

The Ritz-Carlton Hotel Company, L.L.C. Announces Letter Of Agreement With Viking Range Corporation To Develop Ritz-Carlton Culinary Centers

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Travelers who enjoy spending their leisure time watching and learning from famed restaurant chefs on television cooking shows, will find their future vacation plans can offer opportunities to hone their own inner culinary skills at Ritz-Carlton Culinary Centers being developed in a newly announced strategic partnership with the finest brand in kitchen equipment, Viking Range Corporation.

Classes offered at the award-winning luxury hotels and resorts around the world are certain to turn those whose idea of cooking is the microwave into aspiring gourmets behind the range.



Although the initial locations of the Culinary Centers are still being finalized, they are being patterned after the highly successful program introduced in 2006 at The Ritz-Carlton, Cancun. In a fully equipped kitchen featuring top-of-the-line appliances from Viking, thousands of students from youngsters to corporate executives have donned aprons, grabbed a whisk, and listened attentively as the chef-demonstrated secrets to culinary success.

'We found that gaining experience and confidence mastering recipes and techniques at the Cancun Culinary Center was one of the most sought after activities, popular with families, singles, and even visiting groups looking for a team building activity,' said Paul Westbrook, senior vice president, product and brand, The Ritz-Carlton Hotel Company.

'We believe the opportunity to learn from the finest Ritz-Carlton chefs preparing everything from a great Sunday brunch to a holiday dinner with all the trimmings will be very appealing to our guests. Many of our chefs are award winners who are enthusiastic about sharing their secrets in the kitchen with our Culinary Center guests. Current plans call for select locations at some of our most popular resorts in Florida and around the United States, with the possibility of expansion to overseas locations in the future,' explained Westbrook.

The agreement between The Ritz-Carlton and Viking Range Corporation calls for the development of Culinary Centers at both indoor and outdoor venues. Viking will provide professional guidance on design of the kitchens, suggested cooking curriculums, and training for hotel company staff on the state-of-the-art Viking products used by some of the world's finest chefs in their home kitchens.

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