



THE LANGHAM
Boston

FOR IMMEDIATE RELEASE

CONTACT:

Julie Shamrock
Communications Manager
Julie.Shamrock@langhamhotels.com
617.422.5137

HSMAI Recognizes The Langham, Boston's Pregnancy Menu with a Gold Award at the 18th Annual Adrian Awards Gala

BOSTON— FEBRUARY 12, 2008— The Hospitality Sales & Marketing Association International (HSMAI) recognized The Langham, Boston with a gold award for marketing – consumer excellence for its winning entry in the annual Adrian Awards competition.

HSMAI paid tribute to The Langham, Boston during the 18th annual HSMAI Adrian Awards Show for its pregnancy menu in Café Fleuri restaurant. Mark Sapienza, executive chef, created the pregnancy menu to satisfy distinctive cravings and offer pregnant women an entirely nutritious menu selection of items to choose from. Dining in restaurants can be difficult because of the dietary restrictions during this important nine months. The pregnancy menu offers appetizers listed under first trimester, entrees under second trimester and desserts under third trimester.

He created a safe version of a normally forbidden dish, the Caesar salad, and included other healthy favorites such the preggy pizza with mozzarella, grilled chicken and asparagus which provides calcium and folic acid. Each item on the menu lists the key vitamins and minerals found in each dish.

-more-

Sapienza realized there was a lack of restaurants in Boston offering nourishing and appealing dishes to pregnant woman. “The food we offer includes the proper vitamins that are essential for pregnant women. From the vitamin C in the fruits to Omega-3 in the salmon, we created dishes that are not just healthy for the mom, but for the baby as well.”

This year’s Adrian Awards attracted more than 1,300 entries from around the world, with entries judged by teams of experts from all sectors of the industry.

About The Langham Hotel Boston:

This elegant property, once the Federal Reserve Bank, is a national architectural landmark. An ideal downtown location, the hotel offers a unique blend of historic charm and urban sophistication next to the finest shopping and attractions including: Faneuil Hall, Boston Common, the Freedom Trail, the Theater District and the waterfront. The hotel’s award-winning restaurant, Café Fleuri, offers a brasserie-style restaurant enhanced by lofty atrium ceilings. The hotel is a member of The Leading Hotels of the World and has won AAA’s Four-Diamond award. For information on The Langham, Boston, please visit: <http://boston.langhamhotels.com>

About Langham:

Langham has a legendary hotel heritage dating back to 1865 when The Langham, London originally opened as Europe’s first Grand Hotel. For over 140 years, this flagship hotel has been at the forefront of sophisticated and gracious hospitality. Today, all Langham Hotels worldwide inherit the same philosophy that reflects elegance, continuous innovation and genuine hospitality creating a truly unique hotel experience

About Langham Hotels International:

Langham Hotels International is the subsidiary of the Hong Kong-based Great Eagle Holdings, spearheaded by Dr. KS Lo, who is also the Chairman and Managing Director of Great Eagle Holdings. Spanning four continents, the group currently features 12 properties either open or under construction, with over 5,000 rooms in 11 cities, namely, Auckland, Beijing, Boston, Chang Chun, Hong Kong, Koh Lanta, London, Melbourne, Pasadena, Shanghai and Toronto.

About HSMAI:

HSMAI is an organization of sales and marketing professionals representing all segments of the hospitality industry. With a strong focus on education, HSMAI has become the industry champion in identifying and communicating trends in the hospitality industry, and bringing together customers and members at annual events. Founded in 1927m HSMAI is an individual membership organization comprising more than 7,000 members worldwide with 40 chapters in the Americas Region. For more information, please visit the Web site at www.hsmmai.org.

###