



MEDIATE RELEASE
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GLOBAL HOTEL GROUP OVOLO HOTELS WINS PRAISE FOR COMMITTING TO A CAGE-FREE EGG POLICY

Hong Kong-based chain joins growing list of hotels moving to cage-free eggs

[February 2021] Ovolo Hotels, an independent Hong Kong-based hospitality company with over 10 hotels across Hong Kong and Australia, has made a commitment to purchase only cage-free and free-range eggs for its hotels. The switch will be completed by the end of March. Beyond March, Ovolo will aim to use 100% cage-free eggs, which means taking into consideration the types of eggs being used in externally sourced products.

“As a continuation of our commitment to sustainable sourcing and being both eco and health conscious, Ovolo Hotels is committing to purchasing only cage-free eggs. This is yet another step in the right direction and falls perfectly in line with our goals for our Year of the Veg initiative. As we move forward, we will continue to strive for ways to improve and make decisions that contribute a real and positive impact on the world,” said Juan Gimenez, Ovolo Hotel’s F&B Manager.

Leading global and local animal protection organizations, including the Hong Kong Society for the Prevention of Cruelty to Animals, encourage a switch to cage-free eggs, which are less cruel to animals and safer for consumers. On caged egg farms, each egg-laying hen is confined for nearly her entire life in a cage so small she can barely turn around. Over two million eggs from caged hens have been recalled in Hong Kong in recent years due to potential salmonella contamination.

“We applaud Ovolo Hotels' leadership on this important animal welfare and food safety issue,” said Lily Tse, Program Manager for Lever Foundation, an international non-governmental organization that assisted Ovolo Hotels in making the switch. “The vast majority of leading hotels across Asia, Europe,



North America, and South America have pledged to purchase only cage-free eggs; we commend Ovolo Hotels for committing to a cage-free policy for all eggs it purchases across its growing international footprint, and for carrying out the switch so quickly.”

Food Made Good HK, a food service consultancy that supports the F&B sector in Hong Kong, has worked with Ovolo Hotels to operate more sustainably. “Congratulations to Ovolo Hotels for committing to procuring eggs exclusively from cage-free sources. It's an important commitment and we applaud this hotel group for taking a leading stance on animal welfare and communicating this to their consumers,” said Heidi Spurrell, Founder of Food Made Good. “At Food Made Good our research indicates that 89% of consumers are looking for foodservice operators to serve dishes from sustainably sourced ingredients, so there is huge consumer appetite for change in the sector. Along with Ovolo and many other businesses in Hong Kong, we are supporting the industry on the shift to cage free eggs as part of wider sustainability strategies through the Food Made Good Programme.”

Ovolo Hotels joins dozens of other leading global hospitality brands, including Langham, Mandarin Oriental, Peninsula, Four Seasons, Marriott, Hyatt, Wyndham, InterContinental and others who have also committed to purchasing only cage-free eggs.

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For further information, please contact:

Stephen Howard

Group Director of Marketing, Ovolo Group

T: +61 2 9331 9068

E: stephen.howard@ovologroup.com

Victoria Ko

Senior Communications Executive, Ovolo Group HK

T: +852 2165 1032

E: victoria.ko@ovologroup.com

About Ovolo Group:

The Ovolo Group was founded by entrepreneur Girish Jhunjnuwala 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.



The Ovolo Group is 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 and breakfast, with cutting-edge technology. Ovolo Hotels have been acknowledged for Hotel and Accommodation Excellence, receiving the accolade “Hotel Brand of the Year”, at the 2019 and 2020 HM Awards.

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. A new hotel is being developed in Melbourne, Australia, Ovolo 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 Q1 2021.