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## PRESS RELEASE

### **Hilton Singapore is the first hotel in Asia to serve ASC and MSC certified dishes**

**SINGAPORE – March 3, 2015** – Hilton Singapore today announced that it is the first hotel in Asia to achieve Marine Stewardship Council (MSC) and Aquaculture Stewardship Council (ASC) Chain of Custody certifications. As a MSC- and ASC- certified hotel, diners at the F&B outlets operated by Hilton Singapore can be assured that seafood dishes labeled with the respective labels have been prepared with seafood sources that are sustainably caught and responsibly farmed.

MSC is the gold standard for fishery certification for wild-capture fisheries in the world whereas ASC is one of the leading label and certification programs for responsibly farmed seafood. To date, no other restaurants in Singapore and in Asia have been certified by either program.

"We would like to congratulate Hilton Singapore for achieving Chain of Custody certification. Through the use of the ASC and MSC logos Hilton Singapore is assuring customers that their seafood comes from responsible sources and giving them the chance to help protect our marine environments and local farm communities," said Esther Luiten, Senior Commercial Marketing Manager, ASC.



“Sustainability is and remains a core pillar of Hilton Worldwide’s corporate responsibility strategy, Travel with Purpose. Today’s announcement underscores our commitment to enhance guest awareness about making sustainable seafood choices, and we are thrilled to be the first hotel in Asia to receive both MSC and ASC certifications,” said Peter Webster, general manager, Hilton Singapore.

Webster added, “There is an urgency to protect the oceans from unsustainable fishing practices, and this is a shared responsibility. Collectively the hospitality industry has significant potential to raise consumer awareness, and advance responsible business operations at large – including the sourcing of sustainable seafood. We welcome and anticipate more hotels and restaurants to be part of this growing momentum.”

Hilton Singapore’s journey towards sustainable seafood began with Hilton Worldwide’s global ban on shark fin at all restaurants and F&B facilities operated by its owned and managed properties on April 1, 2014. Shortly after, the hotel participated in the inaugural WWF Sustainable Seafood Festival in June 2014, presenting guests with an opportunity to learn about the importance of making sustainable seafood choices, while enjoying the culinary creativity of its restaurants. This then led the hotel to apply for and achieve both label certifications, several months later.

"Hilton Singapore was a valued participant in our Sustainable Seafood Festival last year and we are very encouraged that the Festival spurred them into becoming certified to serve the highest standards available for sustainably caught and responsibly farmed seafood. This is a great example of corporate leadership. With almost 90 per cent of the oceans already fished to or beyond capacity, there is an urgent need for more hotels and restaurants in Singapore to follow Hilton's lead, so that our planet's oceans can continue to be a source of sustenance for people here and around the world," said Elaine Tan, CEO, WWF Singapore.

Prior to Hilton Singapore’s Chain of Custody (CoC) certifications, consumers in Singapore only have the option of purchasing MSC-and ASC-certified seafood produce and products at selected supermarkets and seafood purveyors in the country. With Hilton Singapore leading



the way to serve MSC-and ASC-certified seafood, consumers may soon expect more MSC-and ASC certified seafood choices when they dine out in Singapore.

MSC- and ASC-certified menu items are now available in Hilton Singapore's F&B outlets - il Cielo Italian Restaurant, Glow Juice Bar and Café and the newly-opened Opus Bar & Grill. For more information and reservations contact +65 6737 2233 or visit [www.singapore.hilton.com](http://www.singapore.hilton.com)

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#### **About Marine Stewardship Council (MSC)**

The Marine Stewardship Council (MSC) is an international non-profit organisation set up to help transform the seafood market to a sustainable basis. The MSC runs the only certification and Eco labelling programme for wild-capture fisheries consistent with the ISEAL Code of Good Practice for Setting Social and Environmental Standards and the United Nations Food and Agricultural Organisation Guidelines for the Eco-labelling of Fish and Fishery Products from Marine Capture Fisheries. These guidelines are based upon the FAO Code of Conduct for Responsible Fishing and require that credible fishery certification and eco-labelling schemes include:

- Objective, third-party fishery assessment utilising scientific evidence;
- Transparent processes with built-in stakeholder consultation and objection procedures;
- Standards based on the sustainability of target species, ecosystems and management practices.

