It requires them to be different, to be more innovative."*

—**Valerie de Robillard**, Senior Vice President, Environment, Accor

For instance, chefs might use a variety of legumes, grains, and vegetables to craft dishes that are rich in texture and taste, often drawing inspiration from global cuisines to add an element of excitement and novelty.

"We're talking about making the plant the key feature of a dish instead of proteins like meat or fish," Brown said. "Placing plants at the center of the plate and making it a celebration is where we as an industry can make inroads in an interesting way."

## Embracing the Sober Curious Movement

Another part of consumers' shift toward more health-conscious living is an overall decline in alcohol consumption. More people are opting for alcohol-free or low-alcohol beverages as part of a balanced lifestyle.

"The sober curious movement definitely can't be ignored," de Robillard said. "It has a massive impact on bar culture. I personally believe menus will soon be 50-50, alcohol to no-alcohol. Mixologists have a whole new opportunity to create wonderful concoctions without booze."

According to the World Health Organization, alcohol consumption in Europe [declined by 0.5 liters per capita](#) between 2010 and 2020. A 2022 [IWSR Drinks Market](#) study found that sales of no- and low-alcohol beverages increased by more than 7 percent in volume in 10 key global markets, including Australia, Brazil, Canada, France, Germany, Japan, South Africa, Spain, the UK, and the U.S. Young adults are yet again leading the charge; [62 percent of adults under 34](#) said they drink alcohol in 2023, down from 72 percent in 2003.

In recognition of this trend, Accor has developed a selection of alcohol-free and low-alcohol-by-volume (ABV) options. By catering to guests who seek the social and sensory experience of drinking without the effects of alcohol, Accor positions itself as not just welcoming to all types of guests, but also health-aware as a brand. The offerings include innovative mocktails, crafted with the same level of creativity and sophistication as traditional cocktails, as well as a range of non-alcoholic wines and beers that do not compromise on taste or quality.

The [Hotel Belmont Vancouver - MGallery](#) has successfully demonstrated how to offer zero-alcohol drinks and low-ABV cocktails alongside a full bar.

"Offering no- and low-alcohol cocktails side-by-side with the alcohol-forward bar menu, and making both of those experiences exceptional, is a big business driver," de Robillard said.

[Pilina at Fairmont Kea Lani](#) offers an innovative cocktail menu crafted from exclusive products like a bespoke Kuleana Rum Works blend and Pilina Golden Ale from Maui Brewing Company. But with a menu that features 90 percent locally sourced ingredients, Pilina's alcohol-free drinks shine just as bright.

*"We recognized the importance of investing the same thoughtfulness and attention into crafting our zero-proof menu as we do with our signature cocktails."*

—**Cameron Hall**, General Manager, Pilina at Fairmont Kea Lani



Pilina - Fairmont Kea Lani - Maui, Hawaii



“We recognized the importance of investing the same thoughtfulness and attention into crafting our zero-proof menu as we do with our signature cocktails,” said Cameron Hall, general manager at Pilina. “Our commitment to providing an exceptional beverage experience extends seamlessly to those who choose not to consume alcohol, ensuring that every sip is a celebration of flavor, craftsmanship, and the art of mindful indulgence.”

## A New Era of Wellness

Through these health-minded initiatives, Accor is not only meeting the evolving preferences of its guests but also contributing to a more sustainable and health-conscious dining culture. The company’s commitment to thoughtful menu design and inclusive beverage options underscores its role as a leader in the hospitality industry, continually adapting to and shaping trends in food and drink consumption.

“We understand that our guests are increasingly aware of the link between gut health and both physical and mental well-being, and we are reflecting this in our menus,” Mahoney said. “One of our new Fairmont F&B rituals is in-house fermentation, which is featured in the Fairmont Breakfast and is becoming more common on menus. We’re also expanding this focus to include cognitive health and exploring ways to introduce beneficial ingredients.” <



Fairmont Jaipur - Rajasthan, India



Isabel Chung, Executive Chef - Fairmont Orchid Hawaii - Kohala Coast

## Q&A: Cooking up Health and Mental Well-Being With Chef Isabel Chung

Isabel Chung is the executive chef at [Fairmont Orchid, Hawaii](#), and has worked with Fairmont for nearly 25 years. On the Big Island of Hawaii, she oversees the resort casual restaurant [Hale Kai](#) and fine dining, regional favorite [Brown's Beach House](#), to name a few. We asked her about the move toward plant-based menus, sustainability efforts, and how to build kinder and more supportive kitchen environments.

