

EXCELLENCE

THE SOFITEL LETTER - 2013



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So SPA
by SOFITEL



Robert Gaymer-Jones,
Chief Executive Officer
Sofitel Worldwide

EDITORIAL

Dear Partners,

We are excited to have more great news from Sofitel, and as we move into the new season, we would like to share with you some of the spectacular events at our hotels around the world. We have achieved new milestones, from Guest experience scores to Ambassador engagement results (p.6), and a significant increase in RevPar performance, that shows the importance of the sales and distribution strategy, and our philosophy of capturing business and leisure guests from around the world using our global network of sales executives... (p.3)

In this issue, we would like to zoom in on the exciting world of the Middle East, where we continue to grow our brand presence in the most sought after locations. We currently have 27 Hotels and resorts in the Middle East North-Africa region, with new openings scheduled this year at the Sofitel Dubai The Palm, followed by the Sofitel Dubai Burj Downtown early next year (p.4-5). With more new hotels opening in Tamuda Bay in Morocco, and several hotel launches in the Kingdom of Saudi Arabia, this region is fast becoming an exciting part of the world, that draws on the talents of our Ambassadors to create amazing memories for our guests, inspired by different cultures. An example is the attached profile of Nael El Waary, GM of Sofitel Abu Dhabi which shows why being a successful entrepreneurial General Manager in Sofitel is important to the success of our brand (p.6). Finally, we discuss the importance of good living, but with a healthy lifestyle, in both the So SPA concept (p.2) and the gourmet low-calorie "Delight menu" concept (p.6), inspired by French Chef Patrick Jarno at Sofitel Thalassa Quiberon in France. His focus on creating a "Cousu Main" (Service from the heart) experience shows the passion that is now such an important element of our brand training, as demonstrated in the next page (p.7).

I would like to thank you for your passion for our brand, as we journey together creating wonderful successes.



So SPA EXPANDS AROUND THE GLOBE

Sofitel launched its revolutionary new So SPA concept on French Independence day, July 14th 2009, at the Sofitel Marseille Vieux Port (France) and Sofitel London St James (UK). Since then, 28 So SPA have opened around the world and 12 new projects are currently under way for 2013-2015.

Signature treatments, French cosmetics and world therapies...

So SPA is the ultimate French experience for total wellbeing of body and mind, a unique concept where the refinement and expertise of French cosmetology meet therapies and treatments from around the globe. Ancient traditions and rejuvenating techniques include Chinese acupuncture, Japanese Ko bi Do, Columbian Esmarelda stones...

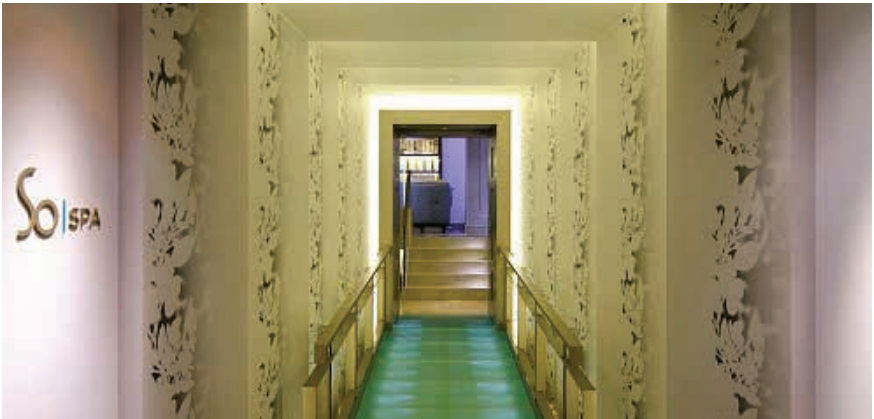
So SPA has designed its own exclusive range of signature treatments, "So Exhilarating" and "So Rejuvenating", and created a portfolio of French cosmetics brands that includes Carita, Cinq Mondes, Clarins, Gemology, Marisa Berenson cosmetics, Thémae, L'Occitane and Sisley.

"Sofitel decided to express the spa the French way. This unique wellbeing concept harmoniously combines French elegance, famous French skin expert brands and the best of local tradition. Treatments are dispensed on massage tables designed by My Bed, the quintessence of Sofitel luxury and relaxation," explained Aldina Duarte Ramos, Development Director of Sofitel's Wellbeing Department.

