



Cyprus Destination Partnership

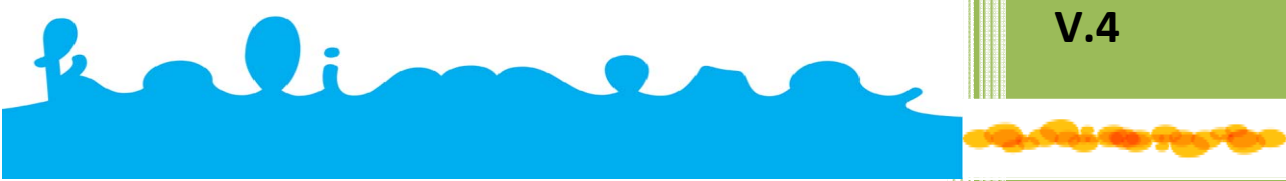
'Cyprus Breakfast'

**Manual for the 'Cyprus Breakfast'
Programme for the Cypriot hotels**



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V.4



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1. Introduction

Strategic planning demands that value creation must follow the emerging consumer trends of the international travel market. There is ample evidence to suggest that consumers tend to look for authentic experiences rather than 'artificial' or 'globally identical' travel destinations. Consumers, especially of an upper market status, are also becoming more sensitive on ethical issues, expecting from hotels responsible behaviors in protecting the environment, caring for the local communities and supporting the socially and economically deprived people.

Among the emerging consumer trends, food tourism ranks high in their preferences, especially among travelers with better educational and economic status. Although Cyprus does not fall among the established brands for gastronomy tourism, it possesses a substantial gastronomic tradition, closely linked to its history and culture. Situated on the crossroads of civilisations, Cyprus' food treasures have been influenced by the cultures of various rulers, shaped into what one may term as an authentic gastronomic experience. In this context, the concept of a Cyprus Breakfast can support a new branding proposition for the hotel industry based on the authentic and traditional character of the local cuisine and act as an umbrella promotion tool for supporting the Cyprus Tourism Industry.

2. Objectives

General objective:

The establishment of a brand for the promotion of the Cyprus hotel industry which will aim to focus on the local gastronomic culture and heritage, as the core differentiation factor that can sustain a competitive advantage for the hotel industry in the international travel market. Furthermore, the brand aims to highlight the social role of the industry, through its support for local communities and small producers.

Specific objectives:

1. To improve the local/ traditional character of the breakfast offered by the participating hotels with a view to create an added value in the hotel service industry. This will be achieved through the addition of dishes and products which are characterized as authentic, traditional and/or identical with the Mediterranean diet.
2. To develop useful information material and support knowledge building around the Cypriot gastronomy in relation both to its historical/ cultural dimension as well as with its inherent nutritional value, with a view to increasing sales of local products.
3. To provide support to local producers by means of access to the tourism sector, which may be achieved through the breakfast by means of promoting their products and the particular way in which they are produced.
4. To promote rural communities through their gastronomical events, thereby linking their particular gastronomic heritage with the local landscape and the natural environment.

3. The value of the 'Cyprus Breakfast' brand

The promotion of the Cypriot hotels through a common brand with a focus on the local gastronomy and centered on the breakfast menu, is intended to create an additional marketing tool which could be exploited by the Cyprus Tourism Organization and the Hotels' Associations in order to affirm the quality of services provided by the industry. The logic around the creation of a common (umbrella) brand with the name 'Cyprus Breakfast' is based on the need to achieve economies of scale in the

promotional budgets and hence to ensure the sustainability of an on-going financial support through a defined marketing strategy. The concept of the 'Cyprus Breakfast' is the first organized attempt to create a diversified tourism product with a focus on the local gastronomy. Its success could therefore form the basis for a wider diversification program based on the local gastronomic heritage.

4. Brand Management

5.1 Intellectual Property Rights

The intellectual property rights of the 'Cyprus Breakfast' brand are owned by the Cyprus Destination Partnership.

5.2 Monitoring and Evaluation Committee

The certification system of the 'Cypriot Breakfast' shall be administered by the **Monitoring and Evaluation Committee (thereafter named as Committee)** which is comprised by staff and/or representatives of the three organizations that make up the Cyprus Destination Partnership. The Commission's Monitoring and Evaluation tasks are as follows:

- **Executive Tasks**, related to the organization, administration and monitoring of the 'Cyprus Breakfast' brand. The tasks include (a) the approval of the operation framework in which the brand would function, (b) the monitoring of all the tasks undertaken by the Coordinator, (c) the approval of any branding action that supports the creation of the concept brand.
- **Evaluation Tasks**, related to the approval (or rejection) of the Applications submitted by interested hotels for joining the Cyprus Breakfast brand. Furthermore, under this task, the Committee is granted with the right to impose penalties or other sanctions where it considers necessary.

