

## Omni Hotels Elevates Breakfast to an Art Form

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Luxury Hotel Brand Introduces Best-in-Class Breakfast Featuring Organic Shade-Grown Coffee, All-Natural Meats and Cage Free Eggs

Breakfast is typically the most commonly eaten meal at hotels. Unfortunately, the offerings are often described as just that ... common. Omni Hotels' new morning masterpiece, "The Art of Breakfast," aims to redefine the ho-hum reputation of standard hotel breakfast. Omni Hotels started with a fresh palette and the intent to elevate the most basic ingredients and join them with mouthwatering signature elements. The new best-in-class collection is poised to elevate the morning meal from expected to exemplary.

"It has taken more than a year to assemble a menu of breakfast bests that will truly inspire and excite our guests' senses," said Fernando Salazar, vice president of food and beverage. "We held out for the highest quality eggs and breakfast meats, patiently waited for harvests of organic shade-grown coffee beans and challenged our chefs to perfect recipes that complement the flavors of these unparalleled ingredients. We are excited to introduce what we believe is a best-in-class breakfast experience."



### Elevating the Essentials

One of the most significant changes is the implementation of a program phasing in the exclusive use of cage free eggs. The first hotel brand in America to institute such an initiative in all of its U.S. properties, Omni's policy has earned praise from The Humane Society of the United States, the nation's largest animal protection organization. Omni's program was developed with Egg Innovations, a small family farm in Port Washington, Wis., committed to the humane treatment of hens allowed to roam freely in their natural habitat.

"We are pleased to be partnering with Omni to deliver these wonderful eggs. Along with the delicious taste they deliver for guests of the hotels, the eggs come from hens which are only fed the healthiest of grains, without steroids, antibiotics, drugs or animal bi-products," said Egg Innovations owner, John Brunnquell.

Omni breakfasts will feature the new cage free eggs in their various egg dishes from specialty creations such as Eggs Benedict and Eggs Florentine along with made-to-order omelet stations.

Another marquee offering on the new menu is the artisanal, all-natural pork products from Maverick Ranch, including premium thick-cut bacon and juicy breakfast sausages. This family-owned Colorado ranch raises pork according to the guidelines set by the Certified Humane Farm Animal Care Program, without the use of pesticides, growth hormones or antibiotics. Additionally, the Maverick Ranch breakfast meats are nitrite- and nitrate-free.

"We are proud that along with our great tasting products, our family values, hard work and commitment to humane animal care standards led Omni Hotels to select our breakfast meats over 20 other similar products," said Maverick Ranch owner, Roy Moore.

### A Menu of Morning Masterpieces (available in Omni Hotels across the country)

œ Signature Hibiscus Refreshers Omni's new signature breakfast beverages, a seasonal variety of hibiscus frappes and smoothies, will be served to guests at the end of their morning meal. This refreshing breakfast digestif (non-alcoholic) cleanses diners' palates and prepares them to face the day. Each chef will put his own spin on the complimentary drinks, with additional fresh flavors such as raspberry, pomegranate or kiwi.

œ Starbucks(R) Organic Shade Grown Mexico coffee will help brighten the morning with a light-bodied taste and crisp, refreshing finish that comes from coffee grown on small farms in the Southern Mexican state of Chiapas. Chiapas farmers, located in one of the world's most environmentally sensitive regions -- the El Triunfo Biosphere Reserve -- are committed to protecting the biodiversity of the last remaining cloud forest in southern Mexico by organically growing coffee plants under the protection of shade, which maintains a forested buffer zone around the Reserve.

œ Tea Forte, presented in proprietary silken tea infusers that are individually hand crafted to steep only the finest whole-leaf teas and rough-cut herbs, signals Omni's dedication to discerning tea drinkers. Inspired by the types of designs that earned him recognition and acclaim by MoMA, Tea Forte founder Peter Hewitt brings the ultimate contemporary tea experience to guests. Omni Hotels is the only hotel company to feature Tea Forte brandwide.

œ Organic Cereals, including Kashi, Arrowhead Mills Organic Steel Cut Outs, Health Valley Organic Oat Bran Flakes and Arrowhead Mills Organic Spelt Flakes, will be available to diners.

œ Premium Breads and Pastries will be customized to each property, including items such as artisan brioche, coffee cakes and New York's legendary H&H Bagels.

œ European Breakfast Station items include top quality cured meats, cheeses and bakery breads not often included on typical American breakfast buffets.

Guests will find the same best-in-class standards applied to even the smallest touches, including premium breakfast condiments and steamed milk with all coffee service. The new breakfast, which has already been implemented in approximately 75 percent of all Omni properties and has received high praise from guests, will be fully implemented in all of the brand's U.S. restaurants by the end of May.

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