

# Feature Stories

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# *A Grand Debut in Europe*

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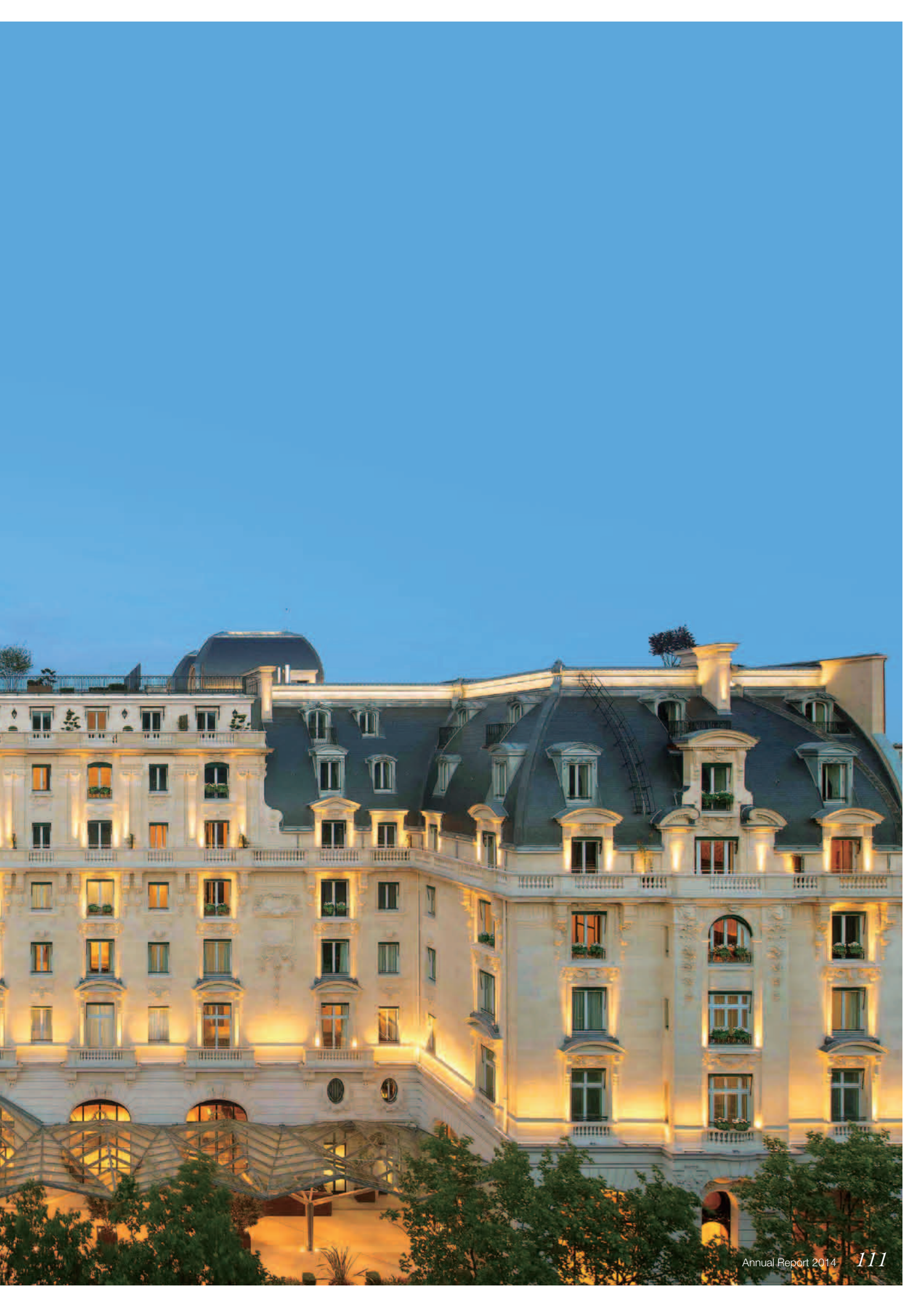
*The reputation of The Hongkong and Shanghai Hotels, Limited as one of the leading hotel companies in the world is built upon on a long-standing tradition of hospitality, leading design, innovative user-friendly technology and exemplary customer service.*

*These elements seamlessly blend together to form a unique culture that is inspired by passion, attention to detail and a deep pride in the brand. With the latest addition to its portfolio, The Peninsula Paris, the Company continues to bring together the best of its history and a vision for its future.*

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# *The Perfection of Detail*





On 1 August, 2014, The Peninsula made its grand entrance into Europe on avenue Kléber in Paris, setting new standards in design, luxury and comfort. The century-old classic building re-emerged from its past, meticulously restored and modernised to create a new example of Peninsula excellence.



"I am delighted that together with our partners, Katara Hospitality, we are making our entry into one of the most magical cities in the world," said HSH Chief Executive Officer Clement Kwok. "The Peninsula Paris is the product of over four years of a meticulous and intensive construction project and is a good example of our Company's philosophy towards development. We focus on undertaking only a very small number of projects, but seek to do so as an owner-operator in exceptional locations where we believe we can create hotels that can rank among the world's best. Being an owner, in this case in partnership with Katara Hospitality, means that we are able to take a long-term view on the property investment and the hotel's operations."



