

**Health Conscious Diners Can Now Find Flavorful Choices on the Menu**

**TORONTO, January 6, 2011** – Diners with specific dietary requests often have to forfeit flavor and choice for their health, but not at Fairmont Hotels & Resorts.  As of January 1, 2011, the luxury hotel brand now offers Lifestyle Cuisine Plus, a new menu available upon request catering to guests with specific diet-dependent conditions such as diabetes, heart disease and gluten free, as well as unique dietary preferences including, macrobiotic, raw and vegan diets.

Fairmont chefs have been trained to prepare a vast array of special dietary and allergy-specific meals and are equipped with Nutritionist Pro™ by Axxya Systems ([**www.axxya.com**](http://www.axxya.com)), cutting-edge recipe analysis software to help customize entrees and menus to fit with guests’ requests for caloric and nutritional requirements.  Utilizing nutrient-rich ingredients, clean cooking methods and local food products, diners at Fairmont, whether in a restaurant, bar, banquet or in- room, can be sure dishes are wholesome, balanced and full of taste.

A typical Fairmont Lifestyle Cuisine Plus menu includes a selection of appetizers, entrees and desserts to address diabetes, heart healthy, vegan, raw, macrobiotic and gluten-free diets and will contribute to guests’ well-being, vitality and energy. Guests with specific food allergies and sensitivities are invited to have a direct conversation with the chef in order to plan their food options during their stay.

While the same nutritional parameters guide Fairmont chefs across the globe, actual menu offerings reflect the distinctive style and unique food products of each destination.  A sampling includes Baked Tofu with Bean Noodles (gluten free – Fairmont Sonoma Mission Inn & Spa); Arame with Sunflower Seeds, Chives and Mustard (macrobiotic – Fairmont Beijing); Zucchini, Carrot, Portobello and Cashew Butter Pave (raw – Fairmont Mount Kenya Safari Club); Cornish Crab Cake and Marinated Cucumber & Grapefruit Salad with Homemade Aioli (gluten free - Fairmont Bab Al Bahr); Chilled Pea Soup with Tomato and Key West Shrimp (DASH and heart healthy - Fairmont Turnberry Isle); Free Range Chicken with Quinoa (DASH and heart healthy - Fairmont Olympic Hotel, Seattle); and Chocolate Ganache Flan (vegan - Fairmont Hotel Vancouver).

Fairmont Lifestyle Cuisine Plus is an extension of Fairmont Lifestyle Cuisine, which is targeted to the most common dietary requests found among guests, such as low-fat, vegetarian and low-carbohydrate concerns.  Complementing the new menus are Lifestyle beverages, offering five new varieties of Fairmont wellness teas, juices, shakes and more to quench thirst.

With the advancing age of the baby boomer generation and their keen interest in health, the increasing prevalence of illness and disease associated with high-fat and high-cholesterol foods, and the growing trend towards clean and green, guests are more concerned with healthy eating choices than ever before.  Fairmont asks, “Why stop eating well just because you’re on the road?”

And health and wellness does not stop at the kitchen.  Guests seeking a sanctuary to relax, have fun and find renewed energy need look no further than Willow Stream and Fairmont Spas.  Travelers can also enjoy a variety of activities in every season – golf, skiing, hiking, boating and myriad other experiences to stay healthy and invigorated.

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***ABOUT FAIRMONT HOTELS & RESORTS***Located in world-class destinations around the globe, Fairmont Hotels & Resorts is a celebrated collection of hotels that includes landmark locations like London’s The Savoy, New York’s The Plaza, and Shanghai’s Fairmont Peace Hotel. With more than 60 hotels, Fairmont is known as much for its warm, engaging service and culturally rich experiences, as its classic hotels that imbue a sense of heritage, sophistication and social importance and are often considered destinations in their own right. A community and environmental leader, Fairmont is also regarded for its responsible tourism practices and award-winning Green Partnership program. Fairmont is owned by FRHI Holdings Limited, a leading global hotel company with over 100 hotels under the Fairmont, Raffles, and Swissôtel brands. The company also manages Fairmont and Raffles branded estates and luxury private residence club properties.