



## FOR IMMEDIATE RELEASE

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### **KIMPTON RESTAURANTS SET THE SUSTAINABLE TABLE THROUGH WINE, WATER AND SEAFOOD**

#### ***New Nationwide Environmental Initiatives Advance Pioneering EarthCare Program***

SAN FRANCISCO, Calif., June 8, 2009 – Kimpton Restaurants, a collection of 45 chef-driven restaurants in the United States and Canada, and a recognized environmental pioneer, announces three new sustainable initiatives. As the latest addition to Kimpton’s progressive EarthCare program, guests can enjoy in-house purified still and sparkling water, increased eco-friendly wine selections and sustainable seafood dishes at these destination restaurants in 21 cities. The following practices will be employed at participating Kimpton Restaurants:

- 30 percent of wine lists will feature eco-friendly selections by January 2010, including organic, biodynamic and sustainable wines from small and large producers;
- Only sustainable seafood selections will be offered at restaurants, in accordance with Monterey Bay Aquarium’s Seafood Watch program (currently in place);
- In-house purified water will be available through a national partnership with Natura® by July 2009, to reduce disposable bottle usage. Each bottle sold will include a Kimpton contribution from most locations\*, and an additional donation from Natura®, to The Nature Conservancy.

“Although each Kimpton restaurant offers a distinct experience, they all share a passion for, and dedication to, preserving the environment,” said Niki Leondakis, chief operating officer at Kimpton, and chair of the National Restaurant Association’s Committee on Sustainability and Social Responsibility. “This commitment is the reason that we have decided to raise the bar on green dining at our restaurants brand-wide.”

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"By partnering with like-minded companies, such as Natura® and the Monterey Bay Aquarium, we are able to take greater strides towards the future of eco-friendly dining," said Frank Kawecki, director of Northeast and Mid Atlantic restaurant operations and Chair of Kimpton's restaurant EarthCare program. "These new sustainable menu options reflect the steadfast dedication we have towards protecting the environment for generations to come."

Using Natura's reusable bottles instead of plastic bottles at a single Kimpton restaurant will reduce oil consumption by over 100 barrels, and will reduce CO2 emissions by 46.8 tons annually. That is a reduction of 5,000 barrels of oil and 2,340 tons of CO2 emissions for all of Kimpton's nearly 50 restaurants nationwide.\* By participating in the Monterey Bay Aquarium's Restaurant Program, Kimpton restaurants pledge not to serve items from the Seafood Watch "Avoid" list and have trained wait staff to be knowledgeable about seafood choices. These practices play an active role in the protection and health of the oceans.

"We are very excited about our partnership with Kimpton," said Marco De Plano, Co-founder of Natura® water. "By choosing Natura® water, Kimpton guests and employees show their support of the environment by eliminating unnecessary transportation costs and reducing the millions of plastic bottles that go to waste every day."

"Providing guests with sustainable wine selections and supporting environmentally conscious producers is something we feel passionate about at Kimpton," said Emily Wines, master sommelier and director of wines at Kimpton. "We look forward to educating guests about the quality and flavor of eco-friendly wine."

Kimpton's sustainable initiatives date back to the company's inception in 1981 and now include over 50 daily environmentally friendly practices under the EarthCare umbrella. Already established EarthCare restaurant practices range from back-of-the-house recycling and fryer oil reuse to toxin-free kitchen cleaning chemicals, the elimination of Styrofoam to-go containers and low-flow plumbing.

For more information about Kimpton Restaurants, visit [www.KimptonRestaurants.com](http://www.KimptonRestaurants.com) or call 1(800)-KIMPTON.

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**Complimentary tap water will still be available at all restaurants, upon request.**

\*A Kimpton contribution for every bottle of Natura sold will be made in all U.S. Kimpton markets with the exception of Illinois, Maryland and Massachusetts.

#### **ABOUT KIMPTON RESTAURANTS**

Founded in 1981 by Bill Kimpton, San Francisco-based Kimpton Hotels & Restaurants is a collection of boutique hotels and chef-driven restaurants in the U.S. and Canada and the acknowledged industry pioneer who first introduced the boutique hotel concept to America. Like each hotel, all Kimpton restaurants share common cornerstones: heartfelt care; chef-driven, seasonal menus that celebrate local farms and purveyors; artisanal wines hand-selected by master sommelier Emily Wines; cocktails crafted by master mixologist Jacques Bezuidenhout; and striking interiors with a vibrant style and design. Guided by company-wide EarthCare practices, Kimpton Restaurants demonstrate a dedication to preserving the environment through the use of local and sustainable ingredients, whenever possible. With concepts ranging from rustic Italian cuisine in the Pacific Northwest to oceanic fare on the Florida coast and alluring lounges and bars tucked away in the nation's capital, each Kimpton Restaurant is as distinct and expressive as its location. Kimpton restaurants include Fifth Floor in San Francisco, Tulio in Seattle, Poste Moderne Brasserie in Washington, D.C. and Panzano in Denver. For more information, please visit [www.KimptonRestaurants.com](http://www.KimptonRestaurants.com) or call 1-800-KIMPTON.

#### **ABOUT NATURA® WATER**

Natura® Water offers a new Eco-chic product designed as a cost-efficient and "green alternative" to bottled water. This unique product consisting of advanced purification and filtration technology connects to the local water source making it into chilled high-grade sparkling or still water. The Natura system also comes with exclusive Natura branded bottles designed for reuse and serving at tables or conference rooms for efficient transportation and decor. The Natura Water system eliminates bottled waste while also lowering the cost of serving water and the need for storage space - making it both environmentally friendly and cost-efficient. Natura Water provides installation and services, including maintenance, training and a toll-free customer care line active 24/7. NATURA WATER - Water the Way Nature Intended™ [www.naturawater.com](http://www.naturawater.com)

#### **ABOUT THE MONTEREY BAY AQUARIUM'S SEAFOOD WATCH® PROGRAM**

Launched in 1999, the Monterey Bay Aquarium's Seafood Watch® program is a key component of the Aquarium's Sustainable Seafood Initiative. The Initiative works to transform the seafood market in ways that support ocean-friendly fishing and fish-farming operations. Seafood Watch® provides science-based seafood recommendations through its website and pocket guides, and works with over 180 partners nationwide to educate consumers and businesses about this important issue. [www.montereybayaquarium.org](http://www.montereybayaquarium.org), [www.seafoodwatch.org](http://www.seafoodwatch.org)

#### **ABOUT THE NATURE CONSERVANCY**

**The Nature Conservancy** is a leading conservation organization working around the world to protect ecologically important lands and waters for nature and people. To date, the Conservancy and its more than one million members have been responsible for the protection of more than 18 million acres in the

United States and have helped preserve more than 117 million acres in Latin America, the Caribbean, Asia and the Pacific. Visit The Nature Conservancy on the Web at [www.nature.org](http://www.nature.org).

**\*Source: Container Recycling Coalition, Dr Gleick (Pacific Institute)**