### **SkiftX: Why are plant-based options important today?**

**Isabela Chung:** Dining has evolved. Vegetarian dishes used to just be vegetable plates, but now many identify as vegan, vegetarian, or plant-based, or want to reduce animal protein. The industry has adapted to not only plant-based but plant-forward menus. Restaurants like [Dirt Candy](#) in New York are fully plant-based. Hotels need to keep up, offering plant-based diners exciting options equal to meat-based meals.

### **How does being in Hawaii shape your menus?**

Accor values a sense of place, which means honoring local diets and food history. As Fairmont chefs, we source locally, and on the Big Island, we have access to a wide variety of farms that offer a huge selection of tropical fruits, Waimea tomatoes, Hamakua macadamia nuts, and canoe plants like taro and 'ulu (breadfruit). These ingredients bring authenticity to our plant-based menus. For example, we use macadamia nut or oat buttermilk to make vegan chicken-fried mushrooms, paired with vegan aioli. Our miso-glazed eggplant, served with 'ulu butter and macadamia nut yogurt, also reflects the island's Japanese heritage.

### **How do you incorporate sustainability into your menus?**

Sustainability is critical. We work with Blue Ocean Mariculture, which farms Kona Kanpachi sustainably. This fish was once considered unusable, but their practices are environ-

mentally responsible and highlight local species. As food demand grows, sustainable farming is key. It's vital to preserve resources for future generations. Conservation efforts will determine what kind of world we leave behind.

### How has your heritage influenced your cooking?

My parents inspired me. My father, a former cook, and my mother, an excellent baker, nurtured my love of cooking. I trained in French classical cuisine, but my favorite childhood memories involve cooking with my parents, especially the soy, sesame, ginger, and scallion flavors we often used. One dish that honors this is our [sablefish](#) with sesame sizzle, ginger, and scallions, which reminds me of the steamed fish from my childhood.

### How do you address mental health in your kitchen?

In Hawaii, we embrace the concept of *ohana*, meaning family. My kitchen is a compassionate space where we support each other. I work hard to create a healthy, respectful environment for my team — they're my family, and I prioritize their well-being, understanding their needs beyond work.

### What advice would you give to chefs wanting to create healthier kitchens?

It's important to understand that everyone has different needs. I check in with my team regularly. If someone needs time off, I do everything I can to make it happen. You can't expect people to give their best if you don't support them.

### What do you love most about your job?

I love the people. While I don't cook as much anymore, I focus on mentoring and strategy. I come to work every day to learn from my team and share my knowledge. It's rewarding to create memorable food for guests, just as I experienced growing up. <





## Inside Accor's "HEARD" Podcast

Launching in winter 2024, "HEARD" is a 12-part podcast series created and hosted by food journalist Ryan King. With 15 years of experience interviewing and writing about the world's best chefs, King's latest series aims to spark a conversation around improving negative kitchen culture and encouraging mental health in the hospitality industry.

According to a 2021 study by the National Center for Biotechnology Information, 60 percent of servers at upscale restaurants struggled with at least one mental health issue. A 2023 study by Cozymeal showed that nearly half of chefs surveyed felt working in a restaurant had a negative impact on their mental health: 38 percent suffered from depression, 49 percent struggled with sleep disorders, and 70 percent said they experienced anxiety. Almost two thirds of chefs said toxic restaurant culture made them feel isolated from the outside world.

Employment records show the tangible impact of this emotional distress. In the first three months of 2024, nearly 3 million Americans resigned from roles in the leisure and hospitality industry — 204 percent above the national average quit rate.

"Restaurants are integral to culture and society," King said. "Sociologically, they provide a third place that is important for our well-being. They nurture and nourish us. They are the places we choose to celebrate, to have a first date, to propose, to say 'I love you' for the first time. They are also the places we go to digest and process bad moments in life. While technology, on-demand TV, and social media have created constant distractions, restaurants are still a space where we step away, converse, share, and sit together to break bread. The table is the stage of life, a space where we grow, and the importance of restaurants is often overlooked."

As one of the podcast's lead sponsors, Accor supports the "HEARD" mission to open a dialogue around the issues chefs face across the industry.

"It is a vital and overdue conversation," adds Brown. "We supported 'HEARD' because it tackles issues prevalent in many worldwide restaurants head on, and provides tangible solutions and examples of new business models and practices to improve well-being in the kitchen."