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*The Peninsula made its grand entrance into Europe on avenue Kléber in Paris, setting new standards in design, luxury and comfort.*

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While respecting the history and ambience of this building, The Peninsula Paris was designed with the modern luxury traveller in mind. The finest collection of France's top craftsmen and experts worked tirelessly on the exquisitely restored spaces and interior design details.

Restoring the former Hotel Majestic, a Beaux-Arts building, to its former glory to create The Peninsula Paris was a four-year labour of love, technical and engineering mastery, utilising the skills of some of France's top master craftsmen and centuries-old techniques. The objective and challenge from the outset was to marry a Haussmanian soul and body to a modern building - to preserve the soul and the spirit of this unique location, while respecting each area and material, while simultaneously offering contemporary facilities, technology and other trappings of a 21st Century hotel.

"This was one of the first buildings in Paris to utilise reinforced concrete, which was extremely innovative at the time and therefore of great historical interest," notes Project Manager, James Mercer.

In general, historical restoration on this scale is far less common today for budget reasons, and thus the sheer scale and detail of The Peninsula Paris' metamorphosis is extremely unusual. "Structurally we had to preserve the existing concrete and further reinforce it. The building had not been treated well, and when we took it over it was in bad condition both internally and externally," says Mr Mercer. "Although the building is not listed, we worked very closely with historical associations to ensure the reconstruction of the interiors as they were originally."





While it only took two years to build the Hotel Majestic between 1906 and 1908, it required four years to restore it and to become The Peninsula Paris. Working in conjunction with France's top heritage organisations, marble, stucco, mosaics, roof and wall tiles, wood carvings, stone work, gold leafing, paintings and a myriad of other elements have been lovingly preserved and restored by some of France's most revered family firms, dating back generations and more used to working on heritage projects such as The Louvre and the Palace of Versailles.

In addition to the restoration, two basement levels were added to house a Peninsula Spa as well as car parking facilities to accommodate 57 vehicles. Extensive technological facilities were also added to bring the building into the 21st Century. An astounding 2.5 kilometres of cabling is concealed behind the wall of every guestroom in order to ensure maximum connectivity at all times.

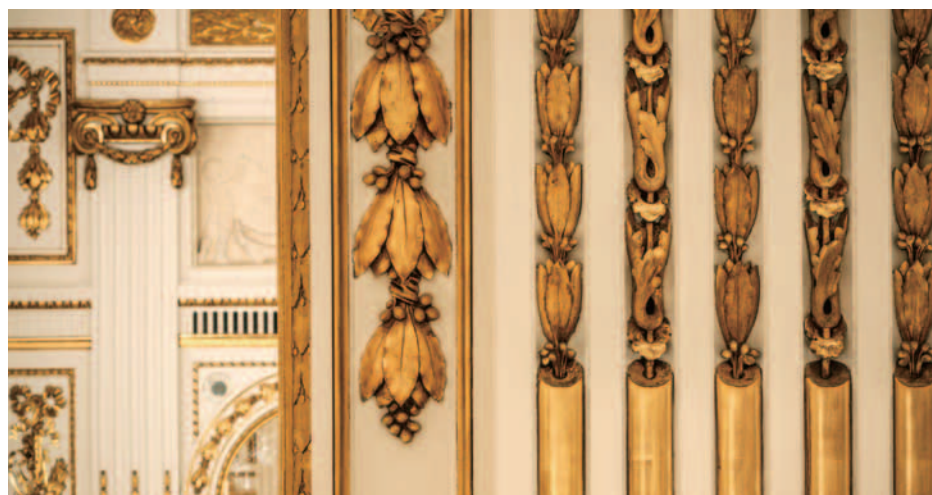
The Majestic hotel, which opened in 1908, was one of the most innovative buildings of its era, with the Hennebique beams enabling vast public spaces to be created without supports or columns as required previously. Following the restoration, the grandeur and sheer scale of the hotel's expansive public spaces have been retained and preserved – and unlike other hotels of the era which have subdivided spaces and changed footprints, The Peninsula Paris has been described as Paris' most architecturally authentic hotel space, similar to the city's cultural landmarks, and retaining the "spirit" of the building.

An extremely complicated feat of engineering, the entire structure of the building had to be reconstructed on a metal frame and the foundations underpinned.

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*This was one of the first buildings in Paris to utilise reinforced concrete, which was extremely innovative at the time and therefore of great historical interest*

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The façade employed the talents of 20 skilled stonemasons from historic monument specialist Degaine to restore the 10,000 square metre area. Repairs were carried out where possible, carving missing portions by hand, or where the bas-reliefs were severely damaged, the entire section was replaced by a new stone and handcarved from scratch, using only photos for reference. Each flower cascade took a stonemason three weeks of work.