A gourmet menu of à la carte treatments to awaken the senses...

Gastronomy is part of Sofitel's DNA and its delectable So SPA beauty treatments are presented like a menu in a French gourmet restaurant. Guests can choose from an à la carte selection of Starters, Main Courses and Desserts.

Menus may include the irresistible So SPA Razzle Dazzle Experience, 150 minutes and



Sofitel London St James - United Kingdom

3 courses with facial, massage and manicure or pedicure. For men only, the Gentleman's Escape offers a 90 minute scalp, face, and deep tissue body massage while the Deluxe Tasting Oriental Menu is the ultimate hammam experience followed by a North African massage. Busy urbanites can opt for the Re-balancing Jet Lag Pack or relax and chill with 30 minute Martini and Manicure or Pint and Pedicure! Specially commissioned music and signature brand fragrances enhance the sensuous spa experience.

So SPA Ambassador Marisa Berenson

Between Marisa Berenson and Sofitel, it was love at first sight. In association with UNIQUE SPA, the former model, muse and timeless beauty icon transformed the So SPA Marrakech into an exotic Oriental oasis with a touch of French elegance. The brand has signed an exclusive one-year contract with Marisa, and following the successful launches in Morocco and Marseille, is extending this fine partnership to Munich, London, Macau, Vienna and Dubai.



Marisa Berenson in Sofitel Marseille Vieux Port - France

28 So SPA since 2009

- Sofitel Montevideo Casino Carrasco and Spa
- Sofitel Jequitimar Guarujá
- Sofitel Legend Santa Clara Cartagena
- Sofitel Marseille Vieux Port
- Sofitel London Saint James
- Sofitel Munich Bayerpost
- Sofitel Vienna Stephansdom
- Sofitel Rabat Jardin des Roses
- Sofitel Essaouira Mogador Golf & Spa
- Sofitel Marrakech Lounge & Spa
- Sofitel Casablanca Tour Blanche
- Sofitel Abu Dhabi Corniche
- Sofitel Dubai Jumeirah Beach
- Sofitel Legend Old Cataract Aswan
- Sofitel Cairo El Gezira
- Sofitel So Mauritius
- Sofitel Marrakech Palais Imperial
- Sofitel So Bangkok
- Sofitel Krabi Photkeethra
- Sofitel Phnom Penh Photkeethra
- Sofitel Angkor Photkeethra Golf & Spa Resort
- Sofitel Queenstown Hotel & Spa
- Sofitel Mumbai BKC
- Sofitel Macau at Ponte 16
- Sofitel Guangzhou Sunrich
- Sofitel Zhongshan Golf Resort Nanjing
- Sofitel Legend The Grand Amsterdam
- Sofitel Auckland Viaduct Harbour

AWARD-WINNING So SPA

In 2011 So SPA Marseille won the "Trophée du Meilleur Accueil" (Best French Spa Welcome award) and holds a Spa-A Quality Label since 2011. The flagship So SPA in Sofitel London St James was awarded the title "Best Spa UK & Ireland" by Condé Nast Johansen two year's running in 2009.



Sofitel Rabat Jardin des Roses - Morocco



A WORLDWIDE SALES STRATEGY



Sofitel presence in Arabian Travel Market – Dubai (United Arab Emirates)

Brand sales objectives for 2013 are to sell Sofitel hotels at the best possible price, through the right channels, to the right customer at the right time. This means optimizing channel mix and segmentation to increase profitability for the brand. Sofitel aims to increase revenue through ADR growth, and business development. The aim is to expand market share and grow new outbound markets by targeting Deluxe clients and Niche Distributors, through its international force of Sofitel Sales ambassadors worldwide.

Using network synergy to create cross-border flow

« Strategic issues are global in scope and play out differently in different parts of the world. In the future, the expanding market of Chinese and Indian travelers will provide important growth. With 20 plus hotels already, Sofitel's dynamic expansion in China is building brand awareness on the domestic market. At the same time, Sofitel is laser-focused on China as the world's 2nd largest outbound market. When they travel abroad, guests are attracted to brands they already know and trust, and as a global brand, Sofitel can use network synergy to create cross-border flow and cross-sell between guests, hotels and countries, » commented Rick Harvey Lam, SVP Sales, Marketing and Communications Sofitel worldwide.

