



## THE RITZ LONDON ACHIEVES A GOLD CERTIFICATE FROM GREEN TOURISM



**August 2015:** The Ritz London is delighted to have achieved the Gold certification from Green Tourism, the largest independent sustainable programme of its kind. Measured across ten different criteria throughout the hotel, including waste minimisation, social responsibility, energy saving and innovation, The Ritz London has achieved the highest level Gold Award overall, based on the level of the hotel's sustainability.

Commenting on the Green Tourism Gold Award, Paul Winfield-Brown, Maintenance Manager at The Ritz London says; "We are delighted that our efforts to operate in a sustainable way have been recognised by Green Tourism with the Gold Award. As an iconic London landmark we recognise and are committed to contributing to promoting a greener future".

Having first opened in 1906, almost 110 years ago, The Ritz London is committed at all levels of the business to both the conservation of the Grade II listed building as well as contributing to the future well-being of the environment. Recognising that the day-to-day







services and operations have an impact on the environment, the team at The Ritz London strive to reduce the hotel's environmental impact and carbon footprint through sustainable practices and minimising the potentially harmful effects of such activities wherever possible.

The Ritz London has partnered with CleanConscience, an innovative new company set up with the aim of reducing waste from the hospitality industry from hitting landfills, by recovering partly used soap and guest amenities. CleanConscience manually sort, sterilise and reprocess soaps and toiletries and distribute globally to people suffering from life threatening diseases, preventable by the simple process of hand washing with soap.

The Ritz London, a member of the Sustainable Restaurant Association, has a policy of purchasing the freshest ingredients available to the market place for each season. Local suppliers and where possible fair-trade produce are utilised to reduce the carbon footprint, enabling the shortest distance from farm to fork. The kitchen has been recently renovated and now uses induction throughout with no gas, making it far more energy efficient. The new workspace enables the majority of cooking to be done on planchas, minimising the need for fats and oils and the many traditional pots and pans, and therefore reducing the amount of water used in washing up and grease in the drainage system.

## NOTES TO EDITORS

For over a century, The Ritz London has been the benchmark by which other hotels are measured. Perfectly located in a landmark position in the heart of London's West End, The Ritz is moments from the finest shopping destinations the Capital has to offer, including the luxury designer brands of Bond Street and Regent Street and the unique and quintessentially British boutiques of Jermyn Street. The iconic hotel has long been the hotel of choice for Royalty, aristocracy, dignitaries and countless other discerning guests and is the first hotel to have received a Royal Warrant from His Royal Highness





The Prince of Wales. Following refurbishment it is sparklingly renewed though still retains the luxurious Louis XVI style interiors, meticulous service and the exquisite bar and restaurants for which The Ritz name is synonymous.

To request further information or photography of The Ritz London, please email jmcdevitt@theritzlondon.com. Downton Abbey first featured The Ritz as the place to eat in London in the fourth season, when young footman Alfred Nugent won a place at the prestigious Ritz Academy to realise his dream to become a Chef and receives training in the hotel's kitchens.

The Ritz London has continued to play host to Royalty, aristocracy and stars of stage and screen since its opening in 1906, and has deservedly taken its rightful place amongst the great hotels of the world and become the byword for luxury, elegance and service. Throughout its distinguished history, the famous and the fashionable have been attracted to the Louis XVI style interiors, and The Ritz London has been a home-away-from home to the English aristocracy.

Downton Abbey is the highest rating UK drama of the past decade, with an average of 11 million viewers over the course of all six seasons. The Golden Globe®, Emmy®, PGA, BAFTA, National Television Awards and Screen Actors Guild award-winning show, debuted on ITV in 2010 and has since become a global phenomenon broadcast now in over 250 territories worldwide.

For reservations at The Ritz London, please call +44 (0)20 7300 2222 or email reservations@theritzlondon.com

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