



RELAIS &
CHATEAUX

VISION



EDITORIAL

Our vision is to promote and preserve the diversity of cuisines and hospitality around the world while fighting against industrial standardization. At Relais & Châteaux, we want to revitalize *art de vivre* through sharing, passing down *savoir faire*, and preserving resources for future generations.

Thus in 2014, our World Culinary Council, comprised of hoteliers, chefs and sommeliers, presented this Vision to UNESCO. Thanks to these 20 commitments, we became a movement that we wish to lead with others on a global level.

With humility and determination, we continue to work as an active movement to “make a better world through cuisine and hospitality.”

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MAKING A BETTER WORLD THROUGH CUISINE AND HOSPITALITY

In a world that is rich in its differences, people from all cultures have always placed importance on two timeless traditions: cuisine and hospitality. Throughout history, these two traditions have contributed to happiness, fellowship and the art of living well: or what the French call *l'art de vivre*. It's therefore critical to our humanity that cuisine and hospitality be cherished, preserved and continually revived, ensuring both can always play a role in our capacity to thrive.

In recent decades, food, cooking and dining have gone through some significant and troubling changes. The actions of many large-scale food producers and dining establishments have had a profoundly negative impact on the health of both our planet and our consumers. As a result, some chefs have embraced the styles and trends imposed by the industry, which are, in truth, inconsistent with the original tenets of our profession. Others have focused more on ostentatious presentation, slipping even further away from the genuine role that cuisine can and should play in our lives.

At Relais & Châteaux, we strive to be true artisans and representatives of the restaurant and hotel trade. We see ourselves as both heirs and protectors of not only the rich cultural history of hospitality around the world, but also the wonderful variety of cuisines within it. As a fellowship, as a family of chefs, hoteliers and restaurateurs, we have made a conscious choice to be true to the mission bestowed upon us: to preserve and share true culinary techniques and to eschew shortcuts that diminish excellence. For it is through the use of authentic methods and ingredients that we are able to truly share all that is good and beautiful in this world, allowing us to express and enrich humanity.

This conviction, however, does not exist on its own or spring solely from the plate. Rather, it is deeply connected to one's surroundings and an authentic and generous welcome into them. This fundamental realization is the foundation on which we build our commitment to supporting cuisine and hospitality and, through this Vision, making the world better for future generations.

At Relais & Châteaux, we know that others share these beliefs and have similar humanitarian goals, and we wish to work with them to support a mission focused on three key areas.



THIS MOVEMENT IS DEFINED BY 3 INITIATIVES:

TO PRESERVE THE DIVERSITY OF CUISINES AND HOSPITALITY IN THIS WORLD SO THAT FUTURE GENERATIONS CAN KNOW AND SHARE IN THEIR RICHNESS

Relais & Châteaux are stewards of our global culinary heritage. Together we work to preserve the precious nature of the earth's bounty. We celebrate and pave the way for tomorrow's cuisines through our creativity and responsible approach. The men and women who cook with us are trained to apply our golden rule: to offer a cuisine that is in harmony with the geographic location of each Relais & Châteaux property and that respects and reflects seasonal products. We have joined forces with farmers and fishers to protect the harvest of humanity and be guardians of the biodiversity of our planet. Above all, we protect and promote the rich diversity of the many different cuisines and elements of hospitality throughout this world, seeing them both as somewhat intangible but still valuable assets of our humanity and our cultural heritage.

SHARE OUR PASSION FOR ALL THAT IS GOOD AND BEAUTIFUL IN THIS WORLD

We at Relais & Châteaux strive to share all that is good, beautiful and unique by creating moments for our guests that are not just a luxury reserved for the elite, but a treasure to be shared with anyone who cares about and wants to feel a part of the world around them. We cultivate and share this value with many different communities - small farmers and producers in our regions who are all too often isolated or ignored; hundreds of young apprentices whom we welcome into this world and to whom we proudly pass along our trade and the understanding and skills associated with it; and our employees, with whom we are united and from whom our ambition and passions truly shine.