Meanwhile, wood restoration experts Fancelli – a small three-generation family company of just 12 employees – individually numbered and removed each original wood panel – over 1,000 in total, with 370 and 130 sections in The Lobby and Le Bar Kléber respectively. These were then sanded down, repaired, restored and replaced.

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*Making its grand entrance into Europe,  
The Peninsula Hotels has once again seamlessly  
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Peninsula like no other.*

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Founded in 1905, S.O.E. Stuc et Staff restored the plaster and mouldings found in over 100 bedrooms, LiLi, The Lobby, Le Bar Kléber and Salon Adam.

Specialist gilder and restorer Ateliers Gohard – another tri-generation family company with just 15 employees – handled repairs, gold leafing and hand painting, including The Lobby, the galleries, The Rotunda, Le Bar Kléber and Salon Adam, using 20,000 pieces of gold leaf, each measuring eight square centimetres.

With a family history dating back to the 19th Century, master glass craft company Duchemin restored and replaced the four stained glass ceiling panels of the small salons (now the boutiques) and created a new skylight for The Rotunda, the central point of the building adjacent to the Ballroom. Adapting the design of the salon panels took a full two years of work, creating a masterpiece of yesterday and today.

The two paintings on the ceiling of Le Lounge Kléber were restored by Cinzia Pasquali, who has restored paintings by Leonardo da Vinci at the Louvre, and also in the Palace of Versailles.





The paintings were previously concealed by white paint, which took three months to remove and clean. It then required two weeks to take the paintings down and six months to restore them before replacing them in situ over a further period of one month. Pasquali has more than 30 years of experience in this field and worked with a team of 15 people to meet this particular challenge.

Pasquali also worked on the restoration of the mosaic tiles which were originally laid on the floor of The Lobby. The tiles were meticulously relaid in the central courtyard of the hotel.

Another exclusive family business, bespoke ornamental metalwork company Remy Garnier, was commissioned to both restore historical items from the original building, adding missing pieces where necessary, and to recreate other parts in the Beaux-Arts style of the early 1900s, thus fully preserving the authenticity of the historic interior. These pieces include large mirror frames, door handles, cabinet and drawer knobs, keyholes and their covers, cremone bolts and decorative hinge concealers.



While The Peninsula Paris features the hand-crafted specialities of these traditional companies using centuries-old skills, it is still very much also rooted in the modern, with contemporary touches balancing the heritage elements of the hotel. Though architects were forbidden to alter the heritage building's exterior, the interior was reconfigured and discreetly modernised to create a contemporary hotel. "One of our many challenges was to find a way to install sophisticated air conditioning and smoke extraction systems into the building," reveals Mr Mercer, "but I believe we have been able to do that very successfully, including the implementation of a concealed fire curtain above the main staircase for maximum safety."

Making its grand entrance into Europe, The Peninsula Hotels has once again seamlessly blended tradition and innovation to create a Peninsula like no other.

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*View our beautiful  
video about  
The Peninsula Paris*





# *An Extraordinary Team behind an Extraordinary Brand*

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*For Peninsula Hotels to run smoothly day after day, it takes a team of staff who work deftly behind the scenes to ensure gracious service, attention to detail and the highest level of luxury hospitality. The opening of The Peninsula Paris required an extra touch from an extraordinary team.*

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“The opening of any new hotel is never easy and is a challenging task, requiring hard work and a high degree of teamwork,” notes Chief Operating Officer, Peter Borer. “The Peninsula Paris was no exception, and I rolled up my sleeves to help clear tables with the rest of the team until 1 am on the opening day. An event of this scale requires a high level of teamwork.”

Each and every company employee, whatever their position or grade, prides themselves on providing guests of The Peninsula with a unique culture of warmth and genuine service, where the personal connection between the staff and guests is paramount. This, together with exceptional hotel products, award-winning facilities and a strong focus on attention to detail, has placed The Peninsula Hotels where it stands today as a leader in global hospitality. “When we opened a new Peninsula in one of

the world’s greatest cities – Paris – we also strove to instil the culture of the brand into the hotel – neither an easy task, nor something that can be achieved overnight,” adds Mr Borer.

Mr Borer reinforces the effort involved maintaining the principles of The Peninsula brand. “To us, this is of paramount importance. It is often hard to quantify and difficult to achieve, but it provides that extra dimension to the guest’s experience and ultimate enjoyment. Apart from the tangibles that all great hotels possess, it is often the intangibles that make that significant difference: the warmth, the security, the smiles, smells, lights and sounds that combine to create the ultimate guest experience.”








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The Company undertook various initiatives to bring its brand culture to The Peninsula Paris, including installing key management personnel directly from other Peninsula appointments, including the General Manager, the Hotel Manager, the Food & Beverage Director, the Assistant Food & Beverage Director, and the Executive Chinese chef.

The Opening Taskforce team was a multi-departmental team comprising 53 personnel at various levels drawn from Peninsula hotels worldwide, who assisted with the opening. These members of staff worked at the hotel for a minimum of a month, and indeed some of them are still at the property.

