

IN-STORE

## Four Seasons Marrakech gains greater culinary freedom with olive harvest

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By JOE MCCARTHY

Four Seasons Marrakech, Morocco, is increasing the yield of an on-site organic garden with its first olive harvest.

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The resort's chefs will extract oil from the olives using a traditional press that will then make its way into certain dishes to enhance flavor. Organic gardens are an effective way to tap into the burgeoning demand for sustainable practices, especially when concerning food.

"The farm-to-table movement is hotter than ever, and guests truly appreciate knowing the ingredients are locally sourced for the reasons of supporting the local communities and knowing that these ingredients are as fresh as possible," said Damon M. Banks, director of [DMB Public Relations](#), New York.

Mr. Banks is not affiliated with Four Seasons, but agreed to comment as an industry expert.

[Four Seasons Marrakech](#) did not respond by press deadline.

Harvest day

Gardeners and employees collected olives during the harvest day, which were then carried to an on-site olive press.



*Four Seasons Marrakech garden*

Guests of the property will soon experience the olive oil as it is incorporated into the menu at the Bleu d'Orange Italian restaurant. The olive oil gathered will also be available for purchase at the Maarifa Cultural Centre.

Four Seasons Marrakech harvests fruits and vegetables that include potatoes, cabbage, cucumbers, carrots, lettuce, tomatoes, zucchini, eggplant; and herbs including parsley, mint, thyme, chives and sage, according to the property.



*Four Seasons Marrakech's garden*

This year's olive harvest borrowed inspiration from Morocco's celebrated history of olive cultivation.

Harmony in food

Luxury hotels are adapting to the demand for locally sourced and transparent ingredients with increasing alacrity.

For instance, the Ritz-Carlton, Kapalua, HI, expanded its on-site garden to increase the amount of fresh produce used in its restaurant menus and to prepare for wellness activities this fall.

The Kapalua garden provides benefits for both the hotel and the surrounding area with compost piles, a horticulture learning center and an abundance of fresh ingredients. Environmentally sustainable practices can uplift the spirit of the surrounding community and provide the hotel with a level of authenticity that imported ingredients cannot attain ([see story](#)).

Also, Waldorf Astoria Park City Utah is targeting nature enthusiasts with a honey harvesting experience that brings guests to a local farm and imparts ideas on how to use it at home.

To continue the package beyond the tour, guests will be able to use harvested honey for a variety of post-tour activities in the spa or kitchen. Creating packages with layered activities gives guests more time to acclimate to the environment and is likely to give guests a positive stay ([see story](#)).

Beyond advocating for a more sustainable future, organic gardens allow properties to tailor flavors that align with the chef's vision.

"In the case of the Four Seasons Marrakech, having olive oil that is locally harvested is a truly unique offering that guests are sure to appreciate and enjoy," Mr. Banks said.

Final take

*Joe McCarthy, editorial assistant on Luxury Daily, New York*

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