An international strike force

Sofitel takes full advantage of the Accor Sales structure, which consists of 34 sales offices around the world with a team of 700 sales managers. This very international strike force represents all group brands and ensures more than 50% of Sofitel sales worldwide. Within the Accor Global sales network there are 28 Sofitel Sales ambassadors. These brand experts are trained to sell Sofitel in the luxury sector and cover business and leisure segments in 19 countries and manage 261 high contribution accounts.

- 34 Accor Sales offices
- 700 Sales managers
- 28 Sofitel Sales ambassadors
- 261 High Contribution Accounts

Targeting Deluxe agencies in the US

The main target of Sofitel's dedicated Regional Sales Team in the US is to enroll new hotels in Deluxe Consortia Programs. This happens through the joint efforts of teams from hotels, regions and headquarters and permanent lobbying of members of the different committees. In 2012, this important market generated almost 8 million € in revenue for Sofitel (+15%).

With an average room rate of 254 € (+11% since 2011), this market segment reaches the top 3% of the US population, with an average income of over 250,000 US\$. These guests use traditional travel agents to book their trips and are looking for significant added value benefits when they book a hotel.

Each network belongs to a Consortia program to increase marketing to their customers by offering competitive rates at hotels worldwide

Consortia have become major players in the travel industry. At brand level, participation brings marketing opportunities, brand exposure and increased revenue generated by these partnerships.

To support brand enrollment in consortia programs, Sofitel tackles the market from multiple angles:

STEP, Sofitel Travel Experience Program was created to optimize the sales force and increase business. A recognition program for deluxe agents and their clients (hotel guests), STEP appoints dedicated contacts including the hotel program director or "Sofitel Hero" and offers exclusive benefits to both guests and agencies.

TAAB, Sofitel's Travel Advisory Board in the United States was successfully initiated in 2008 to support brand repositioning. Composed of 13 influential decision-makers from top American luxury agencies who meet yearly, the program aims to build and strengthen relationships, read market trends, improve perception of the brand and get support for Sofitel to enroll hotels in different consortia programs.

Brand sales presence and constant lobbying at all levels is supported by regular sales visits by regional teams and attendance at GM Road shows on the East and West coasts and the key luxury trade shows including Virtuoso Travel Mart, ILTM Americas and Cannes, Travel Week Sao Paolo, Signature Trade show, American Express Summit.

International luxury travel shows

Participation in luxury trade shows is extremely important for the Sofitel brand. These events are an excellent opportunity to make new connections, build and renew relationships, showcase the brand product, generate new business, gain exposure to new trends and ideas and get the brand message out there.

Since 2007, when the brand luxury repositioning was launched, Sofitel has participated in the International Luxury Travel Market (ILTM) in Cannes, France. ITLM is a world reference in the luxury travel market, with editions in Africa, the Americas, Asia Pacific and Japan.

Famed for its luxury art & design led hotels, Sofitel has access to the very selective trade shows to connect with high potential clientele ideally suited to the brand lifestyle. This year Sofitel Arc de Triomphe (Paris, France) will represent the brand at LE Miami, the trendy and innovative new trade show set to debut in June 2013.

Consortia



American Express FH&R:
2 Sofitel Legend properties

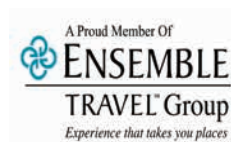
American Express Gold Collection:
17 Sofitel hotels in this new program signed with American Express



via invitation
8 Sofitel hotels



via invitation
15 Sofitel hotels



15 Sofitel hotels

Broad-based travel trade shows

Sofitel installs VIP corners inside the Accor stand at the more broad-based trade shows and important travel rendez-vous like ITB and Imex (Germany), ATM (UAE) EIBTM (Spain) and Top Resa (France). These different elements combine to give Sofitel a good commercial visibility internationally.