5.3 Project Management

- **Coordinator**: He has the responsibility for the overall organization and management of the 'Cyprus Breakfast' concept and shall be accountable to the Committee. The coordinator bears full responsibility for the management and implementation of the pilot action, the preparation of all necessary documents the training of staff, the information dissemination of the concept to the hotels in the target region and the promotion of the concept in the travel industry, the stakeholders and the public.
- **Help Desk Officer**: Junior full-time staff assigned the responsibility of providing day-to-day support for the monitoring of the project. A key task of this officer is to follow strictly a program of daily visits to the various hotel breakfast sites. The Help Desk officer shall undertake frequent personal interviews with a selected number of consumers in various participating hotels for creating and measuring the index of satisfaction.

6. Participation criteria

(M= Mandatory, V=Voluntary)

Thematic area A: Communicating the history, culture and nutritional value of the products that make up the 'Cyprus Breakfast Portfolio'

1. **Logo Use & Display (M):** Participating hotels must use the logo granted according to the specifications described in the Application form or otherwise defined by the Committee in the approval letter. All products included in the Cyprus Breakfast portfolio must be accompanied by an information card which should at least include (a) the logo, (b) the Greek name of the product in Latin characters, (c) the name of the product in at least one foreign language eg (karpouzi / watermelon). The logo and information material about the Hotel's participation in the brand must also be presented in the hotel rooms and at the entrance/ reception of the hotel.
2. **Training for the 'Cyprus Gastronomy Culture' (M):** Staff working in the breakfast must receive training with regard to the historical, cultural, nutritional value of the Cypriot gastronomy and of selective local products (Introduction to the Gastronomy of Cyprus). The training will be provided by tutors approved by the Committee, with proven experience on the history and culture of the Cyprus gastronomy. A separate subject on nutritional aspects should also be provided. Trainee staff will receive a certificate in competencies to communicate information about the Cyprus Gastronomy.
3. **Adoption of the concept of "breakfast guide" (V),** a trained person (on the basis of criterion 2) who will be have the responsibility to inform and/or to offer a guided tour around the breakfast, explaining the historical, cultural and nutritional attributes of products and recipes. The implementation of this requirement should be described on the Application form, allowing room for the hoteliers to adapt it to their internal organization structure.
4. **Welcome Gesture (V):** Participant hotels are encouraged to adopt a welcome gesture which is related with the culture and traditions of Cyprus e.g. washing the visitors' hands with rosewater or placing a dish on the table with bread, olive oil, olives and oregano. The satisfaction of this criterion should be described clearly on the Application form.

Thematic area B: Presenting traditional Cyprus products and recipes

5. **Chef Training in using local products for the Cyprus Breakfast kitchen (M):** Training of chefs involved in the preparation of breakfast on the use of local products, their utilization in the breakfast kitchen and their characteristic traditional combinations. The training shall be given by instructors who have received approval from the Committee. Trainee staff will receive a certificate in competencies to prepare a Cyprus Breakfast.
6. **Create the 'Cyprus Breakfast Product Portfolio' (M):** Participating hotels must choose from an indicative list of products and create a '*Cyprus Breakfast Product Portfolio*'. The portfolio of each hotel must contain products from at least 7 categories, denoting at least 2 products from each category (these products could either be selected from the indicative list of Appendix 1 or suggested by the applicant and justified accordingly). Home made products made by ingredients that are listed on the Product List could also form part of the Cyprus Breakfast Portfolio. The selected products that are included in the '*Cyprus Breakfast Product Portfolio*' should either be placed in a special area (corner) in the buffet or, if placed amongst others, must be labeled

accordingly as per criterion 1. In cases where there is a blend of international dishes with local products, these should be distinctively marked, with reference to the materials used.

7. **Adoption of the concept of the 'Cyprus day's special' (V)**, according to which a different dish - authentic Cyprus recipe or recipe of international cuisine with local ingredients – is presented every day. The dish should be accompanied with special decorations and labeled with information on its link to the cultural heritage, regional aspects, and the characteristics of the basic ingredients.
8. **Seasonal Products (V)**: Participating hotels must specify their seasonality products and commit themselves to offering them at the appropriate period.

