



## NEWS RELEASE

### Hilton Brews Deal with Costa

**6 March 2009, London** - This week Hilton Hotels Corporation (HHC) – the world's largest hotel chain – has signed a deal with Costa to supply coffee to 60 of its hotels across the United Kingdom.

The two year deal will see Costa coffee available in Hilton hotels from March 2009 with the roll out beginning in the London region and then extending to the regional areas.

A range of speciality coffees will be available in participant hotels whilst the full range of sweet and savoury Costa products will be available at franchise locations including Hilton London Gatwick and Hilton London Olympia.

Noel de Munck, Director of Food and Beverage for Hilton in the UK and Ireland said:

“Hilton is famous for its hospitality around the world and Costa has an excellent reputation for delivering fine quality, handmade coffee made by highly skilled baristas – this combined with the increasingly sophisticated palate of our guests – it is sure to make for a winning combination.

We are delighted to be working with Costa on this project which adds an exciting dimension to the vibrant café and meetings culture which is evolving in many of our hotels.”

The first step of implementation will be the staff induction programme which will begin on 19<sup>th</sup> March 2009 followed by extensive training for expert two baristas for each participating hotel.



Costa currently has 870 stores in the UK. It serves 108 million cups of coffee every year around the world and aims to build an unbeatable global brand by becoming the best coffee shop business anywhere. Its success is built on delivering a quality, authentically Italian coffee experience to its customers.

Hilton Hotels Corporation is the leading global hospitality company, with more than 3,200 hotels and 545,000 rooms in 77 countries and territories, including 135,000 team members worldwide.

The company owns, manages or franchises a hotel portfolio of some of the best known and highly regarded brands, including Hilton<sup>®</sup>, Conrad<sup>®</sup> Hotels & Resorts, Doubletree<sup>®</sup>, Embassy Suites Hotels<sup>®</sup>, Hampton Inn<sup>®</sup>, Hampton Inn & Suites<sup>®</sup>, Hilton Garden Inn<sup>®</sup>, Hilton Grand Vacations<sup>™</sup>, Homewood Suites by Hilton<sup>®</sup> and The Waldorf=Astoria Collection<sup>®</sup>.

The Hilton Family of Hotels adheres to founder Conrad Hilton's philosophy that, "It has been, and continues to be, our responsibility to fill the earth with the light and warmth of hospitality." The company put a name to its unique brand of service that has made it the best known and most highly regarded hotel company: **be hospitable<sup>®</sup>**. The philosophy is shared by all brands in the Hilton Family of Hotels, and is the inspiration for its overarching message of kindness and generosity.

For more information about our company, please visit [www.hiltonworldwide.com](http://www.hiltonworldwide.com), and to learn more about our **be hospitable** philosophy, please visit [www.behospitable.com](http://www.behospitable.com).

**About Hilton UK & Ireland:**

Hilton UK & Ireland currently operates 78 hotels with over 16,700 bedrooms and 13,000 team members. For further information on Hilton UK & Ireland properties, please visit [www.hilton.com](http://www.hilton.com)



**About Costa:**

Costa was founded by Italian brothers Sergio and Bruno Costa in 1971.

Costa's in-store baristas are all coached in the art of coffee making at the company's unique Costa Coffee Academy based at its own roastery in Lambeth, London.

Costa Coffee was the first UK coffee shop chain to commit sourcing Rainforest Alliance Certified Coffee.

Costa set up a registered charity (no.327489) in 2006 called 'The Costa Foundation' to help the communities within the countries from which Costa sources its coffee beans. The Costa Foundation has now built and runs 12 schools, with more planned.

**Contact: UK and Ireland Press Office: (0207) 856 8114 or email  
[press.office@hilton.com](mailto:press.office@hilton.com)**