The series highlights real-life examples of chefs trying to change the status quo in kitchens:

- **Amanda Cohen** banned tipping at her New York City restaurant, Dirt Candy, in an attempt to balance front- and back-of-house benefits and pay staff a living wage.
- **J.J. Johnson** of the Field Trip restaurant group encourages restaurants to hire professional performance coaches to support their staff emotionally.
- **Chris Shepherd** established the Southern Smoke Foundation to provide free mental health resources and financial support for chefs in need.

"HEARD" will explore the history of restaurant culture and investigate the role food media has played in romanticizing and normalizing toxic kitchen culture. The series also brings in outside expertise from mental health professionals like sports psychologist and anxiety and adrenaline specialist, Dr. Tom Ferraro, and physiologist Oliver Patrick, who is the clinical director for PILLAR at Raffles London at The OWO.

Ironically, while chefs dedicate their lives to nurturing and nourishing others, their own health and well-being are often negatively impacted by high-octane, adrenaline-fuelled kitchens.

"Chefs should not care more about the carrot they are cooking than they care about themselves," King said. "Let's put some of the 'rest' back in restaurants."

# Regional Spotlight: A World of Flavors

New and noteworthy additions to Accor’s global F&B portfolio

## Europe & North Africa



**Rustic flavors in a historic setting**

Within the historic **Pullman Riga Old Town, Harper Woolf** welcomes guests into an intimate setting surrounded by the building’s 1790s architecture with a breathtaking view of the Parliament building. The restaurant combines sustainability and ethics (including fully transparent ingredient sourcing) with tantalizing Latvian delicacies, like a local wild deer filet served with charcoal roasted leeks, local wild mushrooms, kohlrabi, caramelized cheese demi-glace, and chestnut purée.



**Sweden in Germany**

At **Novotel Hamburg Central Station, the MYSA Eatery** takes inspiration from the Swedish way of life to provide locals and hotel guests with a fresh take on Nordic cuisine, always using the freshest regional ingredients. At the **MYSA Bar & Lounge**, guests can take advantage of barista-brewed coffee and tea specialties during the day and creative cocktails in the evening.



**Variety is the spice of life**

The new **Swissôtel Tbilisi** provides guests with a range of diverse culinary experiences to choose from. **Atmosphere** brings Asian cuisine and signature cocktails to the seventh-floor high-rise, **Café Swiss** offers authentic Swiss delicacies, and **Olives** serves a relaxed breakfast buffet and all-day Mediterranean cuisine.



**Room to work, eat, and play**

**TRIBE Düsseldorf** is a social hub designed for flexibility, featuring co-working spaces that maintain productivity while providing a laid-back atmosphere where guests can relax. The **TRIBE Table** restaurant serves a gourmet, plant-based menu with a focus on fresh and vibrant flavors, celebrating the relaxed-yet-electric Californian lifestyle. The F&B experience is as versatile as the guests it attracts, offering spaces where guests can work, relax, or socialize.



## Asia Pacific



### Snacks take center stage

Whether a couple stops in for an aperitivo before dinner or a big group wants to share everything, they'll be delighted by the growing popularity of dedicated snack sections of restaurant menus. The merguez and scallop skewer at **Mantra 2 Bond Street Sydney's Georgie Wine Bar** is a perfect example of this trend, as is the deep-fried lasagne bite at **Boccata Restaurant & Wine Bar** inside **Novotel Melbourne Airport**.



### Small-format drinking

Price-conscious and well-ness-minded guests can join the guest who wants to try one of everything thanks to the two-sip drink trend in this region. Manageable portions like half pours and smaller aperitifs allow guests to manage their alcohol intake and try more of the menu. At the **Hotel Morris Sydney - Handwritten Collection**, small-format natural wines are available through the bar's always-on piccolo hour.



### Premium roof-grown ingredients

In Japan, the **Swissôtel Nankai Osaka** offers a culinary experience rooted in sustainability and vitality. A rooftop Sky Farm provides fresh produce for the hotel's restaurants, ensuring meals are prepared with the highest quality ingredients. Guests can enjoy healthy options at **Table36 and Minami Teppanyaki**, where the Farm to Table series pairs freshly harvested seasonal vegetables with premium domestic beef and seafood.



