

Exclusive organic menu complements Hyatt's industry-leading children's menu "For Kids By Kids" and marks the first hotel partnership for Waters

□ **CHICAGO (August 7, 2012)** – Hyatt today announced details of its new organic and seasonal children's menu created exclusively for Hyatt by renowned food pioneer and chef, Alice Waters. The new menu, featuring a three-course organic meal, marks the first hotel project for Waters and complements Hyatt's groundbreaking "For Kids By Kids" menu, providing children more nutritious, fresh and interactive offerings. The new children's food and beverage offerings at Hyatt are grounded in the brand's industry-leading philosophy *Food. Thoughtfully Sourced. Carefully Served.*, promoting healthy people, a healthy planet and healthy communities, and will be offered in all full-service Hyatt hotels and resorts throughout the U.S. and the Caribbean.

Waters, known for her culinary philosophy that maintains cooking should be based on fresh, organic, and seasonal ingredients that are produced sustainably and locally, worked with Hyatt to develop a full organic meal offering including a salad, chicken entrée and a dessert.

"All children deserve to eat real food," said Alice Waters. "I wanted to do a small, three course meal, within the context of Hyatt's initiative, that could be sourced exclusively from organic farms across the country. Of course it's about taste and ripeness and seasonality—but it's bigger than that, too: it's about supporting the people who are taking care of the land for our future generations."

"As Alice Waters is a pioneer, we feel this aligns perfectly with Hyatt's commitment to being a leader in our industry as it relates to the health of our youngest guests," said Susan Santiago, vice president, food and beverage, Hyatt Hotels & Resorts, North America. "We've done extensive research and it shows that kids have a more sophisticated palate than ever, and so working with Alice is a natural fit."

Alice Waters' menu at Hyatt features:

- **Romaine Lettuce Hearts, Carrot Curls and a Radish Rose with Lemon Vinaigrette for Dipping.** "Contrary to prevailing beliefs, getting kids to eat vegetables is not difficult. We simply have to meet their most basic impulses: to eat something that is engaging and that tastes delicious," said Waters. "The aliveness of textures and colors, as well as the 'do-it-yourself' nature of this salad, makes this universally appealing to kids."
- **Grilled Chicken with Pesto Sauce, Roasted Potatoes and Cherry Tomatoes.** "This is a dish of simple grilled and roasted ingredients, served with a pesto sauce. The trick with something so straightforward is to be confident that the ingredients are the best that they can be."
- **Strawberry and Orange Slices served with a Sweet Juice in a Real Orange Cup.** "The goal here is to appeal to kids' imagination about 'dessert,' without feeding them unhealthy, sugary food," said Waters. "A real orange cup filled with a luxurious amount of perfectly sliced ripe fruit feels special, and the juice is made with a touch of honey to sweeten it."

To add another layer of fun to mealtime, Hyatt will launch a Flavor Journey online experience in September where kids and parents can learn more about organic foods, the "For Kids By Kids" menu and enjoy games and activities. Guests can use a QR code on the "For Kids By Kids" menu to link to the site.

For further information:

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