



MEDIA RELEASE

For Immediate Release

Townhouse Hotel & Conference Centre joins SASSI

(Cape Town, 3 August 2011) The Townhouse Hotel & Conference Centre has joined the Southern African Sustainable Seafood Initiative (SASSI) in their plight to encourage South Africa's fishing industry to become more sustainable.

The Townhouse Hotel & Conference Centre, along with its sister properties the Vineyard Hotel & Spa and d'Ouwe Werf, is actively involved in various social responsibility projects and is constantly striving towards reducing its carbon footprint. "Joining SASSI makes good business sense and is in line with our code of ethics," says the hotel's General Manager, Jacqui Williams. "We are committed to the sustainability of our environment and becoming a SASSI participant is just another way we can contribute to this worthy cause."

An increasingly popular trend has seen more people choosing seafood as a healthy and natural protein alternative. The result is that seafood has become the most traded global food commodity in the world. Trend-setters of the culinary world have triggered an explosion in the popularity of formerly "exotic" and "fashionable" cuisine such as sushi. The impact of this trend is born out in a 2008 United Nations report which stated that 80% of the world fish stocks are over exploited and commercial fisheries globally are in a state of decline.

"It is the responsibility of restaurants, hotels and seafood suppliers to combine their efforts towards creating more sustainable fishing practices" explains Jacqui Williams, GM of the Townhouse Hotel & Conference Centre. "By becoming a SASSI participant, companies like ours can take advantage of the many benefits offered by sustainable seafood."

In September 2009 Townhouse Hotel & Conference Centre elected a green team under the chairmanship of the hotel's head chef, Stefan Schmidt. The green team represents all departments at the Townhouse Hotel and has been achieving great results in the areas of recycling, environmentally friendly campaigns, community projects and energy efficiency. Pro-active initiatives such as used cooking oil being recycled and converted to biofuel; as well as the sorting of all glass, plastic and electronic waste at source are implemented and monitored by the Townhouse Hotel Green team.

Stefan also recently initiated 'Meat Free Mondays' at Trees - Townhouse Hotel's in-house restaurant, by including vegetarian options in the menu. "We always have at least one vegetarian starter and main course available on our set menu in support of Meatless Mondays. Our staff meals on Mondays are always meatless." enthuses Stefan. "I would love to encourage more establishments to contribute in this way to sustainability within the tourism sector."

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MORE INFORMATION

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