## Greater China



### Honoring hyperlocal cuisine

The 88 Bites Sustainable Food Journey celebrates the rich and diverse food culture of Hainan Island through the lens of sustainability. The culinary teams at **Sofitel Haikou**, **Fairmont Sanya Haitang Bay**, **Raffles Hainan Clear Water Bay**, and **Sofitel Sanya Leeman Resort** each have introduced 22 dishes featuring sustainable ingredients sourced locally from Hainan Island. **Pullman Sanya Yalong Bay Villas & Resort** and **Pullman Oceanview Sanya Bay Resort & Spa** join the program by offering a selection of the 88 original dishes on their menus as well.



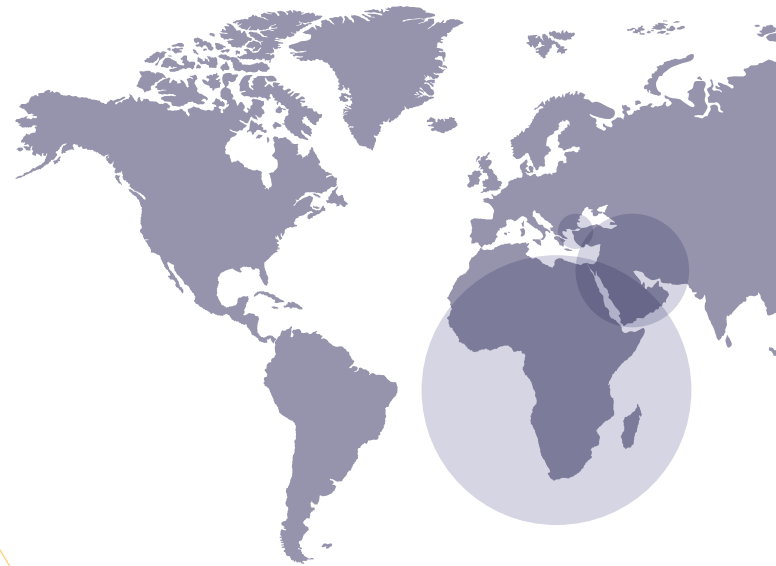
### A twist on classics

Fusing multiple cultures is an excellent way to put a spin on tradition and bring history into the modern age. At **Tangram Bistro & Bar**, the all-day dining restaurant at **AKI Hong Kong - MGallery**, executive chef Hubert Goussard crafts authentic French bistro flavors with a dynamic Hong Kong twist. This unique culinary journey simultaneously delights locals and surprises visitors with a modern take on classics like escargot and beef tartare.



### Fresh plates, less waste

Across Greater China, Accor has piloted a new initiative that shifts away from traditional breakfast buffets and embraces à la carte menus, reducing food waste by 50 to 60 percent. Transitioning from traditional buffets to made-to-order options lets guests customize meals on demand, significantly cutting food waste (buffets often generate waste from maintaining uneaten food over long periods). Moreover, made-to-order dining is cost-effective, minimizing prep and water usage since food is made only when requested, eliminating excess.



## Middle East, Africa & Turkey



### Inventing a character

Although the “mistress of the mansion” hosting guests at Michelin-starred **Little Miss India** at **Fairmont The Palm** in Dubai is fictional, executive chef Mohammad Arif is quite real. He visits tables personally to help guests feel at home while they delight in signature dishes like Bhatti Da Smoked Lamb Chops (slow-cooked in a traditional tandoor and smoked in a glass jar to be unveiled tableside) and Butter Chicken (made with spices sourced directly from New Delhi).



### Elevation through partnership

Collaborating with respected restaurant brand Couqley allows the **Pullman Dubai Downtown** to offer guests a unique international experience. The **Couqley French Brasserie** attracts both global visitors and in-the-know locals to its signature central bar and garden-inspired dining room. Triple-height ceilings add to the drama of the dining experience, as does direct access to the Dubai Canal promenade through the stunning terrace.



### A match made in Dubai

Paris Society, a key player in the French hospitality industry, and Rikas, one of Dubai’s most esteemed names in the culinary and lifestyle sector, have unified their operations in Dubai to collaborate on several upcoming beach club and restaurant openings, including **Gigi Rigolatto** and **Maison Revka**. Gigi Rigolatto is a sophisticated beachside destination at J1 Beach, La Mer, offering classic Italian cuisine, a Bellini Bar, two terraces, a swimming pool, and a kids’ club, all set in a Mediterranean-inspired ambiance. Maison Revka’s new Dubai outpost offers contemporary Russian-inspired cuisine in a luxurious setting that blends Parisian elegance with Slavic influences.