SOFITEL'S DYNAMIC GROWTH IN THE MIDDLE EAST

Over the last two years, Sofitel has made major inroads into the Middle East, opening properties in Bahrain, Al Khobar (Saudi Arabia), Abu Dhabi and Dubai (UAE). Growth plans continue with two more hotels in the pipeline - on Palm Jumeirah, scheduled to open in summer this year and in Downtown Dubai, a 350-room hotel close to Burj Khalifa, set to open in 2014. Another strategic launch in Riyadh will be operational in 2015. Sofitel is also planning to open properties in Qatar and Kuwait in the next few years.

New MEA regional office

Sofitel has further reinforced its presence by opening a new regional office to oversee operations in the Middle East and Africa (MEA) from January 2013. MEA operations welcomes newly-appointed SVP Gregory Maliassas, who started his career in Dubai and the USA before heading to Europe in 2001. Gregory has worked as Sofitel GM in Washington DC, Los Angeles and Munich. Former Vice-President of Operations for Chandris Hotels & Resorts group, Gregory has extensive operational experience and will focus on distribution operations and marketing, and spearheading Sofitel's dynamic growth in the Middle East.

Leaders in the luxury hotel industry

"The Middle East has in many ways become one of the leaders in the Luxury hotel industry and has always shown a strong desire to grow," commented Sofitel CEO Robert Gaymer-Jones. "Sofitel is firmly establishing its hotels there thanks to Sofitel Abu Dhabi Corniche and Sofitel Dubai Jumeirah Beach. We are extremely confident in the expansion of Sofitel in this region. Our vision is to increase brand value and pursue targeted development in all key cities in the Middle East including Saudi Arabia, Qatar and Jordan."

Hotels recorded a 15% jump in revenue in Abu Dhabi in 2013.

Brand flagship in the UAE, Sofitel Abu Dhabi Corniche launched in March 2012. Directed by GM Nael El Waary (Cf. interview p.6).



Sofitel Dubai Jumeirah Beach - United Arab Emirates

This 282 room hotel, with 48 suites and 57 Club rooms is strategically located at the eastern tip of the Corniche, a short stroll from the seafront, within easy access to Saadiyat island (where the Louvre and Guggenheim will be located - cf. box P.5) and close to the business and finance centre. Oriental opulence blends with French art de recevoir and the hotel boasts breathtaking views of the Arabian Gulf, a stunning art deco façade and sleek modern interiors inspired by French artist Pierre Soulages.

There is an important and growing luxury offer in Abu Dhabi where hotels recorded a 15% jump in revenue in the first quarter of 2013. Across-the-board growth in guest numbers was +6% compared to 2012, guest nights +23%, average-length-of-stay +16%, and revenues +15%, according to figures released by the Abu Dhabi Tourism and Culture authority in April 2013.

Dubai welcomed a record-breaking 10 million tourists last year

On a private beach on the eastern crescent of Palm Jumeirah Island, Sofitel

Dubai The Palm is opening in summer 2013. The brand's latest Dubai resort boasts 361 guestrooms and suites, signature So SPA, 4 meeting rooms and a 600-person ballroom as well as 10 F&B outlets.

Top destination for business and leisure travelers, Dubai welcomed a record-breaking 10 million tourists last year. Growth is due to a number of factors including the city's world-class infrastructure, its location at the crossroads of East and West, and its reputation as the shopping capital of the world.

The city of Dubai has been transformed from a small desert town to a towering

metropolis. Tourism has become so important to this nation that it even accounts for over 30% of Dubai's GDP. Dubai is the regional hub for most of the regional and international corporations and MICE tourism, which forms approximately 15% of Sofitel's overall business mix in the region.

In 2012, the emirate recorded a 9.3% rise in hotel guests and cruise passengers to 10.16 million people. Hotel revenues rose as a result of the extra nights by almost 18% to Dh 18.82 billion (12 bn US\$). The number of hotels also climbed from 575 to 599 properties.