TO WORK TOGETHER TO CREATE A MORE HUMANE WORLD

Our ambition for every Relais & Châteaux property is that each experience be an inspiration for our guests, our suppliers, our staff and our local partners. Together, we can craft and create a new and more humane world: one that is more sensitive and attentive to the essential aspects of dining, warmth and welcome, which are the foundations of a more peaceful and open society. We join in this movement with our partners who feel as we do, believing it is a cause that is worth fighting for and supporting each day. While we all have individual responsibilities, our collective philosophy is to move forward together on a shared, long-term venture to deploy our 20 commitments for cuisine and hospitality and to promote *art de vivre*.



It is with this vision for a fairer, healthier and happier world that we will serve as a catalyst and inspiration, making this world better through cuisine, hospitality and our relentless pursuit for *art de vivre*.

20 COMMITMENTS FOR CUISINE AND HOSPITALITY

THIS DOCUMENT ADDS TO OUR VISION IN ORDER TO SET THE PRACTICAL DAY-TO-DAY GUIDELINES FOR OUR MEMBERS. THE FOLLOWING COMMITMENTS ARE BASED ON THE THREE SECTIONS THAT STRUCTURE THE VISION.

TO PRESERVE THE DIVERSITY OF CUISINES

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Offer a cuisine that is representative of local traditions and environments and reflects their global diversity.

ASTRID & GASTÓN - *Lima, Peru*

A wise and talented interpreter of flavors, Gastón Acurio has turned Lima into a mecca for South American culinary arts. The cuisine of the restaurant Astrid & Gastón tells the story of Peru and its regions. With his menu “Memorias de mi tierra” (Memories of my Land), Gastón Acurio and Diego Muñoz regularly change their dishes to reflect the cultural diversity of the region, its richness and genuine respect for the seasonality of the produce.



| 02

Receive guests in a way that respects the individuality of each Relais & Châteaux property location, landscape, décor, and its unique way of good living and fine dining.

THE YIHE MANSIONS - *Nanjing (Jiangsu), China*

It was in Nanjing that the government of the new Republic of China established itself in 1927. Private mansions were built, including the Yihe Mansions, which is a perfect illustration for modern Chinese architecture known under the name of Republic Style or National Style. These mansions have been refurbished with elegance, respect for the materials and building techniques of time, so much so that the Yihe Mansions were presented with a UNESCO Award in 2014.

| 03

Welcome guests as friends, in an atmosphere where the host Relais & Châteaux property shares its passion for “living well.”

POST LECH ARLBERG - *Lech am Arlberg, Austria*

The Moosbrugger family has been offering an exceptional welcoming experience and true hospitality for their guests since 1937. Attention to detail, meeting guests' needs, offering traditional afternoon tea in front of an open fireplace, these are the commitments of Sandra and Florian Moosbrugger.



| 04

Initiate strong relationships with local farmers and fishers and contribute to the conservation and promotion of biodiversity.

GEORGES BLANC PARC & SPA - *Vonnas, France*

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Growing up in the kitchen of this prestigious property, Georges Blanc has consistently celebrated and used the regional produce from Bresse through his locally inspired dishes. He is the President of the Protected Appellation “A.O.P. Volaille de Bresse” to passionately defend and protect this species.

| 05

Encourage responsible fishing to protect the biodiversity of the oceans.

LYMPSTONE MANOR - *Devon, United Kingdom*

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Conscious fishing during breeding season, awareness of the minimum catch size, ensuring that the fishing methods are ethical and sustainable: these are the commitments of Michael Caines, who showcases lesser-known species of seafood on his menu. Vocal about his convictions for sustainable cuisine, he raises awareness among guests and the up-and-coming generations of chefs about responsible sourcing, the importance of local, and ‘zero-kilometer’ cooking.



| 06

Contribute to the renewal of natural resources by reducing food waste and using seasonal products sourced locally.

