

Crystalbrook Launches Climate Calories Across 14 Restaurants and Bars

Forget counting fat calories, climate calories are the way of the future

Australia, March 2022 – Crystalbrook Collection will begin labelling all menu items across their 14 restaurants and bars with *Climate Calorie* information to enable diners to enjoy their meal, comfortable that they are mitigating their environmental impact.

Through *Climate Calories*, diners will immediately be able to see whether the ingredients in their dish are locally sourced, sustainably grown or caught, have an indigenous connection, consciously reduce waste and were delivered to the restaurant in eco-friendly packaging.

Using icons alongside each dish, *Climate Calories* assures diners that the ingredients in their meal are:

- **Locally sourced** - within a three-hour radius of the restaurant
- **Minimise waste** - the chef has used all of the ingredient to reduce any waste
- **Feature ethical meats** – using the whole beast, line caught fish or sustainably farmed
- **Supplied to the restaurant in eco-friendly packaging** –100% recycled or bio-packaging
- **Are culturally considered** – using native ingredients and working with indigenous communities

Crystalbrook Collection CEO, Geoff York, said: “This is just the next step in our sustainability journey. This is a way our customers can feel empowered that they’re making a good environmental choice while connecting with the location and the community.

“We’re privileged in Australia to have access to such high-quality sustainable ingredients and our chefs take huge pride in their farmer and producer relationships, and sourcing local, ethical and culturally considered meat and produce.”

Climate Calories will be progressively introduced to Crystalbrook Collection’s 14 restaurants and bars from the first week of April.

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About Crystalbrook

Crystalbrook is one of Australia's leading sustainable and innovative independent hospitality companies. Each hotel in the portfolio carries an authentic expression of its location, a passion for responsible luxury, considered design and a twinkle of fun for a uniquely enriching experience.

Crystalbrook's portfolio includes:

- Crystalbrook Riley, Cairns, Queensland
- Crystalbrook Albion, New South Wales
- Crystalbrook Byron, Byron Bay, New South Wales
- Crystalbrook Bailey, Cairns, Queensland
- Crystalbrook Flynn, Cairns, Queensland
- Crystalbrook Kingsley, Newcastle, New South Wales
- Crystalbrook Vincent, Brisbane, Queensland

The Group also owns and operates a collection of ten restaurants, three spas, Crystalbrook Superyacht Marina in Port Douglas along with Crystalbrook Station and its subsidiary pastoral businesses.

Responsible Luxury

Responsible Luxury and sustainability is at the forefront of the way Crystalbrook thinks and operates.

At a glance:

- Operating a single use plastic free environment. No plastic straws, water bottles or single use bathroom amenity bottles (in the past two years the Group has saved over three million plastic bottles from entering landfill)
- Farming their own beef
- Sourcing at least 80% of produce from within a three-hour drive of each hotel
- Use of technology, such as in-room iPads and mobile check-in to create paperless environments and experiences
- Use of recycled and upcycled materials. Examples include key cards made from recycled wood, coat hangers made from recycled paper and toothbrushes made from sugar cane and cornstarch

Crystalbrook Collection and Ghassan About Group

Crystalbrook Collection is part of Ghassan About Group promoted by international entrepreneur and philanthropist Ghassan About. The group is a multi-business conglomerate engaged in automobiles, real estate, hospitality, FMCG, food, retail, bespoke catering, media and logistics. In business for more than two decades, the group operates from its global headquarters in the United Arab Emirates with offices in Australia, Belgium, Jordan and Turkey.

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