Sofitel Bahrain Zallaq Thalassa sea and spa - Kingdom of Bahrain



Sofitel Abu Dhabi Corniche - United Arab Emirates

A NEW SOFITEL EVERY YEAR IN THE MIDDLE EAST

♥ ALREADY OPENED:
2009:
Sofitel Dubai Jumeirah Beach (UAE)
2010:
Sofitel Al Khobar The Corniche (Saudi Arabia)
2011:
Sofitel Bahrain Zallaq Thalassa sea and spa (1st Thalassa in Middle East)
2012:
Sofitel Abu Dhabi Corniche (UAE)

♥ SET TO OPEN:
2013:
Sofitel Dubai The Palm Resort and Spa (UAE)
2014:
Sofitel Burj Downtown (Dubai, UAE)
2015:
Sofitel Riyadh (Saudi Arabia)



Sofitel Dubai The Palm Resort and Spa – United Arab Emirates



Sofitel Bahrain Zallaq Thalassa sea and spa - Kingdom of Bahrain

FRENCH CULTURE FROM THE 'LOUVRE OF THE SANDS' IN ABU DHABI

Strong visitor appeal is anticipated from *the Birth of a Museum exhibition* (May - July 2013) that presents important works from the collection of the future Louvre Abu Dhabi museum (opening 2015). The show is a whistle-stop tour of World art and snapshot of the big ideas behind the 'Louvre of the Sands'. As the first "universal" museum in the Arab World, it takes an eclectic and cross-cultural approach to art history. The show features a selection of 130 works, some of which been revealed before, with little-known works by Picasso and Gauguin, a Magritte, a Bellini Madonna, classic Indian miniatures, and a first class Mondrian snapped up at the 2009 Paris auction of the Saint Laurent-Pierre Bergé collection. Set to become an internationally renowned arts hub, the Saadiyat Cultural district will also house the Gulf's Guggenheim, the Performing Arts Center and the Zayed National Museum.



3 QUESTIONS FOR NAEL EL WAARY, GM OF SOFITEL ABU DHABI CORNICHE

Can you give a short summary of your career leading up to your appointment as GM of Sofitel Abu Dhabi Corniche?

With more than 30 years' extensive experience in Hotel Management & Development, I have worked in many international locations: New York, Los Angeles, Newport Beach CA, Denver CO, San Francisco, New Orleans, London, Cairo and the Arabian Gulf including Dubai and Abu Dhabi...

My career began at Helmsley Hotels and the Pierre in New York, followed by 13 years with the Intercontinental Hotel Group, where I travelled between the Middle East and USA and became a Hotel Manager. The next decade was spent with Hilton Corp and managing boutique Hotels as GM. As MD for Hotel Procurement and Development for private companies, I was in charge of developing Hotel Condo services Residence in the Middle East with Ascott international from Singapore. Prior to joining the Sofitel luxury brand in Abu Dhabi, I worked for two years as GM and client Rep for the owners of the Prestige's Sofitel Bahrain Hotel & Resort. I have lived for 8 years in the Middle East and am very familiar with the region.

Abu Dhabi is a competitive and challenging market with over 140 hotels and an important and expanding luxury offer. What makes Sofitel stand out from the competition? And what are the unique attractions and luxury services available at Sofitel Abu Dhabi Corniche?

The Sofitel brand is recognized as an international luxury hotel chain. The brand and Sofitel Abu Dhabi Corniche emphasise blending French culture with local traditions and this makes the hotel's offer unique in the city. In addition Sofitel is linked to the Accor distribution network which has sales offices around the globe that help drive business to individual hotels. The Sofitel Abu Dhabi was the first pure Sofitel DNA hotel in the Middle East and also opened the first So SPA in the Middle East region. The hotel's La Mer restaurant, a signature Sofitel restaurant, has also won the award for the best Seafood restaurant in Abu Dhabi. One of the key successes that makes the Sofitel DNA stand out from the crowd is the "Cousu Main" service that it provides to its guests and this is reflected by the hotel's popularity and ratings on sites such as Trip Advisor, Booking.com, Holidaycheck.com etc.



Nael El Waary, GM of Sofitel Abu Dhabi Corniche



Sofitel Abu Dhabi Corniche - United Arab Emirates

The hotel has a privileged location on the Corniche in the heart of the city. Does it attract mainly foreign for domestic, corporate or leisure clients?

The hotel currently has a mixed share of 70% corporate versus 30% leisure guests. The majority of the leisure guests are from international markets, mainly Europe and the GCC (Gulf Cooperation Council). The corporate guests on the other hand are a mix of foreign and domestic. Sectors such as the Government entities and Oil and Gas primarily have domestic guests, whilst multi-national companies tend to have foreign guests.

