

Press Release 3. July 2019

# Renowned Copenhagen Hotel Ready to Welcome Guests to a Brand-New Breakfast Restaurant

## The first breakfast restaurant in the world to focus on neurogastronomy

*On May 22, boutique hotel Kong Arthur officially opened its brand-new breakfast room. The key words for the new and significantly more spacious restaurant are: tastes for the senses, less food waste, nudging, sustainability, Danish design and a welcoming taste of Copenhagen to give the hotel's guests a great start to the day.*

The Danish artworks have been purchased, the Danish designer furniture is in position, and the chefs are practicing the new virtues that the breakfast restaurant in Copenhagen's iconic Hotel Kong Arthur will be offering guests in future.

At Hotel Kong Arthur, which, together with Ibsens Hotel, is part of the Arthur Hotels group, you won't just be able to live like a Copenhagener, you'll also be able to eat like one. And that means fresh Nordic ingredients – all the best to pique both the senses and the taste buds – as well as a wide and unconventional selection. At the same time, the new restaurant will also be focusing on such modern virtues as reducing food waste, without giving the guests the feeling that they are missing out on anything – quite the contrary!

What's more, guests in the new breakfast room at Hotel Kong Arthur will have interesting and local furnishings to sit on and décor to admire. The walls have been decorated with artwork by local living artists, all of whom have a connection with the hotel, and the guests can also enjoy the pleasant surroundings of Danish design furniture.

Some of the hotel's former bedrooms have been annexed to make the breakfast room even more spacious; it now extends across the entire ground floor, with the possibility of sitting outdoors in a typical Copenhagen courtyard garden.

### **Eat as much as you like – one portion at a time**

However, the considerations behind the new breakfast restaurant encompass more than just design, art and local Copenhagen specialties. It is a well-known problem that hotel breakfast buffets often generate a huge amount of food waste, because the eye tends to be larger than the stomach – so Arthur Hotels seeks to reduce food waste through so-called 'nudging'.

To do this in the best possible way, without guests feeling that they are missing out, Arthur Hotels has allied with both the foundation Copenhagen House of Food and food consultant Rasmus Bredahl. Rasmus Bredahl works with nudging and neurogastronomy, which in brief means tasting with the senses – not just with the tongue.

Together with Rasmus Bredahl, Arthur Hotels, with F&B Manager Mads Krogh at the helm, has created the world's first neurogastronomic breakfast room, in which the cutlery, scents, visual impressions, sounds, lighting and memories are all

designed to ensure a better dining experience for the guests, who will at the same time be nudged to eat less and more slowly, because they will have better quality food on their plates.

*“The idea for the Hotel Kong Arthur breakfast concept arose because I was tired of seeing the same old breakfast buffet wherever I went in the world: Spanish orange juice, French brie, Dutch gouda, Polish bacon and dull white toast. Instead, we want you to be able to taste where you are by waking up to the very best foods that Denmark has to offer. In this way we can pay tribute both to the seasons and to the diversity they stand for, and give guests a much better dining experience. And while they may eat less, they will enjoy it more and leave the restaurant with a good feeling in their bodies,”* explains Rasmus Bredahl, who has been working for years with neurogastronomy, sustainability and ecology.

In addition to offering an unusual dining experience, Hotel Kong Arthur wants to make the breakfast restaurant, located in the beautiful, almost labyrinthine old Copenhagen courtyards of Arthur Hotels, a little oasis in the middle of the city, with a homey atmosphere.

#### **ABOUT ARTHUR HOTELS**

- Arthur Hotels: Hotel Kong Arthur and Ibsens Hotel, three busy restaurants, a maze of courtyard gardens, a spa and a conference center. All at Nørreport, right in the heart of Copenhagen.
- Hotel Kong Arthur and Ibsens Hotel have a combined total of 273 rooms.
- The executive board members of Arthur Hotels are Kirsten Brøchner (CEO), Helle Bisholm (COO) and Pia Schmølker (CCO).

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