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*When people come to The Peninsula, they have very high expectations, and I think that for all of us having been able to experience it directly, we will bring back a slice of Peninsula DNA which we will endeavour to spread in Paris.*

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People have always played a vital role in the continuing success of The Peninsula Hotels, and the creation of The Peninsula Paris involved well over a thousand individuals, from HSH and Katara Hospitality senior management members to architects and designers, the very highest level of craftspeople, on-site workers, and of course, staff members of the hotel itself.

Prior to the opening of The Peninsula Paris on 1 August, eight young French hoteliers were selected to undergo a month-long training programme to immerse them in the Peninsula corporate culture that is a key part of what makes the company's hotels around the world stand out in terms of service and the very highest level of global hospitality.

The cross-discipline group – including LiLi Cantonese restaurant manager, Director of Front Office Operations and the Conference and Catering Sales Director, among others – spent the month at The Peninsula Hong Kong, covering Rooms, Food and Beverage, Banqueting and Catering divisions in their training.

The “students” began their training in May 2014, and during this unique experience they learned the necessary skills to connect with both hotel guests and their fellow associates and reaffirm the culture and core brand values of The Peninsula Hotels. The unique and comprehensive learning course, entitled the ‘Peninsula Ambassadors Programme’, is designed not only to introduce participants to Peninsula operations and service standards, but also to impart the more intangible elements such as the company's long heritage dating back to 1866.

At the end of the course, each Peninsula Ambassador is expected to share the hospitality spirit with the rest of the hotel team; maintain a proactive and positive attitude, help upkeep excellence in the standards of service



and promote The Peninsula culture; consistently deliver on the brand promise of a luxury experience and world-class service to meet and exceed guests' needs and expectations; and act as peer group mentors to new employees.

"I have worked in the hotel industry for many years, and it's all about service", says Christophe Wong, Manager of Cantonese restaurant LiLi. "When people come to The Peninsula, they have very high expectations, and I think that for all of us having been able to experience it directly, we will bring back a slice of Peninsula DNA which we will endeavour to spread in Paris."

Assistant Executive Housekeeper Celine Rodriguez stated that the staff at The Peninsula Hong Kong exemplified the very best in standards of service. "It's a big honour for me to be part of this family, and I will do my best to bring this same level of service to The Peninsula Paris."

"This programme further reiterated our commitment to training to ensure that our guests' expectations are both met and exceeded," says Nicolas Béliard, General Manager of The Peninsula Paris. "It successfully provided the necessary framework to further push our long-standing tradition and service standards."

Indeed, it is inspiring that all of the efforts put into the manifestation of this remarkable property are proving to be a success. "We have had an extraordinary response from guests, which has completely surpassed our expectations," says Mr Béliard. "We have been inundated with people wanting to see the building and the latest offering from The Peninsula. This is truly a great challenge to have and as such we have increased the number of staff from 450 to 550 in order to meet our service requirements. We are all very conscious of what this hotel represents."





# *A Mighty Fleet*

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*In addition to the celebrated Peninsula Afternoon Tea, Pageboys and its signature door lions, The Peninsula Hotels has long been associated with the automotive and aviation industries, which is evident through its impressive global transportation fleet and the inclusion of themed venues in its hotels across the world. The Peninsula Paris carries on this long tradition.*