Thematic area C: Supporting the local society

9. **Adoption of local communities (M)**, by which hotels commit themselves to support, through the breakfast setting, specific rural regions (communities cluster) and accept to freely promote their gastronomy and the local producers through the breakfast menu by:
 - promoting gastronomic events through breakfast
 - promoting (if possible) local micro-producers at the Cyprus breakfast buffet using specifically the producer's name
 - giving priority and make every effort to provide space for the presentation and promotion of their products eg in providing rooms for cooking lessons or in offering weekly promotion stands
 - evaluating the potential for a shop-in-shop concept for the local products in the hotels' premises

Thematic area D: Customer Rating

10. **Customer satisfaction forms (M)**: In the breakfast room or otherwise, there must be available a customer satisfaction form and a customer complaint form relevant to the CyB concept. The minimum contents of these forms will be provided by the CyB Coordinator.

7. Support

The Project Manager has the obligation to support interested hoteliers in completing their application form by providing free advisory services. In addition, a help desk will be offering day to day support to participating hotels. The duties of the Help Desk also include daily visits to the participating hotels during breakfast with the aim of monitoring the project and offering any support need to the staff of the participating hotels.

8. Application Process

The procedure for application of the hotels is defined as follows:

1. With the help of the Coordinator, an application form is completed and submitted for approval.
2. The application form is submitted to the Committee and (a) unanimously approved or rejected, (b) returned to the Applicant for additions, clarifications and/or modifications.

3. Upon approval, the successful hotel candidate is granted the right to display the logo as per the instructions specified on the approval letter.

9. Promotion of Participants

The participant hotels:

1. Shall be displayed on the official website of the Cyprus Breakfast with the inclusion of their logo, photographic material and promotion text
2. Shall be promoted through the monthly 'Newsletter' which will be sent online to a large number of travel agents in Cyprus and abroad, consumers and other stakeholders in the tourism industry
3. Published in the press by means of monthly News Bulletins

10. Terms of reference for the Monitoring & Evaluation Committee

A. Procedures for evaluating and approving Application forms

1. The application forms are initially examined by the Coordinator, who will submit it to the Committee with comments.
2. The Committee examines the Application envelope and either approves or rejects it unanimously. In case of a non-unanimous decision or when decided by the Committee, a letter is issued to the applicant requesting for further clarifications and / or modifications to the initial application, allowing 15 days for reply. The Commission will review the application with the additional clarification and issue a final decision.
3. Applicants will be notified for the decision of the Committee through a formal letter. Successful applicants will be sent an official approval letter which will grant the right to use of the official logo of the 'Cyprus Breakfast'.

B. Solving problems

1. In cases where problems arise within the procedures for the implementation of the 'Cyprus Breakfast', the participant hotels will be able to consult the Helpdesk and/or the coordinator.
2. In cases where participant hotels fail to meet the criteria established or breach the regulations under which the approval of the logo is granted, the coordinator will attempt to resolve the matter by advising the participant hotel about the necessary steps to be taken to comply with the regulations.

Application form for participating in the 'CYPRUS BREAKFAST'

A. Applicant's details			
Hotel Name:			
Rating:	5 * <input type="checkbox"/> 4 * <input type="checkbox"/> 3 * <input type="checkbox"/> 2 * <input type="checkbox"/> 1 * <input type="checkbox"/> - * <input type="checkbox"/> Please specify:		
Address:			
Telephone:		Fax:	
Email:		Website:	
Legal representative:		Position:	
Contact person:		Position:	
B. Staff details whop will attend the training seminars			
Introduction to the Gastronomy of Cyprus <i>(linked to criterion no. 2)</i>	Chef training on the use of traditional products <i>(linked to criterion no. 5)</i>		
C. Procedures for the adoption of mandatory criteria			
Assigning a 'breakfast guide' <i>(linked to criterion no. 3):</i> <i>Please describe the actions undertaken for adopting the breakfast guide</i>			
Presentation of Cyprus products at breakfast <i>(consistent with criteria no. 7 and 9):</i> Use of a separate corner? <input type="checkbox"/> YES <input type="checkbox"/> NO			
Support to the local community <i>(linked to criterion no. 11):</i> <i>Please provide a description of the implementation method</i>			
Products selected for creating the Cyprus Breakfast product portfolio <i>(linked to criterion 6)</i> <i>From the following product categories please select at least 5 categories and define at least two products in each category:</i>			
Cheese products	<input type="checkbox"/>	Fruit and vegetables	<input type="checkbox"/>
Other dairy products	<input type="checkbox"/>	Jams	<input type="checkbox"/>
Carob products	<input type="checkbox"/>	Juices	<input type="checkbox"/>
Cured Meats	<input type="checkbox"/>	Fruit & Vegetables of the wild	<input type="checkbox"/>
Spoon Sweets	<input type="checkbox"/>	Pastries	<input type="checkbox"/>
Honey	<input type="checkbox"/>	Confectionery	<input type="checkbox"/>
Olives & related products	<input type="checkbox"/>	Eggs	<input type="checkbox"/>
Grapes & grape must	<input type="checkbox"/>	Cereals	<input type="checkbox"/>
Aromatic herbs (for tea or in recipes)	<input type="checkbox"/>	Alcoholic beverages (as ingredients in recipes)	<input type="checkbox"/>
Use of seasonal products <i>(linked to criterion 8):</i> #			

