

IN-STORE

Ritz-Carlton takes gourmands on market visit to prepare hand-selected lunch

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The Ritz-Carlton, Cleveland

By STAFF REPORTS

The Ritz-Carlton, Cleveland has debuted an exclusive Fresh Market package to explore the city's culinary attractions.

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Many hospitality brands are committed to offering guests an authentic experience at a destination, often relying on a location's gastronomy to connect emotion to locale. Described by Ritz-Carlton as a "foodie dream" experience, the Fresh Market package is a limited-time offering that features hands-on and chef-guided exploration of Cleveland's West Side Market.

Fresh direct

The Fresh Market package begins with an overnight stay at the Cleveland property. In the morning, the guests will be joined by a Ritz-Carlton chef who will hold a consultation regarding participants' food preferences and favorite menu items.

Next, the guests, accompanied by the chef, will head to the West Side Market to become acquainted with the region's best fresh produce, meats, spices and ethnic cuisines.

During the chef-guided tour, the guests will visit vendors to taste seasonal flavors, examine cuts of meat, sample foods of interest and speak one-on-one with market purveyors. The chef will also discuss preparation methods.

After ingredients are hand-selected at the market the items will be prepared for the Fresh Market Lunch held back at the Ritz-Carlton in downtown Cleveland.



Cleveland's West Side Market

The hands-on experience for the package does not end at the market trip. Once back at the hotel, guests are invited to join the culinary team to prepare the custom lunch.

The three-course meal will feature the items selected at the West Side Market and will be accompanied by MUSE specialities and paired with select wines to complement the meal.

For foodies based in Cleveland, the Fresh Market lunch can also be prepared to be enjoyed at home.

Available only for a limited-time, guests can book the package between May and November. Prices begin at \$439 per night.

Taking advantage of a location's diverse culinary flavors piques interest in guests unfamiliar with the area and locals looking for a change of pace from their daily routine.

For example, The Ritz-Carlton, San Francisco is making Second Sundays special for locals.

Parallel 37, the hotel's restaurant, will be offering a brunch exclusively on the Second Sunday of every month of "globally inspired, modern California" cuisine, with a different menu each date. The promotion will show that Ritz-Carlton is not just a hotelier and may turn locals into fans who consider the brand next time they travel ([see story](#)).

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