

SPOTLIGHT ON BEALES



The first of our Times Magazine spotlight features on members of the Hertfordshire Hoteliers Association, a group set up in 2007 to increase awareness of the range of places to stay in the county and highlight its attraction as a place to visit. It is also out to maximise Hertfordshire's appeal for people looking for accommodation somewhere other than London when heading for the 2012 Olympic and Paralympic Games.

The association's latest campaign focuses on the wide variety of food and drink available at member hotels.

HHA chairman Jon Kett-Reynolds said: "In other countries, especially France, people recognise that some of the best food at reasonable prices is to be found in local hotels.

"That's a message we now want to get across in Hertfordshire."

Among HHA members embracing this philosophy is Beales Hotel at Comer Way, Hatfield, opposite the Galleria.

At its Outsidein Restaurant, group managing director Andrew Beale, general manager Chris Hall and head chef Diego Granada are all particularly enthusiastic about the property's approach, which is closely allied to a belief in "going local".

"We are passionate believers in supporting the local area."

Mr Beale said the hotel produced a special booklet detailing its suppliers and the food miles involved in produce reaching chef Granada's kitchens.

In the introduction, he says: "At Beales Hotels, we try to source our food locally where possible, as befits a company that has been present in the area for eight generations and whose family has links in Hertfordshire back to the 15th century.

"We are passionate believers in supporting the local area."



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