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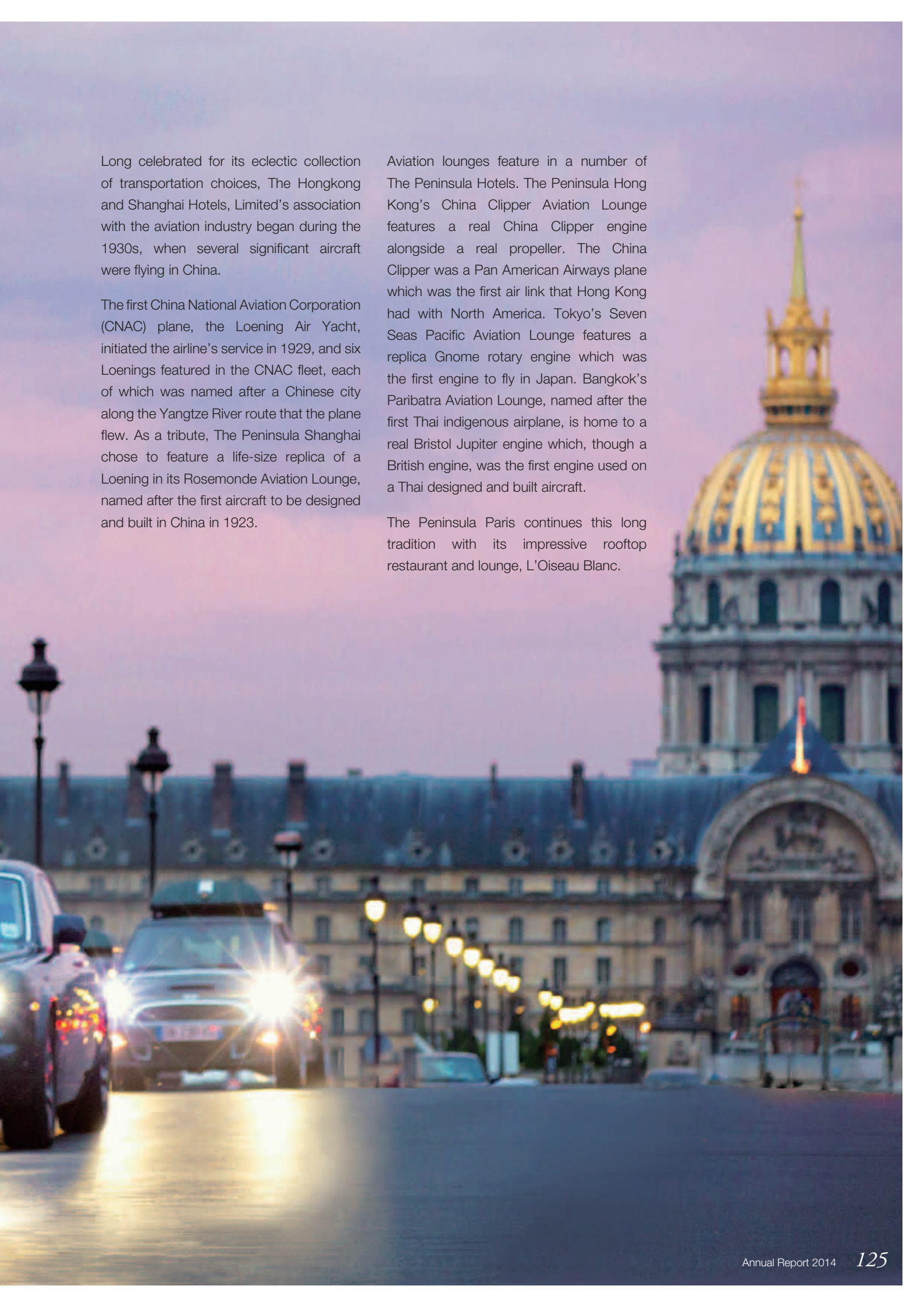


Long celebrated for its eclectic collection of transportation choices, The Hongkong and Shanghai Hotels, Limited's association with the aviation industry began during the 1930s, when several significant aircraft were flying in China.

The first China National Aviation Corporation (CNAC) plane, the Loening Air Yacht, initiated the airline's service in 1929, and six Loenings featured in the CNAC fleet, each of which was named after a Chinese city along the Yangtze River route that the plane flew. As a tribute, The Peninsula Shanghai chose to feature a life-size replica of a Loening in its Rosemonde Aviation Lounge, named after the first aircraft to be designed and built in China in 1923.

Aviation lounges feature in a number of The Peninsula Hotels. The Peninsula Hong Kong's China Clipper Aviation Lounge features a real China Clipper engine alongside a real propeller. The China Clipper was a Pan American Airways plane which was the first air link that Hong Kong had with North America. Tokyo's Seven Seas Pacific Aviation Lounge features a replica Gnome rotary engine which was the first engine to fly in Japan. Bangkok's Paribatra Aviation Lounge, named after the first Thai indigenous airplane, is home to a real Bristol Jupiter engine which, though a British engine, was the first engine used on a Thai designed and built aircraft.

The Peninsula Paris continues this long tradition with its impressive rooftop restaurant and lounge, L'Oiseau Blanc.







L'Oiseau Blanc is the hotel's crowning glory, showcasing the best of French cuisine and a bespoke wine and cocktail selection, against a picturesque backdrop of Parisian rooftops and some of the city's most unique views. Taking as its theme the heritage of French aviation, the restaurant celebrates the L'Oiseau Blanc bi-plane which made one of the earliest attempts at a trans-Atlantic crossing piloted by ex-World War flying aces Charles Nungesser and François Coli, who attempted the crossing in 1927 from Le Bourget, but sadly did not make it.

L'Oiseau Blanc was named following Nungesser's appearances in flying circuses around the USA demonstrating his World War I fighter prowess. A Native American chief refused to let him fly over his reservation, and so Nungesser offered to take him up in his plane. Amazed by his flight, he relented and Nungesser named his next plane after him – 'The White Bird'.

A replica of the L'Oiseau Blanc Levasseur PL8 biplane, 75 percent of the original size and with a wingspan of 11 metres, hangs above the hotel's courtyard. The replica was built in Newquay, England.

Inside, a restored 1927 Levasseur engine takes pride of place in the restaurant. This was rebuilt from parts of three original engines at Le Bourget - a labour of love undertaken by a group of enthusiastic volunteers comprising retired aviation engineers, working one day a week on the project.

The Peninsula has also always been renowned for its on-ground transportation fleet, today ranging from Rolls-Royces to MINI Coopers, BMWs and more. The Peninsula Paris is no exception and is the only hotel in the city to have its very own customised car fleet.





The Peninsula Paris offers its guests chauffeured service in bespoke Rolls-Royces, including a 1934 Phantom II, BMWs, and MINI Cooper Clubman hardtops, all finished in the Peninsula's signature green livery and featuring dozens of original modifications for guests' maximum comfort. As always, the fleet enables guests to arrive at their destinations in classic Peninsula style.

