



# Kalimera .....

**Newsletter of the Cyprus Breakfast Programme**

**March 2015**

[www.cyprusbreakfast.eu](http://www.cyprusbreakfast.eu)

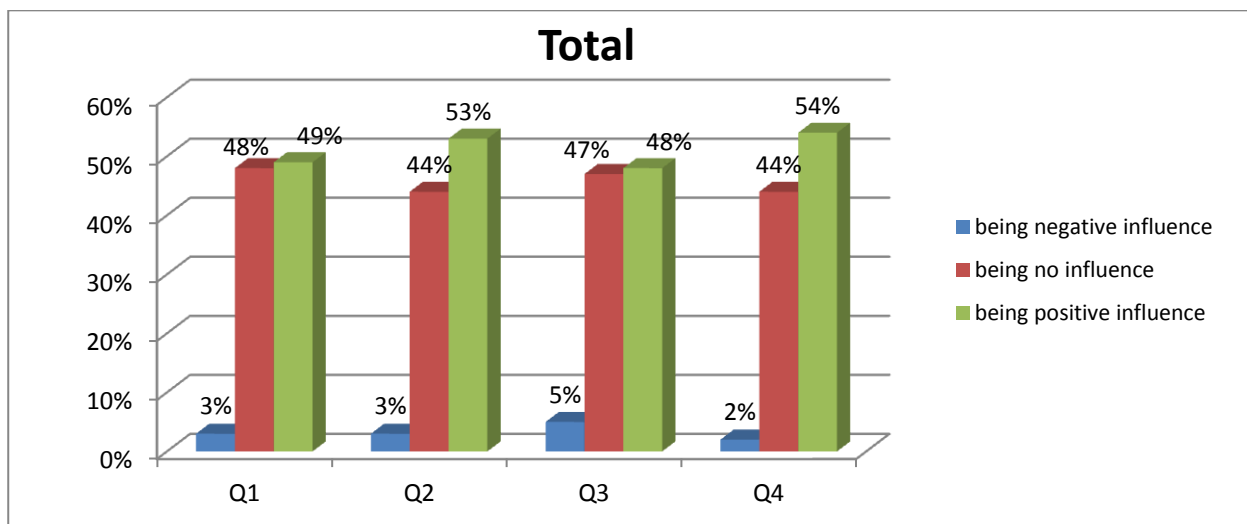
## ***Islandwide extension of the Programme in 2015***

The Cyprus Destination Partnership, a strategic alliance between the Cyprus Tourism Organisation, the Travel Foundation (UK) and the Cyprus Sustainable Tourism Initiative (CSTI), have taken the decisive step to continue the Cyprus Breakfast Programme in 2015, extending it to the whole of Cyprus.

The Programme had a successful launch in 2014 with a pilot implementation in a small number of hotels at the Pafos and Polis regions.

In order to evaluate, in a quantitative manner, the customer appreciation of the CyB and the authentic gastronomy issues associated with it, the CyB team carried out a small survey at several of the hotels participating in the CyB programme. The responses indicate a strong positive impact of the Cyprus Breakfast programme on the customer satisfaction and could be seen as a proof of the potential success of the programme, provided it is implemented in a professional manner and all parameters, including the food quality, product authenticity, presentation and information are in place.

More details of the Programme extension plans will be provided in the next edition of our Newsletter.



**Q1: To what extent has the Cyprus breakfast offer influenced your experience during your stay?**

**Q2: To what extent will the Cyprus breakfast offer influenced your decision to return to this hotel?**

**Q3: What extent would the offer of the Cyprus breakfast influence your decision to recommend this hotel to a friend?**

**Q4: What extent would the Cyprus breakfast encourage you to seek out authentic food experienced outside the hotel?**





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## ***Food Styling by the Cyprus Breakfast Team***

The Food Styling Project, aiming to support the Cyprus Breakfast Programme has been displayed at the CSTI Annual General Meeting on 17/10/2014. Gastronomy expert and 'Cyprus Breakfast' team consultant, Florentia Kythreotou gave a sample of her work on food styling for the Cyprus Breakfast in an effort to promote the art of food presentation at the hotel breakfast buffets. A food Styling Manual for hoteliers is posted on our website.



## ***Short videos on how to prepare Cyprus specialities***

A series of short videos has been produced in order to help tourists who wish to prepare some of the authentic recipes on offer at the Cyprus Breakfast buffets. The videos give in simple and clear steps, the recipe preparation for some authentic Cypriot dishes. We hope that the series will gradually be enriched and extended with the contribution of hoteliers and chefs who wish to train customers in preparing simple breakfast dishes from Cyprus at home.

