

IS THAT HOTEL CHEATING YOU ?

This is the second in the series of special TARGET reports, examining 11 major hotels of the Hongkong Special Administrative Region (HKSAR) of the People's Republic of China (PRC).

This report is aimed at determining whether or not the territory is losing, or has lost, its reputation as one of the finest places in the world to enjoy superlative European cuisine.

The hotels surveyed, in alphabetical order and not in any order of merit, were:

**Conrad International Hongkong
Grand Hyatt Hongkong
Hotel Inter-Continental Hongkong
Hyatt Regency Hongkong
Island Shangri-La Hotel
Kowloon Shangri-La Hotel
JW Marriott Hotel Hongkong
Mandarin Oriental Hotel
The Peninsula Hotel
The Ritz Carlton Hongkong
Sheraton Hongkong Hotel and Towers**

Cost control has become more and more important in respect of the operations of the food outlets at major, 5-star hotels of the Hongkong Special Administrative Region (HKSAR) of the People's Republic of China (PRC).

Tights controls have come to mean the difference between turning a profit and suffering a loss.

But, such a Management determination has, also, come to mean a lowering of the standards of European cuisine, generally.

It was not that long ago that food outlets at major, HKSAR hotels did not overly have to worry about food costs and the salaries of imported, top-notch European chefs because the volume of business was such that the necessary expenditures of this nature were insignificant, compared with the premium that a hotel's outlet could charge a customer, who could well afford to pay the highest prices to sample among the best cuisines in the world.

The much-publicised experiences of European tourists and local millionaires/billionaires, in days gone by, filled pages of international magazines with their praises.

But, that was yesteryear.

Today, one expects, only, to read powder-puff reports of HKSAR food outlets, claiming to serve excellent European food, or to read hotel Press Releases, dressed up to look as though the medium were reporting,

objectively.

In days of yore, some of the best chefs in the world, termed 'guest chefs', would be brought to the HKSAR in a food extravaganzas, aimed, not at paying the fare for these imported and well-respected experts, but in promoting a specific food outlet at a 5-star hotel for the future reference of those lucky patrons, who could afford the cost of a meal, prepared by a chef, who had spent his entire life, learning the art of preparation and presentation of European food.

Times have changed since 1997, however, and, today, not one of the 5-star hotels in the territory would dare to import a new expert to help in the kitchen of a specific hotel – because it does not appear to make any economic sense, according to many of the hotels, surveyed by TARGET.

That is not to suggest that the main, 5-star hotels in the HKSAR are not serving better-than-average European cuisine, but it is safe to state that the HKSAR can no longer compete with the major capitals of Europe with regard to ... [CLICK TO ORDER FULL ARTICLE](#)

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