BLACKBERRY FARM - *Walland, Tennessee, USA*

A 4,200 acre (1,700 hectare) farm supplies Blackberry Farm's kitchen with the finest fresh, seasonal produce throughout the year. Cheese, vegetables, honey and cider are all produced at the farm and constitute the essential ingredients of a simple cuisine, one that subtly blends the resources of the local region.

| 07

Limit the environmental impact of Relais & Châteaux properties with regards to energy, water and waste.

A QUINTA DA AUGA - *Santiago de Compostela, Spain*

A Quinta da Auga has turned to micro-cogeneration (cooled by river water from the nearby Sar) which uses gas to meet the quinta's entire domestic hot water demand, as well as electricity—reducing energy consumption by 40% compared with traditional methods; fitted 15 solar panels, carefully concealed to preserve the views of the hotel's fine architecture; and moved to underfloor heating and cooling of the entire building. This last innovation uses a system of 150m-deep geothermal wells and heat pumps. It makes use of the buildings ancient, thick stone walls—as well as careful insulation of floors and ceilings—to deliver considerable savings over conventional approaches.



| 08

Associate the finest tastes with nutrition and health to show our guests how fine cuisine and well-being go hand in hand.

LES PRÉS D'EUGÉNIE MICHEL GUÉRARD - *Eugénie-les-Bains, France*

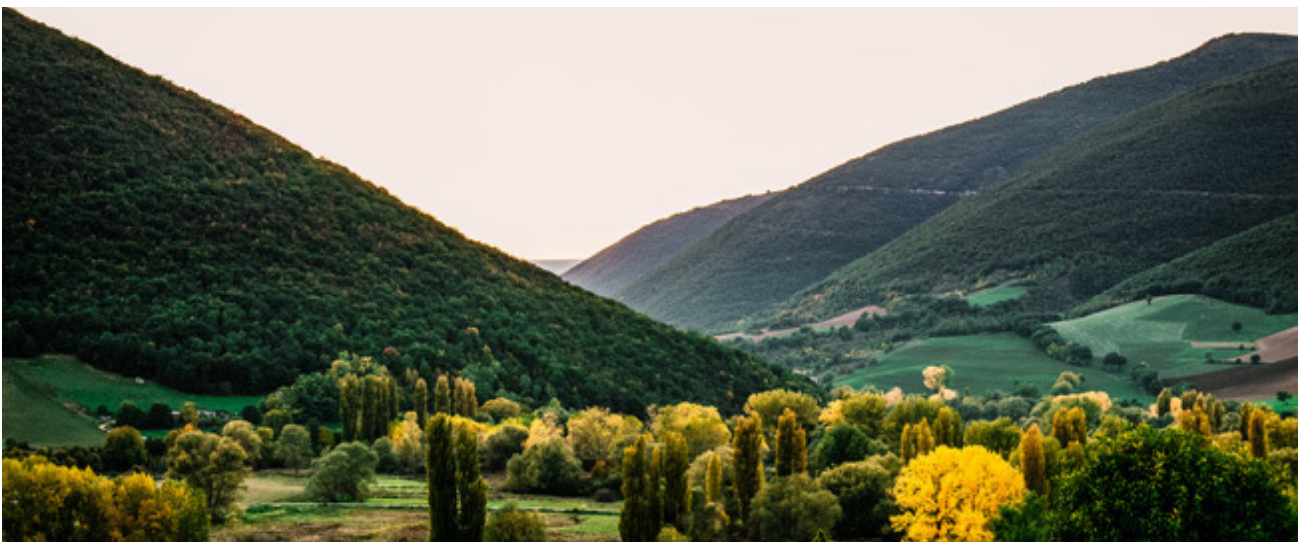
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Chef Michel Guérard, the inventor of health-based cuisine, has turned the small village of Eugénieles-Bains into “First Minceur Village in France”. With the conviction that the culinary delights can be easily associated with healthy diet, he has created the *École de Cuisine de Santé*[®], which highlights the basics of nutrition without ompromising on taste.

| 09

Develop a system for training young people in each region in the art of good taste, food preparation and service.