86% AMBASSADORS SAY THEY ARE PROUD TO WORK FOR SOFITEL

**Be yourself, Be ready,
Be Magnifique!**

Launched in 2011, Sofitel Ambassadors Program was designed by the Sofitel HR department as part of the brand's global strategy to develop and invest in the potential of its 25,000 Sofitel employees worldwide. The 3-step program aims to attract and retain talent thanks to specialized training courses and opportunities for career evolution. In the last 12 months, 90% of Sofitel employees have received training (+2 pts).

Two years on, the results are impressive. The 2012 Ambassador

Engagement Survey conducted by the Hayes Group recorded an overall satisfaction rate of 86% (+4 pts since 2010) with special improvement seen in South East Asia, Southern Europe and South America. A massive 95% of employees responded to the survey (+4 pts).

Employee engagement is very positive within the company

86% Ambassadors say that they are proud to work for Sofitel and 83% are motivated to go beyond their formal job responsibilities. Enablement continues to improve (+1 pts) and is above other high-performing companies.

"Investing in our Ambassadors is high priority at Sofitel. The Engagement Survey helps us understand what motivates our Ambassadors to give their best and enable them to achieve their potential and evolve within the company. Highly engaged employees create more loyal customers, better business output and financial performance," commented Magali Laurent, SVP of Human Resources Sofitel Worldwide.

There is overall progression since 2011

Customer focus continues to be excellent and performance appraisals are +4 pts since

2011. Intent to stay with the company for at least 5 years has improved (+2 pts), with strong scores in Southern Europe and Africa (71% +6 pts) and North America (64% +2 pts). China records the lowest intent to stay (33%) but also the largest improvement : +8 pts since 2011.

Challenges for the future

Organization of work and having the tools to do the job have a strong impact on Ambassador enablement, while confidence that Sofitel creates the link to people's future has the greatest impact on engagement.



SOFITEL SIGNATURE COUSU MAIN SERVICE

Luxury is about delivering a truly exceptional experience. Sofitel imagined its signature Cousu Main service so that its brand Ambassadors would connect with guests and learn how to fulfill their every need and desire. Ambassadors are trained to go that extra mile, to surprise and delight through unfailing attention to detail and a passion for excellence. Cousu Main takes service to a whole new level: Sofitel employees aim to serve guests with their hearts, creating emotion and crafting memorable experiences.

Cousu Main service is visionary, attentive, intelligent, kind and discreet. By reading and understanding guests, anticipating their needs, whether practical or emotional, Sofitel Brand Ambassadors create a customer experience that makes the guest feel fabulous about staying in a Sofitel hotel. It also means understanding an unhappy or frustrated guest and finding imaginative solutions that transform him into a happy and loyal guest.

Best customers

Today's luxury clients are discerning with high expectations. They are value-sensitive not just price-sensitive. Customer loyalty can be created by gestures that can cost little or nothing but have a high value for the guest, enhancing their overall experience. « One summer I spent a few days at a sublime Sofitel in France with my children aged 9 and 7 and 3-month old twins. One afternoon we all went out for a walk in the grounds of the hotel. Twenty minutes later a storm broke and it began raining cats and dogs. Needless to say none of us had raincoats. Minutes later two of the hotel staff came running to find us carrying giant umbrellas and accompany us back... we felt like royalty. » This is 'Cousu Main'.

Best customers are more loyal, spend more and refer friends to their favourite hotels. Sofitel aims to cultivate their customers, cater to their needs and desires, in order to enhance profitability and boost hotel sales.



Cousu Main service is visionary, attentive, intelligent, kind and discreet.

New Vice-President of Guest Experience

Sofitel has recently appointed a new Vice-President of Guest Experience, Joao Rocco, from Starwood where he held the role of Director of Internal Branding & Service Culture for Westin and W Hotels in Europe, Africa and the Middle East. According to personal branding strategist

William Arruda, Joao is an expert brand ambassador: « Passion is not something you can buy. Joao lives and breathes brand values: every company needs leaders like Joao to build the brand from within. » Joao's role at Sofitel is to continue to implement the highest standards of guest experience and the Cousu Main service culture throughout the network.