The MSC has regional or area offices in London, Seattle, Tokyo, Sydney, The Hague, Glasgow, Beijing, Berlin, Cape Town, Copenhagen, Halifax, Paris, Madrid, Moscow, Stockholm, Santiago, Sao Paulo, Singapore and Reykjavik.

In total, over 300 fisheries are engaged in the MSC program with 221 certified and over 100 under full assessment. Another 40 to 50 fisheries are in confidential pre-assessment. Together, fisheries already certified or in full assessment record annual catches of close to ten million metric tonnes of seafood. This represents over eleven per cent of the annual global harvest of wild capture fisheries. Certified fisheries currently land over seven million metric tonnes of seafood annually – close to eight per cent of the total harvest from wild capture fisheries. Worldwide, more than 22,000 seafood products, which can be traced back to the certified sustainable fisheries, bear the blue MSC ecolabel.

For more information on the work of the MSC, please visit [www.msc.org](http://www.msc.org)

#### **About Aquaculture Stewardship Council (ASC)**

The Aquaculture Stewardship Council (ASC) is an independent, not-for-profit organisation co-founded by the World Wildlife Fund (WWF) and The Sustainable Trade Initiative (IDH) in 2010 to manage the certification of responsible fish farming across the globe.



The ASC standards require farm performance to be measured against both environmental and social requirements. Certification is through an independent third party process and (draft) reports are uploaded to the public ASC website.

The on-pack ASC logo guarantees to consumers that the fish they purchase has been farmed with minimal impacts on the environment and on society.

The ASC standard addresses the following seven principles:

- Legal compliance (obeying the law, the legal right to be there)
- Preservation of the natural environment and biodiversity
- Preservation of the water resources and water quality
- Preservation of the diversity of species and wild populations (for example, minimising escapes that could become a threat to wild fish)
- Monitored and responsible use of animal feed and other resources
- Animal health (no unnecessary use of antibiotics and chemicals)
- Social responsibility (for example, no child labour, health and safety of employees, freedom of assembly, community relations).

For more information about ASC please visit [www.asc-aqua.org](http://www.asc-aqua.org)



### **About WWF-Singapore**

WWF – World Wide Fund for Nature is the world’s largest and most respected independent conservation organisations, with almost five million supporters and a global network active in more than 100 countries. WWF’s mission is to stop the degradation of the planet’s natural environment and to build a future in which humans live in harmony with nature, by conserving the world’s biological diversity, ensuring that the use of renewable natural resources is sustainable, and promoting the reduction of pollution and wasteful consumption.

### **About Travel with Purpose**

Travel with Purpose is Hilton Worldwide's corporate responsibility commitment to providing shared value to its business and communities in four areas - creating opportunities for individuals to reach their full potential; strengthening communities where Hilton Worldwide operates; celebrating cultures and the power of travel; and living sustainably through the measurement, analysis and improvement of the company's use of natural resources. Visit [cr.hiltonworldwide.com](http://cr.hiltonworldwide.com) to learn more.

### **About Hilton Singapore**

[Hilton Singapore](#) is an institution in Singapore’s hospitality scene, being among the first international hotels to bring its trademark level of service excellence and culinary innovation to the city-state. Located in the heart of fashionable Orchard Road, the city’s most popular shopping and dining district, the 421-room hotel is a superb venue for both the business and leisure clientele. The stylish, contemporary rooms and suites offer modern amenities and equipped with WiFi capabilities. The hotel also offers guests quality dining experience in its award-winning restaurants. The hotel’s central location makes it an ideal choice for meetings and conferences. The Grand Ballroom can accommodate up to 550 guests and a further 11 function rooms all fully equipped with advanced multimedia equipment, provide options for events and meetings of any nature.

### **About Hilton Hotels & Resorts**

Founded in 1919 as the flagship brand of Hilton Worldwide, Hilton Hotels & Resorts continues to build upon its legacy of innovation by developing products and services to meet the needs of savvy global travelers at more than 550 hotels across six continents. Hilton is the stylish, forward-thinking global leader in hospitality with Team Members shaping experiences in which every guest feels cared for, valued and respected. Access the latest news at [news.hilton.com](http://news.hilton.com) and begin your journey at [www.hilton.com](http://www.hilton.com) or [www.hilton.com/offers](http://www.hilton.com/offers) for the latest hotel specials. Hilton Hotels & Resorts is one of Hilton Worldwide’s 12 brands

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### **For more information about ASC**

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