PALAZZO SENECA - *NORCIA, ITALY*

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Co-founders of the Salus Per Cibus movement, the Bianconi family strives daily to promote a good diet that is beneficial to general health. Recognizing that it is difficult to consume food that is healthy, nutritious and free of additives, SPC was created not just as a movement of ideas, but also as a label of quality for food products, especially with the goal of passing on healthy food to future generations. The Bianconi family applies this philosophy at the Vespasia, the restaurant at Palazzo Seneca.



Be part of the regional culinary culture and share our knowledge to teach and enrich culinary arts as part of humanity's intangible cultural heritage.

ASABA - *Shuzenji, Japan*

1200 years ago this property was a "Shukubo," a Buddhist temple providing accommodation to guests who visit for prayer and meditation. Considered as one of the best traditional Japanese hotels, owned for more than 500 years by the Asaba family, this property is witness to the rich heritage of Japan. Gardens around a pond, onsens and a traditional Noh theatre are features which make Asaba the heir to the Onkochishin philosophy (learn from the past).



SHARE OUR PASSION FOR ALL THAT IS GOOD AND BEAUTIFUL IN THIS WORLD

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Sign contracts with small local producers who supply our restaurants, offering them a fair price to allow them to grow their products without chemicals or GMOs, avoiding overproduction and depletion of natural resources.

TXAI RESORT ITACARÉ - *Itacaré, Brazil*

Through the Companions of Txai Institute, this resort is fully committed to sustainable tourism, preserving natural resources for future generations. Situated in a protected area, the support of the local community and environment is their priority, from the cultivation of the soil to the social development of the local community. 23 families of small producers are committed to grow organic fruit and vegetables that are consumed by the Txai Resort Itacaré or sold on the organic food market of the village.



Build career paths and offer training for young employees so that the skills acquired at Relais & Châteaux properties are recognized throughout the world.

HÔTEL ET RESTAURANT RÉGIS & JACQUES MARCON

Saint-Bonnet-le-Froid, France

Members of the Association Générations Cuisines & Cultures, Régis and Jacques Marcon teach skills and knowledge. Mastering of service, awareness of taste and knowledge of products are taught to the young chefs who use these acquired skills throughout the world. Through their educational programmes they support the professional career of apprentices from property to property.



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Give our personnel good working conditions and salaries that allow them to achieve the level of excellence of Relais & Châteaux so they become our ambassadors everywhere they go.

JABULANI - *Hoedspruit, South Africa*

At Jabulani, while great care is given to the animals of the reserve, the people also receive great consideration. The property supports several initiatives aimed at the education of the children of the Paulos Ngobeni school, in a small village near the reserve. Another initiative taken by Jabulani is the development and training of their employees, allowing them to grow their professional path to earn a better salary.

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Develop “The art of taking care and being attentive to someone’s needs and desires” by conveying, in a personal way, our pleasure to serve, making the experience at Relais & Châteaux a unique, fulfilling and inspiring moment.

BENIYA MUKAYU - *Kaga-shi, Japan*

Beniya Mukayu immerses its guests in traditional Japanese culture with the aim of deep restoration of the body and spirit. The hotel is carefully designed to create space and time for reflection, and during their stay, guests are invited to enjoy the peace of nearby temples and experience the therapeutic benefits of traditional Japanese crafts. The word *mukayu*, a favorite of ancient Chinese philosophers, alludes to a world where conventional values are inverted, and things that may seem unremarkable can possess hidden value and great worth. The hotel’s approach is, in some ways, a reflection of its name: it immerses guests in its simplicity with a personalized and caring approach.