DE-LIGHTFUL LOW-CALORIE MENUS



Sofitel Quiberon Diététique - France

Developed exclusively by Thalassa sea & spa at Sofitel Quiberon Diététique (France) and after its successful launch in the USA in 2011, the Sofitel De-Light concept is expanding around the globe. Chef Patrick Jarno who is the originator of the De-Light Menu is talks about it.

Why did you specialise in dietary cuisine?

Here at Sofitel Quiberon Diététique, the story of the hotel is intimately linked to the concept of diet and wellbeing and I decided to make it my speciality because I wanted to participate in creating the Quiberon Signature style, make our hotel stand out and design a concept dedicated to developing genuine Slimming Gastronomy. At the time the project was just beginning, and since then, 30 years later, every day, my team and I are just as enthusiastic about designing new slimming recipes. Our expert dietiticians and medical nutritionists keep a close eye on us to make sure our creations are always healthy, well-balanced and nutritious. So that our clients are not frustrated in any way, because above all we want them to experience Wellbeing & Pleasure.

What are the key elements in a De-light balanced menu?

A balanced food intake is about eating all kinds of food, in reasonable quantities and limiting the fat content and sugar. After that it's a question of playing around, experimenting and being creative, using all kinds of products and blending different flavours. We want to awaken the senses and allow our clients to enjoy the present, without being frustrated in any way. Our objective is to refine and enhance the flavours by focusing on seasonal fruits and vegetables.

At Quiberon, our culinary creations are inspired by the local culture of Brittany top quality seafood produce with proven health benefits: protein intake is guaranteed by the fish, which is a subtle product to use that offers all kinds of creative options, with a blend of spices and herbs, and a touch of seaweed to add punch to an attractive and tasty dish.

How do you succeed in combining diet cuisine and gourmet pleasure?

There are no taboos at Sofitel Quiberon Diététique, the client takes his time and does what he likes, he's completely at home on a quest for total Wellbeing. This Wellbeing is



The French Chef Patrick Jarno

linked to our delicious sensual cuisine. Take our Strawberry Melba for example, a dessert with stacks of taste and very few calories : local French gariguettes strawberries a drizzle of honey, soft outside, crunchy inside, a strawberry sorbet and egg-whites whipped into cloudy peaks of meringue - total Gourmet pleasure!

You train Sofitel chefs from all over the world in De-light cuisine. How can this concept be adapted to other cultures and countries?

Dietary Cuisine is not incompatible with World Cuisine, it should be about mutual

enrichment. The Chefs who come to train at Sofitel Quiberon Diététique learn the Golden Rules of Diet Cuisine: balance the nutritional content and replace fat using the different possibilities available from local produce. From then on, anything is possible, the Chef can express his culinary talent to the full!

2013: De-Light Launch in ASPAC

Sofitel De-Light dining is being rolled out at 38 hotels across Asia Pacific, including key cities such as Sofitel So Bangkok, Sofitel Mumbai BKC, Manila, Sydney, Auckland, Shanghai Hyland, Beijing and Macau and Sofitel Legend Metropole Hanoi.



MAGNIFIQUE EVENTS 2013



*Sofitel Bangkok Sukhumvit
BBB Forever Art Exhibition*



*Sofitel Casablanca Tour Blanche
Fashion Show Emilio Pucci*



*Sofitel Shanghai Hyland
De-Light Menu Concept*



*Sofitel London Saint James
Stars Food & Art*



*Sofitel Buenos Aires Arroyo
Art Exhibition*



*Sofitel Montevideo Casino
Carrasco and Spa Opening*



*Sofitel Montreal Le Carré Doré
Vietnamese Week*



*Sofitel Munich Bayerpost
Limelight exhibition with French photo-
grapher Jean-Marie Périer*



*Sofitel Brussels Europe
European Cooking Contest*



*Sofitel Rio Copacabana
Share the Love with Children Concert*



*Karl Lagerfeld and Bobby Hiranandani,
owner of Sofitel So Singapore*



*Sofitel New York
Elles by Gilles Bensimon*



*Sofitel Paris Arc de Triomphe
Bar Da Rosa Launch*



*Sofitel Queenstown Hotel and Spa
Les Clefs d'or International Conference*



*Sofitel Rome Villa Borghese
Angeli Exhibition*



*Sofitel Legend Metropole Hanoi
Venetian Night*

