

THE RITZ-CARLTON, DOHA IS DELIGHTED TO COLLABORATE WITH HEENAT SALMA FARM ON ECO-CONSCIOUS INITIATIVES

Doha, Qatar – May, 2024: A favored destination for memorable experiences, The Ritz-Carlton, Doha is excited to collaborate with Heenat Salma Farm on varied initiatives that unite nature, community and culture. Enhancing the hotel's ongoing commitment to sustainability, the partnership presents an exciting opportunity to cultivate guests' wonder and curiosity through Heenat Salma Farm's unique concept.

Sharing a passion for premium lifestyle that celebrates diverse cultures and nourishing philosophies, Heenat Salma Farm and The Ritz-Carlton, Doha's collaborative approach champions holistic living. Creating an immersive shopping experience, the hotel will host the Dar Salma Concept Store, where unique and timeless pieces crafted by skilled international artisans are available to purchase. This highly curated space takes on the spirit of a contemporary caravan, where a rich tapestry of influences intersects with mindful consumption and ethical entrepreneurship.

Bringing the unmatched, organic flavor of Heenat Salma Farm's excellent produce to hotel guests, the farm will deliver fresh ingredients for use at the much-frequented Farmers' Brunch, hosted every Saturday at Lagoon. This new aspect complements the venue's established farm-to-table philosophy, where guests and children can visit the hotel's urban garden to interact with the onsite animals and pick items for chef to use in dishes.

Speaking about the partnership, The Ritz-Carlton, Doha's General Manager, Carlo Javakhia commented, "We pride ourselves on being connected to Qatar's most important local initiatives and the collaboration with Heenat Salma Farm is a huge achievement for our sustainably minded team. As with all our partnerships, we value longevity and aspire to grow the relationship, with ideas such as a family area workshop and chef-led culinary moments already in development."

Both rooted in community development and regenerative tourism, The Ritz-Carlton, Doha and Heenat Salma Farm are integral to Qatar's thriving local culture. A favorite location for Doha-based families and international travelers, the hotel has invested in enhancing its varied offering by placing sustainability at the core of its recent projects. The significant redevelopment of the private beach, alongside the introduction of an urban farm and garden, has supported the property's dedication to providing a wholesome setting that encourages guests of all ages to connect with nature.

Transforming Qatar's agricultural landscape, Heenat Salma Farm was established by Caravane Earth Foundation in 2018 to create a regional center of excellence for organic food production. Alongside traditional farming, the location has evolved into a holistic environment, offering overnight accommodation, wellness activities, vocational and educational training, artisanal workshops, community events and more. Reflecting society's profound shift towards an eco-conscious mindset, it is where visitors can engage with the natural world and discover how to follow a more nurturing, regenerative way of life.

Committed to piquing curiosity and igniting imagination, The Ritz-Carlton, Doha is renowned for its creative partnerships that enrich the hotel's dedication to mindful living. Catering to those of all ages, the collaboration with Heenat Salma Farm further positions the property at the forefront of local culture, where activities make a positive environmental impact.

30 May 2024

For more information on The Ritz-Carlton, Doha please call +974 4484 8000, WhatsApp +974 5599 0916 or visit www.ritzcarlton.com/doha.

###