Build relationships with local authorities and government bodies to participate in the design and implementation of local development programs.

AUBERGE DU SOLEIL - *Rutherford, California, USA*

With several ecolabels (Tripadvisor® Greenleaders™, Bay Area Green Business Certified, Green Spa Network Partner, Whole World Water), *Auberge du Soleil*, is committed to preserving the local culture by turning employees and guests into guardians of the diversity of Napa Valley. Through the Napa Valley Vine Trail (NVVT), the *Auberge du Soleil* promotes this region by building a network of trails within the vineyard for hiking or biking, so that everyone can appreciate its beauty and benefit fully from one of the most prestigious American winegrowing regions.



TO WORK TOGETHER TO CREATE A MORE HUMANE WORLD

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Actively promote the merit of manual trades to highlight the uniqueness, beauty and grandeur of a hand's delicate gesture, and thus contribute to giving youth professional prospects that they may not even imagine.

SUJÁN SHER BAGH - *Ranthambhore, India*

A member of the luxury hotel group SUJÁN, the Sher Bagh fosters a relationship with its host community that naturally incorporates the group's social responsibility policy: contributing to the development of an economically progressive society, respecting the environment and in harmony with it. The property carefully forges ties with the local community based on sharing and economic cooperation. The camp encourages local recruitment by taking on many employees in situ, and helps develop skills by training and inspiring rural youths to enter the hospitality sector.



Explain these 20 commitments to our guests so that they can improve the way they plan their holidays, in a responsible manner.

RELAIS & CHÂTEAUX ASSOCIATION

At UNESCO, the specialized agency of the United Nations system that promotes education, culture and the sciences, we presented these 20 commitments to be known as the Relais & Châteaux Vision to over 100 journalists from all over the world. By creating these principles, our association focused its efforts on the quest for a better world through cuisine and hospitality.

Invest in our local communities to help re-establish the connections between city and countryside.

ANJAJAVY - *Madagascar*

Anjajavy works closely with the NGO Écoles du Monde and participates in the development of four isolated villages close to the lodge. With the financial support of local micro-enterprises, the commitment focuses on education, fishing (purchasing of canoes, nets, etc.), agriculture (purchasing of seeds and fertilizers), apiculture (purchasing of beehives), cattle and artisanship. Finally, the hotel employs around 100 locals and contributes towards the development of the countryside and it discourages local inhabitants from leaving for larger towns.



Forge alliances, both locally and on a global scale, with advocates (individuals, NGOs, etc.) engaged in the same battles (e.g. fighting against food waste, fighting to maintain subsistence agriculture, conservation of biodiversity, etc.)

RELAIS & CHÂTEAUX ASSOCIATION

Relais & Châteaux signed the Ethic Ocean charter in 2009 to commit to serving sustainable seafood. Within the global commitment, one pledge included to stop serving bluefin tuna, helping to prevent the collapse of the stock in the North-East Atlantic Ocean and Mediterranean Sea. In 2020, scientists from ICCAT (International Commission for the Conservation of Atlantic Tuna) reported that the North-East Atlantic and Mediterranean bluefin tuna (*Thunnus thynnus*) stock is in healthier condition and well-managed. Consequently, NGOs confirm that bluefin tuna coming from this zone can be once again recommended for consumption (but still in moderation). The regeneration of the species is thanks in part to Relais & Châteaux chefs' efforts over 11 years to avoid bluefin tuna.

Share the vision of the Relais & Châteaux movement publicly among owners, chefs, maîtres de maison, sommeliers, housekeepers, gardeners and all artisans and hospitality professionals in our network in order to “make a better world through cuisine and hospitality” at all events and in all of our actions.

RELAIS & CHÂTEAUX ASSOCIATION

The Relais & Châteaux Vision, announced at UNESCO, is distributed, adhered to and explained to all our properties, ensuring an accurate understanding and implementation of the commitments. The association will convey clear messages associated with this vision, throughout the world.