

# P R E S S   R E L E A S E

## Golden Sands Resort

PENANG  
By Shangri-La

### **WHILE 22 APRIL IS EARTH DAY IN THE CALENDAR, EVERY DAY IS EARTH DAY IN THE SHANGRI-LA KITCHENS**

*Shangri-La chefs celebrate nature's bounty with special menus and dining events*

Penang, 22 April 2015 – This April, Shangri-La Hotels and Resorts worldwide marks the global rollout of its culinary sustainability initiative, Rooted in Nature, by hosting a month-long celebration of the group's most exceptional food purveyors. The hotels will recognise the farmers, fisherman and ranchers from small farms in the Maldives to fishing villages in Malaysia that make dining at Shangri-La not only delicious, but also sustainable.

Special Rooted in Nature events and promotions taking place at all Shangri-La and Kerry hotels will highlight sustainable sources of produce, fish and meat that can be found on the hotels' menus year-round and celebrate the purveyors who responsibly steward the land and sea to provide Shangri-La chefs with the best possible ingredients. Dishes on offer will include produce and herbs grown on hotel grounds, locally sourced organic vegetables and fruits, line-caught fish, free-range poultry and beef, honey from a hotel's own beehive and more.

In Penang, Golden Sands Resort, Penang will embark on a Rooted in Nature campaign incorporating seafood and chicken.

“We will be offering a sustainable menu highlighting sustainable seafood and free-range chicken as our main ingredients. The local partners we are working with are GST Group for seafood and AyamPlus for chicken. Locally sourced seafood and free-range chicken will be offered to our guests in line with our ‘Rooted in Nature’ theme,” said Suleiman Tunku Abdul Rahman, director of communications.

# P R E S S   R E L E A S E

## Golden Sands Resort

PENANG  
By Shangri-La

**While 22 April is Earth Day in the Calendar,  
Every Day is Earth Day in the Shangri-La Kitchens**

Page 2 of 4

The participating outlets at Golden Sands Resort, Penang are Garden Café and Sigi's Bar and Grill.

Golden Sands Resort, Penang will present Citrus Mesclun Salad with Cold Grilled Free-Range Chicken, Grilled Sustainable Baby Sea Bass with Lemon and Basil Oil and Sweet and Sour Prawn Tempura.

### About Rooted in Nature

Shangri-La Hotels and Resorts operates 89 hotels around the world in diverse locations – from Hong Kong to Paris, Tokyo to Sydney, Kota Kinabalu to Guilin. In 2014, the group introduced Rooted in Nature, a culinary initiative highlighting locally or ethically sourced food offerings. The initiative recognises the differences in the group's locations and enables all Shangri-La hotels and resorts to incorporate sustainable items from their unique markets into their menus.

Diners can identify Rooted in Nature menu items by spotting the pea shoot logo 🌱 beside the dish description on a la carte menus and café stations at all-day dining restaurants and selected specialty restaurants. Rooted in Nature items on the menu must meet one or more of five guidelines for an ingredient that is prominent in that dish.

# P R E S S   R E L E A S E

## Golden Sands Resort

PENANG  
By Shangri-La

**While 22 April is Earth Day in the Calendar,  
Every Day is Earth Day in the Shangri-La Kitchens**

Page 3 of 4

“Shangri-La is committed to promoting greater traceability and transparency of where our food sources come from by working with local and sustainable providers. By 2020, our goal is to serve 75 per cent more sustainably sourced food on our menus,” said Peter Finnegan, Shangri-La’s group director of food and beverage. “Through the Rooted in Nature dining experience, we invite guests to join us in embracing and celebrating the benefits that sustainable food brings us.”

With Shangri-La’s Rooted in Nature initiative, the luxury hotel group aims to:

- support local agricultural and fishing communities,
- buy chemical pesticide-free local produce,
- source from free-range livestock and poultry products where possible,
- acquire sustainably sourced seafood caught through ethical means,
- and serve organic and fair trade products indicated by national and local food safety standards.

Further information on Rooted in Nature can be found [here](#).



[Facebook.com/shangrila](https://www.facebook.com/shangrila)



[@ShangriLaHotels](https://twitter.com/ShangriLaHotels)



[@ShangriLaHotels](https://www.instagram.com/ShangriLaHotels)



[LinkedIn.com/company/shangri-la-hotels-and-resorts](https://www.linkedin.com/company/shangri-la-hotels-and-resorts)



[+ShangriLa](https://plus.google.com/+ShangriLa)



[@ShangriLaHotels](https://www.pinterest.com/ShangriLaHotels)

#RootedInNature

# P R E S S   R E L E A S E

## Golden Sands Resort

PENANG  
By Shangri-La

**While 22 April is Earth Day in the Calendar,  
Every Day is Earth Day in the Shangri-La Kitchens**

Page 4 of 4

### About Shangri-La Hotels and Resorts

Hong Kong-based Shangri-La Hotels and Resorts currently owns and/or manages nearly 90 hotels under the Shangri-La brand with a room inventory of over 37,000. Shangri-La hotels are five-star deluxe properties featuring extensive luxury facilities and services. Shangri-La hotels are located in Australia, Canada, mainland China, Fiji, France, Hong Kong, India, Indonesia, Japan, Malaysia, Maldives, Mauritius, Myanmar, Philippines, Singapore, Sultanate of Oman, Taiwan, Thailand, Turkey, the United Arab Emirates and the United Kingdom. The group has a substantial development pipeline with upcoming projects in mainland China, Cambodia, India, Mongolia, Myanmar, Philippines, Qatar and Sri Lanka. For more information and reservations, please contact a travel professional or access the website at [www.shangri-la.com](http://www.shangri-la.com).

###

PRESS CONTACT:                   Suleiman Tunku Abdul Rahman  
  Director of Communications  
  Shangri-La's Rasa Sayang Resort & Spa, Penang  
  and Golden Sands Resort, Penang  
  Tel: (60 4) 888 8888  
  Fax: (60 4) 881 1800  
  E-mail: [suleiman.tar@shangri-la.com](mailto:suleiman.tar@shangri-la.com)  
  Website: [www.shangri-la.com](http://www.shangri-la.com)

For digitised pictures of the group's hotels, please go to <http://www.shangri-la.com/imagelibrary>.