

## **THE ROOSEVELT HOTEL SERVES UP AN ECO-FRIENDLY CUISINE WITH LOCALLY SOURCED INGREDIENTS**

NEW YORK – Introducing a new eco-inspired lunch menu, The Roosevelt Hotel recently unveiled its green and sustainable initiative, Fresh & Honest, at its restaurant the Roosevelt Grill. Featuring cuisine inspired by the new “Fresh & Honest” cookbook by Executive Chef Peter Davis of Henrietta’s Table at The Charles Hotel, the culinary program, running until the end of March, features food and beverage items produced organically and farmed through sustainable practices.

Fresh ingredients are selected and are sourced locally, allowing the hotel to meet the demands of eco-conscious guests by demonstrating a commitment to being as environmentally friendly as possible. The Fresh & Honest menu features appetizers, entrees and desserts from Chef Davis’ cookbook, from rustic bean soup with locally smoked sausage, Earthbound Farm organic field greens and wild caught gulf shrimp scampi, to oven roasted chicken with sautéed organic spinach and dessert such as chocolate sundae bread pudding with glazed bananas. As for drinks, Prairie Organic Vodka and sustainable-farmed wines will be featured.

The Fresh & Honest program goes beyond environmentally conscious cuisine, with multiple earth-friendly elements. For example, each piece of point-of-sale collateral used to promote the Fresh & Honest program utilizes recycled materials, paper produced from managed forests, soy based and water soluble inks. Traditional server buttons have been replaced with server stickers printed with soy-based ink on recycled paper and utilizing a biodegradable adhesive.

Deemed Grand Dame of Madison Avenue since 1924, The Roosevelt Hotel is located right in the thick of things -- steps from the lights of Times Square and a straight shot to the hip East Village and Lower East Side's restaurants and bars. Offering 1,015 guestrooms, its historic heritage is reflected in the meticulously restored interiors, designed to capture the original architecture and offer modern-day amenities. When in Paris, make sure and consider its sister property, the Scribe Hotel. Located between the Opera Garnier and Place Vendome, the Scribe Hotel is ideally located in the heart of the business and tourist quarters of Paris, [www.sofitel.com](http://www.sofitel.com).

For more information, call The Roosevelt Hotel toll-free **888-TEDDY-NY** or visit **[www.theroosevelthotel.com](http://www.theroosevelthotel.com)**. The Roosevelt Grill is open Monday through Sunday and serves breakfast from 6:30 a.m. to 11:30 a.m. and lunch from 11:30 a.m. to 2 p.m. To purchase a copy of Chef Peter Davis’ “Fresh & Honest” cookbook, please visit [www.charleshotel.com](http://www.charleshotel.com) or call 617-661-5014.