

TRAVEL AND HOSPITALITY

Ovolo Hotels becomes first hospitality group to go vegetarian

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Ovolo Hotels' Alibi Bar & Kitchen in Sydney has a vegan menu. Image credit: Ovolo Hotels

By LUXURY DAILY NEWS SERVICE

Luxury hospitality group Ovolo Hotels is committing to meat-free menus in a show of support for sustainability efforts.

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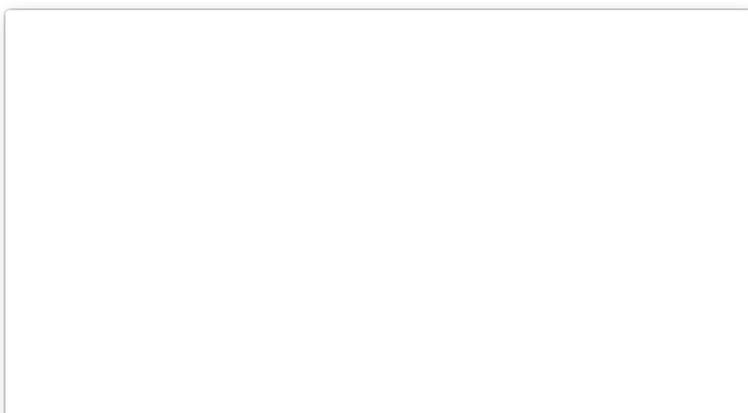
Ovolo Hotels, which has eight hotels in Hong Kong and Australia, is the first hospitality group to go vegetarian. Sustainability has become a leading concern among affluents who are making more values-based travel decisions.

"Dining out and enjoying tasty food and wine with great company is one of life's simplest pleasures," said Girish Jhunjhunwala, CEO and founder at Ovolo Groups, in a statement. "We want to be conscious about what we are consuming and practice environmental sustainability as best as we can, as this leads to a larger impact on humanity, not just the environment."

Going vegetarian

During a "Year of Veg," Ovolo Hotels will implement meat-free meals across all of its restaurants and bars for at least 365 days.

The vegetarian dishes will be made with locally-sourced ingredients whenever possible, as will wines and spirits.



[View this post on Instagram](#)

Fresh pappardelle and wild mushroom ragout or homemade potato gnocchi, gorgonzola, and walnuts? Put if it's the pappardelle or if it's the gnocchi.

A post shared by Ovolo Hotels (@ovolohotels) on Oct 19, 20...

Instagram post from Ovolo Hotels

The group already has a reputation for quality plant-based food. Ovolo's Alibi Bar & Kitchen in Sydney became Australia's first vegan restaurant when it opened in 2018.

Luxury hotel brands have been introducing more sustainability initiatives that prove hospitality does not need to sacrifice upscale experiences to achieve ecological and social responsibility. Many sustainability initiatives in hospitality revolve around eliminating single-use plastic such as straws and toiletries, or opting for more locally-sourced or organic ingredients for hotel restaurants ([see story](#)).

Other sustainable practices Ovolo has in place include eliminating single-use plastics in bathroom amenities, removing plastic straws and using biodegradable materials in laundry bags and packaging.

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