## Americas



### A game of contrasts

**Amar at Raffles Boston** highlights chef George Mendes's blend of Portuguese cuisine and New England influences. Fresh local ingredients shine in seasonal menus, and many dishes are finished tableside with sauces and garnishes. In addition to a port and madeira trolley for after-dinner sipping, Amar also offers zero-proof cocktails like the popular Phony Negroni and Bourbon Sour. Bostonians aren't always open to new openings, but locals say they feel at home at the hotel's bars La Padrona and Blind Duck.



### Plant-based all the way

At **Pullman São Paulo Ibirapuera**, encouraging conscious consumption is a winning formula. **YUCAFÉ Earth-Based** offers a 100-percent plant-based menu, created in partnership with Escolha Veg, a local animal welfare program that supports local food businesses in the mission of going fully plant-based. The project is clearly better for the environment, but it's also beloved by guests; YUCAFÉ was voted the best café in São Paulo on TripAdvisor.



### Grilled perfection meets Brazilian charm

**Base BBQ at Novotel São Paulo Morumbi** transforms an underused space into a vibrant Brazilian steakhouse, offering expertly grilled meats, curated wines from Casa Flora, and authentic sides like farofa and grilled vegetables. Set by the pool and São Paulo's lush Atlantic Forest, the restaurant delivers sunny daytime vibes and cozy nighttime intimacy. With desserts crafted on the grill and the hotel's signature pudding, Base BBQ combines impeccable hospitality with a flavorful, distinctly Brazilian experience.



## Conclusion

As Stephen Satterfield shared at [Skift Global Forum in 2024](#), breathing and sleeping are shared human experiences, but they don't contribute to culture. Food is the only common element bridging disparate global cultures. Even as tastes, flavors, and ingredients change from country to country or region to region, breaking bread is one of the best ways humans have learned to communicate across borders.

Food has long been a driver of human exploration, even as far back as early adventurers like Marco Polo. It allows us to get to know other human beings and share in their ways of life like no other medium can, so it's no wonder that food still drives our travel decisions in modern times.

With that said, today's travelers face unique challenges and considerations. Climate change is a resounding world-wide concern, and it's virtually impossible to ignore how our everyday behaviors — including where we travel and what we eat — impact biodiversity. Travelers are in search of delightful multi-sensory dining experiences that don't just prevent destruction, but actually regenerate the communities they touch.

Taking these concerns seriously will help hotel brands future-proof their food and beverage programs as sustainability practices and personal health mindsets evolve even further. A holistic approach to health means more than just nutritious meals; it's a matter of nurturing the many individuals and ecosystems that are impacted by every step of the food system.

From farm hands working the land to chefs and mixologists serving guests in a restaurant or bar, many forces must come together to make culinary tourism possible. So to deliver the once-in-a-lifetime occasions that travelers crave, hotel brands must take a truly multi-faceted approach to food and beverage. From building more sustainable food systems to designing creative menus with healthy alternatives, hotel F&B leaders have a powerful opportunity to craft the future of experiential dining. <

## About Skift

Skift is the largest industry intelligence platform, providing media, insights, and marketing to key sectors in travel. Through news, research, conferences, exclusive interviews, strategic sector-focused newsletters, and more, Skift deciphers and defines the global trends that matter to the marketers, strategists, and technologists shaping the industry.

SkiftX is Skift's in-house content marketing studio, working collaboratively with partners like Accor, Dubai Tourism, AWS, Expedia, Allianz Partners, and many more to help brands solve problems, create unforgettable mo

Visit [skiftx.com](https://skiftx.com) to learn more or email [skiftx@skift.com](mailto:skiftx@skift.com).

## About Accor Group

[Accor](#) is a world-leading hospitality group offering experiences across more than 110 countries with 5,700 properties, 10,000 food & beverage venues, wellness facilities and flexible workspaces. The Group has one of the industry's most diverse hospitality ecosystems, encompassing more than 45 hotel brands from luxury to economy, as well as lifestyle with Ennismore. The company also offers access to [ALL - Accor Live Limitless](#) - a lifestyle loyalty program providing access to a wide variety of rewards, services and experiences.

Founded in 1967, Accor is focused on driving positive action through business ethics, responsible tourism, environmental sustainability, community engagement, diversity, and inclusivity.

For more information visit [group.accor.com](https://group.accor.com), or follow Accor on [X](#), [Facebook](#), [LinkedIn](#), and [Instagram](#).