



MEDIA RELEASE
1 OCTOBER 2020

OVOLO LAUNCH 'YEAR OF THE VEG' GLOBALLY

The world changes, and Ovolo evolves. The first hotel group in the world to go vegetarian.

Ovolo Hotels announces today, on World Vegetarian Day, that all restaurants and bars across Australia and Hong Kong will go vegetarian for 365 days. The designer hotel collection makes a confident leap to greener grass as the first hotel group to make such a commitment globally.

Ovolo's Australian venues that will go vegetarian for a full year include Monster Kitchen & Bar at Ovolo Nishi in Canberra, ZA ZA TA at Ovolo The Valley in Brisbane and Mister Percy at Ovolo 1888 Darling Harbour in Sydney. Alibi Bar & Kitchen at Ovolo Woolloomooloo, Australia and New Zealand's first vegan hotel restaurant, will remain with global plant-based pioneer, Matthew Kenny as Creative Culinary Partner. In vein of collaborating with industry-leaders, Monster Kitchen & Bar welcomes Paul Wilson (previously of Geranium in Denmark and Orpheus Island on the Great Barrier Reef), with Executive Chef Roy Ner (previously from Nour and Lilah in Sydney) at the helm of the ZA ZA TA kitchen.

Ovolo Group's Founder and CEO, Girish Jhunjhnuwala says of the bold initiative, "Dining out and enjoying tasty food and wine with great company is one of life's simplest pleasures. Good times and good intentions is how we're evolving. We want to be conscious about what we are consuming and practice environmental sustainability as best as we can, as this leads to a larger impact on humanity, not just the environment."

With a rise in consumer interest and understanding of the benefits aligned with plant-based and vegetarian cuisine, this change embodies Ovolo's philosophy of connecting with its customers' wants. Guests and diners will be able to nourish their bodies and feed their souls at Ovolo's unique kitchen and bar concepts, inspired by fresh and locally sourced produce, ethical eating, and conscious cuisine. Alongside, seasonal cocktails and wines sourced from some of Australia's most progressive producers will also feature.

Monster Kitchen & Bar's new Executive Chef, Paul Wilson, will incorporate his previous experiences and techniques to showcase vegetables through a refined menu offering. Fermenting and pickling will feature prominently across the menu, and Wilson will also introduce a kitchen garden where he and his team will grow produce.

Israeli born chef, Roy Ner, has evolved his menu at ZA ZA TA to further reference and celebrate the food of Tel Aviv, fondly known as the vegan capital of the world. Guests will be taken on a journey of the Middle East, experiencing all the spices, vegetables, and textures of the Levantine melting pot.

Mister Percy will shift to being a vegetarian Italian wine bar, fusing knowledge of a traditional Italian cucina and the best of seasonal produce to serve up daily house made pastas and antipasti. The offerings ally perfectly to a thoughtful collection of boutique and local wines by the glass, quartino, or bottle.

In 2018, Alibi Bar & Kitchen was the country's first 100% plant-based venue to open, showcasing only plant-based cuisine in collaboration with U.S. based celebrity chef and plant-based pioneer, Matthew Kenney. Alibi brings Kenney's distinct food philosophy and style to the plate. A combination of classical and innovative cooking techniques gives locally sourced plant-based ingredients a creative makeover, with smoking, fermentation, and molecular techniques all featured.

As well as going vegetarian across their restaurants, Ovolo will continue to incorporate sustainable and ethical practises where possible.

Committed to continuously finding ways to further reduce their environmental footprint, this launch comes off the back of several eco-friendly initiatives already implemented by the hotel collection in the past year. This is inclusive of a bold move away from single use bathroom amenity plastics, all OMG Amenities being designed in a sustainable manner, and making use of re-fillable, tamper-free pump bottles which are HDPE recyclable. In addition to this, Ovolo were early adaptors of removing plastic straws, introducing reusable woven bags for slippers, and the use of biodegradable materials in laundry bags and packaging.

All venues will offer vegetarian menus from Thursday 1 October, in line with World Vegetarian Day.

Monster Kitchen & Bar

Open for dinner, Thursday to Saturday

Visit for all bookings – monsterkitchen.com.au

ZA ZA TA Bar & Kitchen

Open for dinner, Thursday to Saturday

Visit for all bookings – zazata.com.au

Mister Percy

Open for dinner, Wednesday to Saturday

Visit for all bookings – misterpercy.com.au

Alibi Bar & Kitchen

Open for dinner, Thursday to Saturday

Visit for all bookings – alibibar.com.au

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Please direct all media enquiries to The Cru – Brand Specialists.

Sophie Foster – sophie@thecrumedia.com

The 'Year of the Veg' does not include Conferencing & Events across Ovolo Hotels to give guests freedom for their unique celebrations, or the By Ovolo Collective hotels as they are distinctive, individual concepts.

Press Images:

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About Ovolo Group:

The Ovolo Group was founded by entrepreneur Girish Jhunjhnuwala and first entered the real estate market in 2002; then further expanded into the hotel industry in 2010. Ovolo Hotels quickly became one of Hong Kong

and Australia's most dynamic independent owner operated hospitality firms by providing guests with the best in effortless living across hotels and food and beverage outlets.

A collection of contemporary hotels that keep you connected to the little luxuries you love, all effortlessly included. The company prides itself on being in touch with the modern traveller through award-winning interior designs, detail-driven comforts, complimentary value-added services like the mini bar, breakfast, Wi-Fi, and more, and cutting-edge technology - all done in signature Ovolo style. At the 2019 HM Awards, Ovolo Hotels were acknowledged for Hotel and Accommodation Excellence, receiving the accolade "Hotel Brand of the Year".

A proud Hong Kong brand, Ovolo Group remains a family-owned and privately-operated business operating four hotels and three restaurants in Hong Kong, and seven hotels and five restaurants across Australia in Sydney, Melbourne, Canberra and Brisbane. Ovolo is also developing a new hotel in Melbourne, Australia (South Yarra).

Ovolo also has the By Ovolo Collective within its portfolio of hotels, a distinctive collection of four hotels each one unique, each one special, the more guests explore, the more they'll find. These include Nishi Apartments in Canberra Australia, Mojo Nomad Aberdeen Harbour in Hong Kong, The Sheung Wan Hong Kong, and Mamaka Kuta Beach Bali Indonesia launching late 2020.