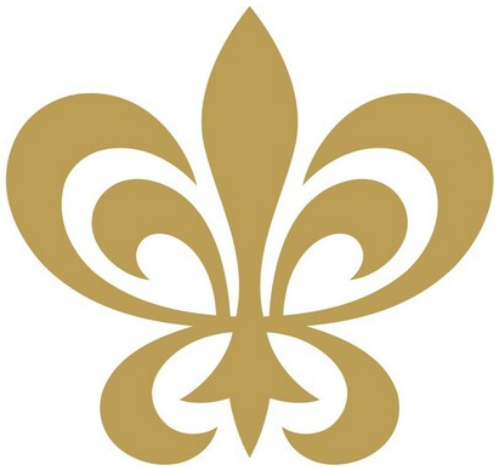


Relais & Châteaux launches #SOSforBiodiversity to save ocean species

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RELAIS & CHATEAUX

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Committed to the preservation of marine resources since 2009 alongside Ethic Ocean, the Relais & Châteaux Association has once again joined forces with the NGO by launching a new awareness campaign. The objective? To remove all overexploited species of seafood from Relais & Châteaux menus, starting with eel and to prioritise sustainable species.

UN World Oceans Day: A commitment of many years to protect marine life

For the ninth consecutive year, Relais & Châteaux will celebrate World Oceans Day on June 8th with the collective appeal #SOSforBiodiversity. The not-for-profit Association has invited chefs to adapt their menus by removing overexploited species, such as eel, and selecting sustainable seafood. To raise awareness of this issue, Relais & Châteaux is highlighting the efforts of four chefs who embody this initiative.

Mauro Colagrecò (Mirazur, Menton, France), Vice President, Chefs of Relais & Châteaux, highlighted: "As an Association, we can have a major influence on global culinary culture. It is urgent and vital to serve guests species which are not overfished, or which have been responsibly farmed concerning the environment, the animals and the people involved."

#SOSforBiodiversity has been created to complement Ethic Ocean's #EelNoThankYou campaign, which Relais & Châteaux joined at the end of 2023 when it mobilised its chefs around the world to save endangered eel species globally.

Beyond eel, the ambition to ban all Red-Listed species

The figures are relentless: 35.4 per cent of marine resources are overfished; illegal fishing represents 20 per cent of global catch (between 11 and 26 million tons per year); and 35 per cent of the world's catch is rejected and released, often resulting in the animals' death, without even being consumed. (Source: FAO)

In partnership with Ethic Ocean, Relais & Châteaux empowers its chefs to verify that their species choices are responsibly sourced. This commitment to sustainable seafood goes beyond eel and covers all aquatic species, whether wild or farmed.