## ***Louis Group prepares to join the 'Cyprus Breakfast' programme in 2015 with all its Cyprus hotels***

In the pilot phase of the 'Cyprus Breakfast', Louis Hotels had joined the programme with three hotels. Since then, hotel staff and management have shown a great enthusiasm about the concept and the authentic character it gives to their breakfast buffets. The managers of the three participating hotels have been quite creative in designing and decorating their Cyprus Breakfast buffets.



Management at the Operations Department is now spreading the enthusiasm around all Louis Hotels, urging them to take up the Cyprus Breakfast concept. The Cyprus Breakfast concept falls within their strategy for





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achieving both sustainable practises and offering authentic experience to their customers. The critical factor for success however, rests with management's dedication to quality and care to present a Cyprus Breakfast in an attractive and authentic manner, paring food and materials in a unique way.

The team of executive chefs at Louis headquarters is now working hard to present new recipes with Cyprus products and present existing dishes with a twist of authenticity. In the next two months service staff at Louis Hotels will

go through the Cyprus Breakfast training on «The value of the Cypriot authentic gastronomy». The full launch of the Cyprus Breakfast at Louis Hotels is expected to take place in April 2015.

## ***Interviewing the travel industry***

***With Antje Papageorgiou***

***Senior Manager at Aeolos Travel***

From the Travel Industry's point of view, the Cyprus Breakfast initiative could support the Tourism industry in two distinct ways. Firstly, it is an important element of the authenticity concept, a key ingredient of the unique selling proposition that should drive the industry in the years ahead. Secondly, it may well fit with the sustainability criteria, supported and implemented by the Cypriot hotel industry.

Besides its authentic character, the Cyprus Breakfast Programme should also aim to create an appreciation for the nutritional value of the Cypriot kitchen which closely resembles the well respected Mediterranean diet. It is a proven fact that today's upmarket customers, especially from Western Europe, are quite health conscious. A Cyprus Breakfast that can combine the healthy attribute of products with adequate historical information on the traditional and authentic character can have a

decisive role in improving the authenticity concept of Cypriot hotels. I believe though that the Cyprus Breakfast should somehow play a key role in promoting the interactive needs of tourists, related to the Cypriot gastronomy such as cooking workshops and related outdoor activities.

I would also suggest that the Cyprus Breakfast can find ways to mix the authenticity aspect with sustainability issues linked to the locality aspect, which is purchasing from and supporting the local producers and the local communities.

I need to stress that attracting upmarket European tourists should definitely be based on giving them something extra, worth the extra cost of paying to visit Cyprus. The authentic character of the local gastronomy linked to a great degree with the sustainability criteria that hotels should be implementing, is a positive way towards the creation of a needed competitive advantage that will drive the tourism industry in the years ahead.





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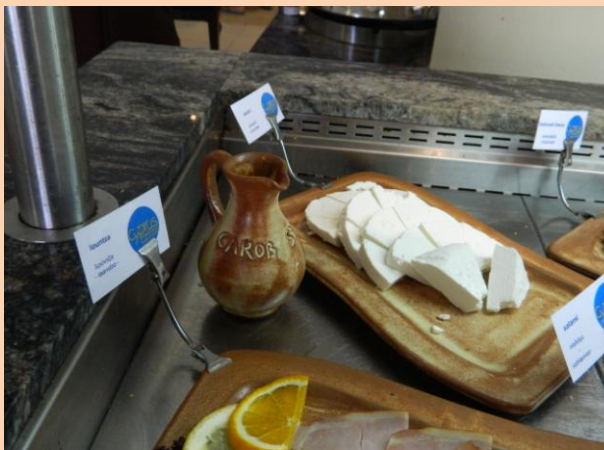
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Capital Coast Hotel: Local herbs for a Cyprus Breakfast welcome



Natura Hotel: Cyprus Breakfast is explicitly branded at the hotel buffet through the logo



Louis Ledra Hotel, pairs carob syrup with anari cheese, an authentic combination of the Cyprus Breakfast



Sentido Cypria Bay Hotel: Proud chief chef, Sotiris Odysseos, stands by his Cyprus Breakfast corner



For information about the Cyprus Breakfast Programme, please contact the Administrator at [info@cyprusbreakfast.eu](mailto:info@cyprusbreakfast.eu)