The Peninsula Hotels and Rolls-Royce have enjoyed a strong association that extends more than four decades to 1970, when The Peninsula Hong Kong's purchase of seven Silver Shadows made history as the largest single order for Rolls-Royce automobiles. Under the carmaker's Bespoke programme, a large number of dedicated features were developed by Rolls-Royce engineers and designers in close collaboration with Hongkong and Shanghai Hotels, Limited Chairman The Hon. Sir Michael Kadoorie, and Martin Oxley, The Peninsula Hotels' Fleet Vehicle Manager.




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In addition to a specially designed Rolls-Royce extended wheelbase Phantom, The Peninsula Paris is the proud owner of an immaculately restored 1934 vintage Rolls-Royce Phantom II. Built in the era of flair and flamboyance between the two World Wars, its bodywork is by Barker & Co. Ltd, coachbuilders by appointment to HM The King and HRH The Prince of Wales. The classic Sedan de Ville town car required substantial restoration and modifications before it could shine in its original splendour for Peninsula guests while coping with modern Paris road conditions. Sir Michael Kadoorie took a personal interest in its restoration.

The Phantom II underwent its complex and detailed refurbishment and re-equipping in the workshops of Ashton Keynes Vintage Restorations in Wiltshire, England. The vehicle has been adapted to current standards to ensure the comfort of its passengers without compromising its appearance or character. Given its age, and the fact that it was built for a gentler motoring environment, the ability of the



original brakes, gearbox and engine cooling system with only minor modifications is testament to the engineering skills of the original builders. A multi-function telephone exchange, complex audio system, air conditioning and refrigerated drinks cabinet have also been tastefully integrated to produce a timeless classic that combines the elegance of bygone days with the modern luxuries and conveniences expected by today's discerning guests.



Meanwhile, custom modifications to The Peninsula Paris' 2014 Extended Wheelbase Phantom involved moving the rear air-conditioning controls, normally fitted on the back of the front console, to the armrests for easier access. The boulevard lighting system was re-engineered to give maximum illumination for passengers when entering and alighting from the cars. Even the smallest details were subject to scrutiny – new counter-sunk screws were developed for the trunk compartment to eliminate even the slightest chance of scratching guests' luggage.

In a first for the MINI Cooper marque, the S Clubmans were built for the hotel with special-edition features. The engineers and designers worked closely with Sir Michael and Fleet Manager Oxley to develop new specifications, which include a tailor-made rooftop box, a mini-fridge, and a dedicated iPhone. Each car sports a custom-

illuminated Peninsula logo on the tread plates, leather finishing matching that of the Rolls-Royces, and the signature Peninsula green livery that distinguishes every vehicle in the hotel's transport fleet.

The Peninsula Paris also offers 10 Peninsula 7 Series long-wheelbase sedans. Instantly recognisable with its signature livery of Peninsula green and providing the highest standards of power, refinement and efficiency, the 7 Series is the BMW signature, embodying elegant design, impeccable ergonomics, bar-setting comfort and exquisite personality.

To conclude, a classic 1956 Citroën 2CV *fourgonnette* (small van) completes the Peninsula tradition of providing guests with iconic transport options, which include a tuk-tuk at The Peninsula Bangkok, bubble cars at The Peninsula Beijing, and a jeepney at The Peninsula Manila.

Bringing its own whimsical touch of French automobile history to the streets of Paris, the 2CV van was meticulously restored by a specialist workshop in Nice, and features the original steering wheel and leather upholstery. The van is used to make deliveries around Paris, and pick up guest requests.

Meanwhile in Asia, The Peninsula Tokyo welcomed the eighth addition to its customised car fleet in 2014, a Tesla Model S. Finished as always in the Peninsula's signature livery of Brewster green, the Tesla joins the hotel's 1934 Rolls-Royce Phantom II, two bespoke Rolls-Royce Extended Wheelbase Phantoms, two BMW 7 Series sedans and two MINI Cooper Clubman hardtops. The Peninsula Tokyo is the first hotel in Japan to include a plug-in sedan in its fleet and the Tesla can also recharge at The Peninsula Tokyo's own on-property station.

Whatever a guest's choice of vehicle, at every Peninsula Hotel it is certainly guaranteed that "getting there is half the fun".





# *Embracing the Future*

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*The Hongkong and Shanghai Hotels, Limited is a veritable pioneer and industry leader in the research and development of innovative guestroom technology. It is the only hotel company in the world with its own Research and Development facilities to design, build and customise equipment to serve the Group's guests. All in-room technology is developed and then tested to perfection by the Research and Technology Department, comprising a team of electronic and software engineers who are able to respond to guests' needs through a combination of observation, innovation and technological know-how.*

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While The Peninsula Paris features the crafts of traditional artisanal companies using centuries-old skills, it is still very much also rooted in the modern, with contemporary 21st century technology and touches balancing the heritage elements of the hotel. Though architects were forbidden to alter the heritage building's exterior, the interior has been reconfigured and discreetly modernised to create a contemporary hotel.

