



## CASE STUDY

# A 5 Star Solution for a 5 Star Resort - Mövenpick Tala Bay Resort, Aqaba, Jordan

**Mövenpick Tala Bay  
Resort  
Aqaba, Jordan**

**Industry**  
Resort

**Interviews with:**



**Hakim Karoui**

Director of Food & Beverage,  
Mövenpick Tala Bay Resort.



**Lourdes Couthino**

Executive Housekeeper,  
Mövenpick Tala Bay Resort.

## Client Overview

With over 60 properties around the world and plans to increase its hotel portfolio to 100 locations by 2014, Mövenpick Hotels & Resorts has been providing the very best accommodation since 1948. The group focuses on core markets in Europe, Africa, Asia and the Middle East, with 5 properties located in Jordan.

Mövenpick's Tala Bay Resort Aqaba is a striking new 5 star property nestled in Aqaba's warm, palm-fringed shores on the southern tip of Jordan. The resort opened its doors on August 2009, comprising 306 rooms, 8 dining outlets, 400 employees and a longstanding commitment to quality in all areas of hospitality.

## The Challenge

As a newly opened resort, Mövenpick Tala Bay needed to prove its ability to deliver first class service to its guests. A major part of running any hospitality establishment is maintaining a very high standard of cleaning and hygiene, especially in the food preparation areas.

This translated into three major challenges for the Mövenpick Tala Bay Resort:

1. Guarantee total food safety by implementing HACCP standards
2. Ensure thorough cleanliness of the entire resort
3. Find a cleaning and food storage solution fit for a five star environment.

Firstly, Hazard Analysis and Critical Control Point (HACCP) is a preventive approach used in the food industry to identify potential food safety hazards, so that key actions can be taken to reduce or eliminate risks. Implementation of HACCP policies and procedures, now mandatory for all 5 star hotels in Jordan – where Mövenpick Resort Tala Bay Aqaba & Mövenpick Resort & Residence Aqaba were the first two hotels to achieve this certificate - includes systematic documentation, analysis and verification of correct food production and preparation practices being implemented at all stages all the time.



## Mövenpick Tala Bay Resort Aqaba, Jordan

- 5 Star property, inaugurated August 2009
- 306 rooms, 8 dining outlets
- 400 employees



“Food safety is a big issue especially in a very hot country like Jordan, as it can deteriorate quickly. Therefore, everything needs to be properly stored and constantly monitored to minimize all risks of contamination for guests,” explains Hakim Karoui, Director of Food & Beverage at Mövenpick Tala Bay Resort.

Incorrect product storage, as well as unclean equipment, could lead to contamination and deterioration of ingredients before use. Hence the need to store ingredients not only in the safest possible way, but also in bins which would have allowed for quickly identification of the contents for inventory and freshness-checking purposes.

Secondly, Aqaba’s particular geographical location, where the windy sea climate meets the dry desert, makes dust a major issue for Mövenpick Resort Tala Bay’s cleaning staff. On windy days, dust and sand become a serious problem, and it becomes difficult to prevent the ingress of dust into the guest areas and restaurants. The resort therefore needed a cleaning solution able to capture and hold high quantities of dust and debris.

Thirdly, while food safety and cleanliness of the property are priorities, a 5 star resort is also meant to provide a pleasant atmosphere for both business and leisure. The hotel was therefore looking for a high-quality solution able to fit with the surroundings, a true “five star option”.

### The Solution

To meet all of these needs, Mövenpick Tala Bay Resort opted for a selection of Rubbermaid products. “All Mövenpick Hotels have always taken great pride in their care of guests by embedding food safety and hotel hygiene into their corporate ethos,” explains Hakim. “HACCP standards are a must in a first-class resort, so we needed a partner able to deliver the highest standards of health and safety in all sectors.”



## Rubbermaid Products

- Ingredient bins R039138
- Microfiber flat dust mops R030752
- Buckets 1 8L R001519
- Vertical baby changing stations R050417
- High chairs R039153

In particular, for the kitchen environment, Mövenpick Tala Bay Resort opted for Rubbermaid Ingredient Bin Systems. These safe and innovative containers for storing dry food are used in two different ways: smaller containers to be placed on shelves and larger bins to be put under the preparation tables. Rubbermaid's Ingredient Bins are fully compliant with HACCP guidelines, guaranteeing total food safety thanks to a slanted clear top for easy identification of contents, and to a scoop hook for scoop storage inside the bin, but away from ingredients.

To ensure appropriate cleanliness throughout the resort, Mövenpick Tala Bay adopted a variety of Rubbermaid items, among them Rubbermaid mops, whose innovative microfibre technology is proven to be the most effective on the market.

In addition, Rubbermaid's high chairs and baby changing stations were also chosen to guarantee Mövenpick Tala Bay's little guests' remain as safe as possible.

