



MEDIA RELEASE
22 March 2021

OVOLO JOIN FORCES WITH REFORESTATION PROJECT, FOREST SMOOTHIE

- Continuing Ovolo's commitment to conscious cuisine and ethical eating in the Year of The Veg -

This year on International Day of Forests, Sunday 21 March 2021, designer hotel collection, Ovolo, announced their partnership with the world's first reforestation project for the food and beverage industry, Forest Smoothie. Ovolo are committed as the organisation's first hotel partner, in addition to the first venues across Australia and Hong Kong, to join Forest Smoothie in helping people turn their everyday choices into positive change for the planet.

As reported by the United Nations, the world loses 10 million hectares of forest each year. This is approximately the size of Iceland, and accounts for 12-20% of global greenhouse gas emissions currently contributing to climate change. Celebrating the natural world, this commitment is continued from Ovolo's Year Of The Veg initiative. From 1 October 2020, all Ovolo bars and kitchens globally committed to going vegetarian for one year as an effort to support conscious cuisine and ethical eating. This partnership will see one tree-planted for each smoothie sold.

From 21 March 2021, Ovolo's restaurants across Australia and Hong Kong will be serving up blends of locally sourced and sustainable produce, tailor created to each venue's unique offering, available for \$12.50. Born in Hong Kong and grown up in Australia, this project is at the heart of Ovolo.

A generous 50% of profits made from each flavour, nutrition and purpose-packed Forest Smoothie sold, will be donated to plant and protect trees. In addition to this, donations will support local developing communities, as this initiative seeks to combat the climate and biodiversity crisis, contributing to the health of future generations.

Head to the Forest Smoothie's [website](#) for more information on the work and purpose of the world's first reforestation project for the food and beverage industry, Forest Smoothie.

See more details on International Day of Forests [here](#).

OVOLO HOTELS' FOREST SMOOTHIES

Alibi Bar & Kitchen

Ovolo Woolloomooloo

Peach, banana, avocado, kale, spinach, parsley, cucumber, celery, spirulina and oat milk.

Kommune

Ovolo Southside

Peruvian camu camu powder, banana, earthy beets and sweet berries.

Monster Kitchen and Bar

Ovolo Nishi

Avocado, Medjool dates, spinach, black chia seeds, honey, granny smith apple, cucumber and coconut.

VEDA

Ovolo Central

Turmeric, ginger, pineapple and oatly milk.

ZA ZA TA Bar & Kitchen

Ovolo The Valley

Fresh mint, goat milk, pineapple juice, date syrup, Lebanese cucumbers, fresh lemon and sumac.

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Images [HERE](#).

Ovolo Hotels press materials [HERE](#).

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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.