Whilst preserving the hotel's renowned heritage and tradition, The Peninsula Paris has seamlessly blended the Group's proprietary, ground-breaking hotel technology into its offering. This technology, first introduced at The Peninsula Hong Kong in 2013, was developed by the in-house research and development team and fully demonstrates the Company's capabilities in terms of enhancing the service it offers its guests.



In all guestrooms and suites, fully customised interactive digital bedside and desk tablets are preset in one of 11 languages, and full control of all in-room functions is just a touch away, enabling access to restaurant menus, hotel services and TV channels, in addition to LED touch-screen wall panels which feature valet call, weather details, thermostat, language and privacy options.

Guestrooms are designed so that every control and switch is located precisely where it is required and used by guests without having to search.

"It's all about the details – the light switches, the temperature gauge, or simply the ability to control the curtains from the confines of the bed," says Ingvar Herland, Group General Manager, Research & Technology for The Peninsula Hotels. "If you are in the bath with the TV on and the phone rings, you can take your call right there. The TV will go mute until the call is over, if desired."

These intricate details are largely worked out in Hong Kong, and what is known in-house as the ELV (Electronic Low Voltage) system is installed in a fully functional model room. At that point, everyone in the Senior Management team, including the Chairman, has to spend at least one night in the model room. Based on feedback, switches

may be relocated, the lighting is tweaked to perfection, and everything is fine-tuned.

"One of the aims of our in-room technology was to create multi-language facilities for all of our international guests," says Mr Herland. "Total integration is the key to our systems and I believe we are the only hotel group in the world to have been able to achieve this."

Fibre optic cabling in each room yields ever more powerful complimentary wired and wireless high-speed Internet access, with guests also able to enjoy long distance VOIP calls in-room, as well as within the hotel's luxury car fleet, for maximum ease, convenience and enjoyment throughout their stay.

With 2.5 kilometres of concealed cabling per room, Herland discusses the reason behind this. "Wireless systems are something that you can't control, so that is why we have a wired system that is flawless and completely reliable, in order to meet our guests' needs without question or time-wasting."

"Innovation is part of the tradition of The Peninsula Hotels," adds Chief Operating Officer, Peter Borer. "We are at the forefront of a new era of in-room comfort, showcasing our leadership role in bringing the latest guest-focused technology to the world."







# *A Visionary Journey towards Sustainable Luxury*

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*The Hongkong and Shanghai Hotels, Limited is aware of the importance of understanding and managing the effects of adverse environmental factors on its business activities, whilst simultaneously remaining committed to providing the highest standard of luxury products and services to its guests.*

*Meeting both objectives is challenging, but the Group's properties across the globe continue to develop innovative ways to find sustainable ways to deliver luxury and quality to their customers, and to explore how they can increasingly make sustainability part of the appeal of the luxury offering.*

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Sustainability in the hospitality industry demands the necessary systems to be put in place combined with a cultural approach, and at The Hongkong and Shanghai Hotels, Limited (HSH) a new vision of sustainable luxury continues to be implemented across all of the Group's businesses, including at the latest addition to its portfolio, The Peninsula Paris.

"Sustainability is of utmost importance to us and we will form an official committee in 2015," states Nicolas Béliard, General Manager of The Peninsula Paris. "We look at everything from the types of vehicles that we use to the sourcing of produce, energy consumption, recycling across the board, to the preservation of the heritage of the building in which we are housed."

Béliard says that sustainability policies are advocated to each and every one of the hotel's employees, not only from a legal point of view, but also for their own safety and for that of guests. "Our aim is to maintain corporate responsibility standards to the highest level whilst keeping our service standards to the level that guests have come to expect of The Peninsula."

The Peninsula Paris' sustainability efforts began well before the official opening of the property, with the employment of artisans and artisanal skills in the restoration of the building. "It has been an extraordinary journey to manifest what represents HSH's original motto which was always to create "the finest hotel east of Suez", which I believe has now been achieved in the West. We are all extremely conscious of what this

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*"Our aim is to maintain corporate responsibility standards to the highest level whilst keeping our service standards to the level that guests have come to expect of The Peninsula."*

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hotel represents and we are continuing to re-create the legend in the 21st Century whilst remaining fully conscious of the adverse effects created by the environment on our planet.”

Béliard states that in The Lobby alone, 480 LED lightbulbs are used in the chandeliers without compromising the desired colour of the light emitted from them. Although the use of LED lighting is an extremely effective and financially efficient measure for energy reduction, it is an exercise that The Peninsula Paris had to undertake with great caution, as all Peninsula hotels place a great deal of importance on lighting quality, particularly in the front-of-house Lighting is a key component in creating a luxurious environment for guests and enhancing the character of each property.



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*“As much as I can, I order our food produce from local suppliers. The longer we keep the vegetables in the ground and the fruit on the trees, the better they will be.”*

*– Executive Chef Jean-Edern Hurstel*

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In terms of transportation choices, The Peninsula Paris has introduced BMW electric bicycles as an excellent alternative for guests to enjoy and discover the city. The hotel's underground car park also has an electric charger for the use of hybrid cars, including the BMW i Series and other vehicles.

