

The Best Chicken in the World Debuts at T. Cook's

Phoenix, Ariz. — (June 2009) —The French have long held numerous culinary bragging rights, and let's face it, making chicken a gastronomic star requires a certain *je ne sais quoi*. Now, with the best poultry in the world (known as the French Label Rouge program) available in the United States, discerning chefs are finally elevating the status of chicken. And no one is doing it with more gusto than Royal Palms Resort and Spa's **Executive Chef, Lee Hillson**.

Just one taste and Hillson was sold on Poulet Rouge, exclaiming "that it tastes like chicken tasted 100 years ago and is truly a phenomenal product." Despite being nearly triple the price, Hillson uses Poulet Rouge throughout the resort from chicken breasts for banquets to bones for stock in T. Cook's restaurant. He is particularly enthused about how flavorful they are spit-roasted on the restaurant's centerpiece fireplace. Permanently featured now on the lunch menu is Boneless "Poulet Rouge" Chicken Thigh with Roasted Tomatoes and Fingerling Potatoes (\$12); dinner guests can enjoy Pecan Wood Roasted "Poulet Rouge" Chicken with Lemon Thyme Spatzle and Singh Farm Beets (\$26).

A movement born in the 60s....

Before *All-Natural, Free Range, Certified Organic, Certified Free Farmed* and *Certified Humanely Raised* became required buzzwords on upscale menus, there was the **French Label Rouge program— which has more stringent requirements than any program in America**. Born as a grassroots movement in the 60s as a backlash to the industrialization of poultry, farmers in Southwestern France banded together to create a program focusing on high quality products, including meats and poultry.

'Vividly Distinguishable' chicken comes from heritage breeds....

Label Rouge emphasizes quality pure and simple, such as taste, free-range production, food safety and even requires regular taste-testing as a certification requirement to validate that these products are 'vividly distinguishable' from conventional poultry. The predominant reason for the superior taste of the Label Rouge products is the use of slow-growing birds from old rustic genetic stocks. These heritage breeds produce meat that is flavorful and firm with great texture and thin skin. The poultry is marketed as Poulet Fermier (farm chicken) in France, with the region in which they are grown attached as the name.

The best parent stock imported from France to North Carolina....

Ashley Farms in North Carolina took up the call to be the first and only farm in the United States to grow an original rustic breed from France. After tireless research and travel, the Redbro Cou Nu (red feathered naked neck) chicken was chosen for the American market, as it is regarded by most as having a distinctive taste and the best culinary qualities in the Label Rouge program. Following the Label Rouge

tradition, these chickens are marketed as Poulet Rouge Fermier du Piedmont to reflect both the genetics of the bird and the Piedmont area of North Carolina.

To ensure the exact genetics, parent stock was imported from France to Ashley Farms, where the strict French guidelines for growing and processing the birds are not only met but **exceeded**. These birds are grown in small houses with generous outside access on a small farm, where the farmers shower them with special care and ensure humane treatment. Identical to the French farms, an all-grain diet is adhered to and no medications, growth stimulants, fishmeal, antibiotics or artificial ingredients are used. Attention to the meticulous details of superior quality continue as the birds are grown just 26 miles of the processing plant so they do not become dehydrated during transport. Finally, they are air-chilled and sold within four days of processing.

All in sync with Chef Hillson's culinary passions....

Chef Hillson sums up his reasons for featuring only Poulet Rouge chickens, "First, the taste is exquisite and far superior to any chicken I've sampled before. Just as important are the stringent quality control and commitment to humane treatment and natural diets. It's in perfect sync with my philosophy of food and cooking."

For T. Cook's reservations, please call 602-808-0766, or visit www.royalpalmsresortandspa.com.

A member of Historic Hotels of America, Royal Palms Resort and Spa is a AAA Four Diamond resort located at the foot of majestic Camelback Mountain. Combining the graciousness and sophistication of a Mediterranean villa with the intimacy and privacy of a secluded retreat, Royal Palms offers: 119 custom-appointed guest rooms, suites, intimate clusters of casitas and grand villas; regal Spanish Colonial architecture; over 20,000 square feet of estate-like meeting space; Tuscan-style gardens; exquisite tapestries, antiques and stone fireplaces throughout, a Mother-of-Pearl-tiled swimming pool with private cabanas; and a croquet lawn. Designed around the original historic private mansion built in 1929, Royal Palms is home to the award-winning T. Cook's restaurant and the Mobil Four Star Alvalora Spa. Just minutes from Scottsdale's shopping, galleries, golf, Phoenix Sky Harbor International Airport and the Camelback financial corridor, Royal Palms is an ideal retreat for business, pleasure and special occasions, offering luxury, privacy, romance and convenience.

Royal Palms Resort and Spa is one of more than 30 independent, upscale hotels, resorts and conference centers by Destination Hotels & Resorts, the fourth largest independent hospitality management company in the country. To protect and preserve the unique communities in which the company operates, Destination launched Destination Earth, an environmental sustainability program in 2008. New for 2009 is the 582-room Terranea Resort situated on the Palos Verdes Peninsula in southern California. The 102-acre ocean front resort will feature a 25,000-square-foot destination spa, three swimming pools, three restaurants and a Todd Eckenrode-designed par three golf course. In addition to Terranea in the greater Los Angeles area, Destination operates properties in key metropolitan areas and

resort markets including Washington, D.C., Denver, San Diego, Santa Fe, Aspen, Palm Springs, Houston and Lake Tahoe. Destination is a subsidiary of Los Angeles-based investment, development and management firm Lowe Enterprises. For more information on the properties in the Destination Hotels & Resorts collection, please visit www.destinationhotels.com.

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