Beat: Lifestyle

HOTELS & PREFERENCES Is Launching NEW BRAND "KITCHEN GENERATION"

CELEBRATING 20Th ANNIVERSARY

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USPA NEWS - For 20 Years, Hotels & Preference has been a Voluntary Upscale Hotel Chain, with more than 10,500 Rooms across 19 Countries spread among 150 Chic and Authentic Establishments rigorously selected for their Premium Services.

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Number 1 in France with 8,500 Rooms in the 4 & 5-Star Independent Hotel Segment, Hotels & Preference offers the Privilege of a Wide Choice of Accommodation with a Majority of its Hotels in France, but also Around the World.

The Founders are:
* Yannick Gavelle, Co-Founder & CEO Of Hôtels & Préférence
* Nicolas Dubois - General Manager of TemptingPlaces & Deputy General Manager of Hôtels & Préférence , Partner Kitchen Génération

- 6 Categories corresponding to Different Experiences
Demeure - Palace - Boutique - Resort - Luxury - Business

* Charming Residence
* Internationally Renowned Palace
* Design Boutique Hotel
* Wellness Stay in a Resort
* Luxury Establishment
* Business Hotel

In October 2017 Hotels & Preference was acquired by the Louvre Hotels Group, owned by Jin Jiang International, the World's 2nd Largest Hotel Group and the Leader in Tourism in China.

Early 2018, Hotels & Preference completed its Offer with the Acquisition of TemptingPlaces, a Collection of the Most Beautiful Boutique-Hotels in the World, a promise of Quality and Singularity offering Unique and Exclusive Experiences.

In Summary:

- 2000: Hotels & Preference is launched
- 2005: Opening of an Office in the USA
- 2006: Hotels & Preference is Awarded the "Gazelle Award" presented by Dominique de Villepin, Former French Prime Minister
- 2012: Shanghai welcomes its Hotels & Preference
- 2017: Louvre group - Jing Jang International
- 2018: Acquisition of the label TemptingPlaces
- 2020: 20th Anniversary of Hotels & Preference

Since 1976 and its Creation by the Taittinger Family, Louvre Hotels Group has experienced Constant Growth. French, the Company has gradually turned to the International Market; as in 2009, when it married Golden Tulip Hospitality and its Large Portfolio of Hotels around the World. The takeover in 2015 by Jin Jiang International, a Leader in Chinese Tourism and, more recently, the Addition of the Indian Group Sarovar to the Brand Portfolio, have been a turning point in their Development. Today, they are part of Jin Jiang International, the 2nd Hotel Group in the World, and to be the 2nd European Group: Louvre Hotels Group has a Network operating more than 1,600 Hotels, from 1 to 5 stars, in 60 Countries around the World.

The Chain "Hôtels & Préférence" has just launched the Kitchen Generation Label to promote Talented Young French and International Chefs. The Aim was mainly to Highlight Talented Young Chefs. In meetings with the Big Names in Gastronomy, these Young Chefs can sometimes not find their Place. Also, to provide Additional Marketing, Communication, via Gift Boxes, Recruitment Assistance, a Media Service... and finally, that Young Chefs want to work Together.

It is destinated to Young Chefs in Hotels but also those in Restaurants Without Accommodation.
First Recipients:
* Julien Montassié from the Restaurant La Coopérative (Domaine Riberach in the Pyrénées-Orientales)
* Eric Prowalski from the Restaurant La Rotonde (Les Trésoms in Annecy)
* Thomas Besnault from the Ardent-Restaurant (Loire Valley Lodge in Indre- et-Loire)
* Mallory Gabsi (with his Eponymous Restaurant, in Paris)

A “Louis XIV Grand Siècle” Costume Party around Champagnes was organized by
* Yannick Gavelle, Co-Founder & CEO Of Hôtels & Préférence
* Nicolas Dubois - General Manager of TemptingPlaces & Deputy General Manager of Hôtels & Préférence , Partner Kitchen Génération
in Partnership with the Magazine Luxus+:

Before the Party, was organized a Round Table “The New Face Of Gastronomy” with as Guests:

* Philippe Faure-Brac, Best Sommelier of the World in 1992 and President of the French Sommellerie Union
* Antoine Bidan, Director of the Hôtel de Pourtalès in Paris
* Private Chef Gaston Savina,
* Christelle Taillardat, Director of the Aube Departmental Tourism Committee
* Female Youtuber The French Way.
* Animated by Claire Domergue (Director of publication Luxus+)

For the “Louis XIV Grand Siècle” Costume Party ":
* Selection of the Best Champagnes from the Côte Des Bar
* The dishes to Accompany the Champagnes imagined by the Starred Chef Thierry Marx, Master of the Place
* The Guests: Chefs, Sommeliers, Directors of establishments, Prestigious Fashion and Watchmaking Companies, Journalists.

Source: Festive Evening after Round Table “The New Face Of Gastronomy”
@ Le Pavillon Élysée Té (10 Av. des Champs-Élysées, 75008 Paris)
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