In the area of food and beverage purchasing, David Jegoux, Procurement Manager at The Peninsula Paris says that fresh produce are initially all purchased from local markets nearby or from suppliers who are located within 50 kilometres of the hotel. "90 percent of our fresh produce is of French origin, with the other 10 percent being imported for our Cantonese restaurant LiLi, whilst our wine list is also comprised of 90 percent French wines and champagnes. We place a great deal of importance on the usage of local, organic and fair trade produce."

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*Our commitment to food safety and hygiene is core to our dedication in pursuing gastronomic excellence and this is an area which is also of key importance to our stakeholders.*

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Executive Chef Jean-Edern Hurstel concurs, saying, "As much as I can, I order our food produce from local suppliers. The longer we keep the vegetables in the ground and the fruit on the trees, the better they will be. The less they travel, the more flavoursome they will be. We have a wonderful vegetable grower, Joel Thiebaut, who is located about 20 minutes from the hotel and I visit him every Wednesday at the market. He is passionate about what he does and he truly offers the best vegetables in France."

On the subject of recycling, The Peninsula Paris has already begun to implement the HSH Group Paper Policy with 70% of its

paper products from FSC-certified sources and the majority of documents printed in double-sided mode.

Mathieu Merlet, Hygiene & Social Responsibility Manager at The Peninsula Paris, works closely with seven teams from across the hotel Guest Experience, Human Resources, Supply Chain, Community, Operations, Management and Renovation & General Maintenance to ensure that every employee is fully aware of the issues that need to be overcome. "We meet monthly to discuss the latest matters in the area of corporate responsibility and sustainability, which could range from ensuring that we are using ethically produced tea to our ongoing activity in volunteer work within the local community."

Merlet's role is also to ensure that the hotel maintains the very highest levels of hygiene throughout its operations. "This of course is particularly important in the kitchens and I ensure that the culinary team members fully understand the nature of all risks," he says. General Manager Béliard reinforces this statement saying, "Our commitment to food safety and hygiene is core to our dedication in pursuing gastronomic excellence and this is an area which is also of key importance to our stakeholders. Our food and beverage operations strictly adhere to local food safety standards."

The HSH Supply Chain Code of Conduct and policies on responsible sourcing outline the Group's corporate responsibility commitments as well as the Group's expectations of suppliers and contractors on environmental, social and ethical practices. "It is mandatory that all our suppliers sign our Code of Conduct agreement, which addresses issues such as human rights, child labour and French and European regulations," states Merlet.

Meanwhile, in the United States, Cornel Ruhland, Executive Chef at The Peninsula New York capitalises on the abundance



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*Our menu is about using the highest quality of ingredients possible. In the northeast region we have all four seasons and large and very small farms that offer the best and most beautiful livestock and produce available,” says Kida.*

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of locally sourced seasonal ingredients available. “I grew up in Germany where home gardens and organic food are normal. Now, I meet the farmers who raise the best livestock and produce as it is important for our menus.”

Brandon Kida, Chef de Cuisine at Clement restaurant at The Peninsula New York concurs with his colleague. “Our menu is about using the highest quality of ingredients possible. In the northeast region we have all four seasons and large and very small farms that offer the best and most beautiful livestock and produce available,” says Kida. “I source as much organic and locally-grown produce as feasible according to the season. During my last two years on a farm with my previous employer, I learned in detail the genetics of animals and the importance of what they eat throughout their life cycle. With this knowledge, I now source my meat and fish quite differently than before, asking particular questions.”

The Peninsula Beverly Hills’ Executive Chef, David Codney says, “California is the best grocery store a chef could ever ask for; we have it all in our own back yard.”

Not only does Chef Codney oversee the hotel’s collection of revered restaurants, he has also planted an elaborate rooftop garden, which he calls ‘The Farm’. Here, he grows an array of herbs and vegetables including basil, three types of thyme, chives, shiso, tomatillos, jalapenos, ginger, eggplant, cucumber and strawberries, which he uses to prepare sumptuous farm fresh dishes throughout the hotel.



At the Quail Lodge & Golf Club, Chef Kenneth Macdonald insists on using the freshest ingredients harvested from local organic farms that are hand selected by the chef himself and exquisitely prepared by his culinary team into the dishes available on the property’s menus.

In Asia, over five years ago, The Peninsula Bangkok’s dedicated expert gardener planted the first seeds in the Naturally Peninsula Garden, the hotel’s own herb garden boasting a stunning array of Thai herbs used in Thai cuisine as well as in traditional medicines.

Located behind The Peninsula Bangkok’s Thiptara restaurant, the garden is watered twice a day and soil is refreshed every six months to ensure the highest quality produce including sweet and red basil, thyme, rosemary, mint, sage, vanilla bean and tarragon.

With new initiatives continually being introduced at HSH properties across the Continents, the Group is undoubtedly at the very forefront of the concept of sustainable luxury.