All of these products proved to be a perfect fit with a 5 star environment, thanks to their modern and ergonomic design.

## The Benefits

Adopting Rubbermaid products brought a series of benefits to Mövenpick Tala Bay Resort:

### *Safe and Practical Food Storage*

To ensure constant compliance with HACCP standards, Mövenpick Tala Bay Resort needed to deal with suppliers of products complying with HACCP standards themselves. Rubbermaid Ingredient Bins proved to offer the best storage conditions for dry food in any quantity.

Cross contamination of foodstuffs is prevented with Rubbermaid containers providing the safest system on the market to reduce health and hygiene inspection issues. "As part of the HACCP programme, third party audits conduct food safety inspections every three months,





while our internal hygiene officer checks our ingredients on a daily basis. With Rubbermaid's storage bins we can be sure we are keeping the ingredients dry and safe from external contamination," explains Hakim.

### *Improved Efficiency*

All Rubbermaid ingredient bins are provided with a slanted clear top allowing quick access and easy identification of ingredients. Moreover, rolling casters allow the bins to be moved easily to multiple prep stations: "Immediate identification of content as well as adaptability to different workstations is essential in a fast-paced environment like the kitchen," continues Hakim. "The staff are absolutely thrilled: with Rubbermaid our food operations are not only safer, but also smoother and more productive."

### *Fit for the Environment*

Rubbermaid food storage bins proved to be the perfect products for the kitchen environment. Their style is in line with that of the Mövenpick Tala Bay kitchens, perfectly fitting underneath the preparation tables. Also, their smooth surface allows for easy cleaning, also reinforcing the hygienic appearance of the kitchen.



### *Better Protection Against Dust and Reduction in Water Usage*

As dust is one of the major issues to be dealt with in maintaining the cleanliness of the resort, cotton mops would have proved totally unfit. "As sand gets stuck literally everywhere, we were looking for a solution able to improve dust pick-up, not just on the floor but also in hard-to-reach areas, like window frame corners," explains Lourdes Couthino, Executive Housekeeper at Mövenpick Tala Bay Resort.

Thanks to its special technology, Rubbermaid microfibre perfectly met their needs: microfibre strands are thinner than a human hair, with each strand containing a large number of loose ends so that there is a greater amount of surface area to collect the dirt. Moreover, its zig-zag strips improve dust collection and reduce linting without leaving marks on the floor. "We're very proud of this solution. Mystery shoppers regularly conduct unannounced inspections, checking all the possible



aspects of the hotel experience. When it comes to cleanliness ratings, Mövenpick Tala Bay Resort always gets 100%!" continues Lourdes. Microfibre mops also brought environmental gains: while with traditional mops can clean one or two rooms with a bucket of water, with microfibre the number goes up to 5, which means a considerable reduction in water consumption.

### *Reliability and Durability*

All Rubbermaid products are made for strength and durability. Mövenpick Tala Bay staff are particular pleased with their robustness: "Quality and durability of products are a major factor that needs to be considered when purchasing hotel equipment, and I can definitely say that Rubbermaid offers a good combination of both," says Hakim.

When it comes to the cleaning products, the Executive Housekeeper agrees: "It's not easy to make a bucket or a mop attractive, but I believe Rubbermaid has genuinely succeeded," declares Lourdes. "I certainly have no reservations about using these Rubbermaid products in guest areas, as the equipment performs as professionally as it looks"

### **Peace of Mind for Parents**

"Outstanding hygiene and the safety of their babies are priorities for parents when on holiday. Being a five star resort, expectations are naturally high" explains Hakim.

The resort decided to go for Rubbermaid Baby Chairs and Baby Changing Stations for a number of reasons: First of all, these products are sturdy and robust, ensuring total safety for babies and parents. Also, their antibacterial protection prevents germs from spreading and causing stains and odours, making them easy to clean; both the chair and the changing stations meet the safety specifications of the TÜV certification institute. As with other Rubbermaid products, they are ergonomic and easy to set up, and their clean, contemporary design makes them the ideal choice for a premier five star hotel.





## Conclusion

Mövenpick Resort Tala Bay in Aqaba chose Rubbermaid Commercial Products as a complete solution fit for a 5 star environment. A variety of products have been adopted: food storage bins, microfibre mops and baby chairs to name just a few.

The introduction of Rubbermaid brought a series of benefits for the resort: Rubbermaid Ingredient Bins helped the resort comply with the HACCP standards, ensuring safe storage of dry food as well as smoother and more efficient food operations. Microfibre mops allowed for a more thorough hygiene standard and better protection in the daily battle against dust. Finally, parents visiting Mövenpick Tala Bay Resort can be totally confident regarding their baby's safety when using baby chairs or baby changing stations.