Customer complaint and evaluation forms (*linked to criterion 12*):

Δ. Voluntary criteria

Implementing the “Cypriot day's special” (*linked to criterion 10*)

Implementation of a traditional welcome (*linked to criterion 4*)

Appendix 1: Product categories and indicative products for the Cyprus Breakfast Portfolio				
Product category	Product	Usage examples		
		Example 1	Example 2	Example 3
1. Featuring time-honored	Halloumi	Slice	Halloumi pie	With support scrambled eggs
	Anari	Slice	Anari pourekia (anari filled pies)	With carob syrup
	Kefalotyri	Slice	Featuring time-honored pies or penirli	
	Featuring time-honored Flaouna	Slice	Flaouna pies	
	Chalikia	Raw featuring time-honored		
2. Other Dairy	Trahanas	Fried	Dry purée as snack	
	Sheep Yogurt	Yogurt		
3. Carob products	syrup	Carob biscuits, cakes or breads	Spread (healthy" volume chocolate substitute)	Stir a few drops in fresh milk
	Powder			
	Pastelli with 100% carob	Served" method for in small pieces		
	Pastelli with carob ingredient) names	Served" method for in small cubes		
4. Cured meats (in wine, smoked or dried in salt)	Lountza & Lountza matured in wine	Slice	Used in omelettes	
	Chiromeri	Slice	Used in omelettes/or breadsticks	With fresh figs (figs rolled in thin slices of chiromeri)
	Posyrti (Cyprus bacon, mostly grills has from Pitsilia Area)	Slice	Used in omelettes	In breads
	Pafitika Loukanika (sausages)	Small pieces cooked	Used in omelettes	In pies
	Tsamarela	Small cubes served" method for raw cooked		
5. Spoon sweets	Indicative list, Walnut, Citron, Grape, Agros Rose pedals, Quince	Whole	In cubes with yogurt	In pastries as ingredients
6. Honey with specified place of origin	<ul style="list-style-type: none"> Thyme Polyflora From any specified plant of the Cyprus flora 	Raw	Suggested to be combined with anari featuring time-honored or Kefalotyri	With pites tis satzis, a traditional folded licensed product cooked in a special pan
7. Olive Products	Crushed olives preserved in brine (green) and served" method for with olive oil, coriander or fennel seeds or thyme, lemon and Garlic	Raw	In pies	In omelettes
	Olive Oil (virgin) Olive oil with herbal infusions	Raw	In recipes	
8. Grape and grape juice	Epsima Natural grape syrup	Grape syrup cakes cookies or pites tis satzis	Suggested to be used with muesli as a sweetener	Used to make health truffles with sesame and nuts (an authentic recipe)
	Grape must you can find/soutsioukos	Grape must sticks with	Suggested to be used in round	

		almonds recipe	thin slices with muesli	
	Grape must dry jelly /kiofteria	Kiofteria, dried must jelly cut in squares	Suggested to be used in small cubes with nuts to enrich muesli	
	Palouzes (grape must jelly)	With Raw almonds or walnuts		
9. Herbs which we can thoroughly	Due to the big variety, suggestions are left to the hotelier	Herbal teas	Garnishes in fresh and dry form	Ingredients in Pies
10. Fruit grown commercially	Due to the big variety, suggestions are left to the hotelier	Fresh	In fruit salad	
11. Vegetables grown commercially	Due to the big variety, suggestions are left to the hotelier	Fresh	In pies	In omelette
12. MARMALADES	Any lampshades	Used as a spread on toast	With pasta flora or crepes	
13. Juices	Any type of freshly squeezed juice			
14. Fruit and vegetable of the wild	Due to the big variety, suggestions are left to the hotelier (greek names cited as examples skouratha, moloha, Marathos, potamoitanos)	In pies	In omelettes	Boiled
15. Bakery	Due to the big variety, suggestions are left to the hotelier	Koulourakia (b read rolls)		
16. Cakes, cookies and pastries	Due to the big variety, suggestions are left to the hotelier,			
17. Eggs	Only organic or free range eggs			
18. Cereals	Based on suggestions by hotels			
19. Drinks alcoholic beverage" in terms	Commandaria	Used to make bread or biscuits		
	Liqueurs	Used in orange or citrus marmalades	Used in a sauce for dioxyde	