

Winner to receive a trip to any Hyatt hotel in the U.S. and winning dish to be featured on Hyatt's newly enhanced For Kids, By Kids menu

CHICAGO (June 24, 2013) – With its youngest guests in mind and summer travel officially underway, Hyatt announced today the launch of its “**For Kids, By Kids Family Cook-Off**” recipe contest. The contest, along with the release of new and kid-approved menu items, kicks-off the second year of Hyatt’s **For Kids, By Kids** initiative and furthers this industry-leading commitment to delivering healthier options for kids while they are traveling. The “**For Kids, By Kids Family Cook-Off**” invites families to create and share a healthy breakfast recipe, along with a photo via Facebook, for a chance to win a vacation and a place on Hyatt’s **For Kids, By Kids** menu.

A Year In Review

During its first year in service, Hyatt’s For Kids, By Kids menu was successful in helping kids expand their palates, with approximately 75 percent of sales coming from items off the new menu. Popular items from the menu included Alice Waters’ organic chicken, grilled petite natural steak, and whole wheat pancakes.

The **For Kids, By Kids** menu provides more fun, fresh and flavorful food offerings for the nearly three million child guests that Hyatt serves annually. The menu is a part of Hyatt’s industry-leading philosophy *Food. Thoughtfully Sourced. Carefully Served.* – promoting healthy people, a healthy planet and healthy communities. All items on the **For Kids, By Kids** menu illustrate Hyatt’s commitment to Partnership for a Healthier America (PHA), which holds Hyatt accountable to continuously improving the nutritional profile of food menus at full-service Hyatt properties across the U.S. over the next 10 years.

Feedback after the first year also revealed that parents have enjoyed exposing their children to new and exciting flavors, but that they wanted to see even more options on the menu, including childhood favorites with a healthy twist.

“Our journey with the For Kids, By Kids menu has been eye-opening and has uncovered some critical insights about the way kids want to interact with their food, as well as the level of sophistication in their young palates,” said Susan Santiago, Vice President of Food and Beverage for Hyatt Hotels & Resorts. “We’re pleased to see how positive reactions have been to For Kids, By Kids, but we’re not stopping there. We are committed to making this menu the very best it can be for families, which is why we’re making changes directly based on our research and customer feedback. We think the new menu items will only further our goal of making healthy and fun foods the easy and favorable choice for our youngest guests.”

For Kids by Kids Enhancements

All items on the **For Kids, By Kids** menu were created hand-in-hand with Hyatt’s food and beverage team and 12 year-old chef, Haile Thomas, who has cooked for First Lady Michelle Obama and was integral in the conception and testing of dishes on the menu. Select new additions to the **For Kids, By Kids** menu include:

- **Breakfast:** Scrambled eggs and chicken sausage served with toast and a fruit skewer
- **Lunch:** Organic turkey burger with fresh fruit and house made ketchup; crunchy chicken pops (baked, not fried) served with a tomato dipping sauce and a garden salad
- **Dinner:** Salmon Teriyaki with rice noodles and vegetables (tofu available as an alternative); Chicken and pineapple skewer served with brown rice, apple and sun butter lime dip.

**Salmon Teriyaki recipe was created by 12 year-old kid chef Haile Thomas*

“Hyatt really knows what kids want and has given me the chance to create kid-tested and kid-approved dishes that are creative, exciting and fun,” said Haile Thomas. “I’m excited to see my Salmon Teriyaki on the menu – it is sophisticated and even though it might be new for many kids, I can promise that plates will be empty and bellies will be full with this dish. I’m excited to see the other unique recipes that will be submitted to our cook-off contest and I encourage all the kid chefs out there to get in the kitchen and get cooking!”

Hyatt is also extending its relationship with Alice Waters, known for her culinary philosophy that maintains cooking should be based on the finest, freshest, seasonal ingredients that are produced sustainably and locally. Waters has revamped her exclusive organic menu for Hyatt, which now appears on the **For Kids, By Kids** menu and offers a new salad, chicken entrée and dessert.

About Hyatt’s For Kids By Kids Family Cook-Off

To enter the contest, adults must submit photos of homemade breakfast dishes to the [Hyatt Facebook page](#) by July 31. Upon completion of the entry period, a panel of judges will announce five finalists on August 2. From August 5-August 26, the Hyatt Facebook community will have the opportunity to help pick the winning dish amongst the five finalists. At the same time, a second panel of judges – featuring Hyatt’s Food & Beverage team and 12 year-old kid chef Haile Thomas – will be cooking and

judging the five finalists' meals to help determine the winner. All entries will be judged on a number of criteria including creativity, appearance, flavor, interactivity, ease of execution and more. Once all votes are tallied from the panel of judges and the general public, Hyatt will announce the winner.

The winner will receive a trip for four people to any Hyatt in the continental United States, including airfare up to \$2,000, as well as a spot for the winning breakfast dish on the **For Kids, By Kids** menu.

Families that are planning a summer getaway can take advantage of Hyatt's Bed & Breakfast promotion. The package includes the rate of the room, complimentary breakfast and late check-out. To learn more, visit <http://www.hyatt.com/hyatt/specials/>. Promotion details vary by property.

To learn more about the **For Kids, By Kids** menu and Hyatt's industry-leading Food & Beverage philosophy, visit <http://www.hyattfood.com>.

NO PURCHASE NECESSARY TO ENTER/WIN. A PURCHASE WILL NOT INCREASE YOUR CHANCES OF WINNING. Entry period begins on 6/24/13 and ends at 11:59:59 p.m. CT on 7/31/13. SUBJECT TO FULL OFFICIAL RULES available at www.facebook.com/Hyatt. There will be 2 rounds of judging to select the winner. Recipe and picture will be judged as follows in the 1st round based on: (1) creativity of Submission (25%); (2) appearance of final product (25%); (3) ease of execution and preparation of recipe (25%); and (4) ability to interact with dish (25%). Based on these criteria, 5 finalists will advance to the 2nd round. Finalist entries will be judged as follows in the 2nd round: (1) creativity of Submission (15%); (2) nutritional value (15%); (3) appearance of final product (15%); (4) ease of execution and preparation of recipe (10%); (5) ability to interact with dish (10%); (6) public vote on Facebook (20%); and (7) flavor of recipe (15%). One Finalist will be selected as the Prize Winner. See full Official Rules for judging/voting process and prize details. Winner will receive accommodations at available Hyatt hotel or resort and airfare (Total ARV of Prize: US\$4075). Void where prohibited by law. Limit 1 entry per person, per family and per email address. Sponsor: Hyatt Corporation, 71 S. Wacker Drive, Chicago, IL, 60606.

For further information:

About Hyatt Hotels Corporation

Hyatt Hotels Corporation, headquartered in Chicago, is a leading global hospitality company with a proud heritage of making guests feel more than welcome. Thousands of members of the Hyatt family strive to make a difference in the lives of the guests they encounter every day by providing authentic hospitality. The Company's subsidiaries manage, franchise, own and develop hotels and resorts under the **Hyatt@**, **Park Hyatt@**, **Andaz@**, **Grand Hyatt@**, **Hyatt Regency@**, **Hyatt Place@** and **Hyatt House@** brand names and have locations on six continents. **Hyatt Residential Group, Inc.**, a **Hyatt Hotels**

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<https://stage.mediaroom.com/hyatt2/2013-06-25-Calling-All-Chefs-Hyatt-Invites-Families-to-Enter-For-Kids-By-Kids-Family-Cook-Off>