

## **Rezidor launches new bar and restaurant concepts**

**The Rezidor Hotel Group has launched two new bar and restaurant concepts – Sure Bar and Brasserie de Verres en Vers. Working in partnership with Gorgeous Group, the award-winning UK-based specialists in luxury bars and restaurants, and design agency Graven Images, the first bar and restaurant have successfully opened at the new Radisson SAS Royal Hotel in central Dublin.**

Sure Bar is a stylish bar; a style bar with an Irish flavour. The new bar is a great place to enjoy fantastic cocktails, a great selection of beers, carefully chosen wines and fine champagne. In addition, Sure Bar is a place to enjoy simple, great quality gourmet bar food, all served with the legendary good humour of one of the most hospitable countries in the world. Sure Bar is working in partnership with Waterford Crystal, the iconic Irish brand, where selected drinks are served in Waterford Crystal glasses and the finest whiskey, spirits, wines and champagne can be savoured in the opulent surroundings of the Vintage Room. With luxurious, funky finishes and great music, the waiters are super-stylish in Orla Kiely aprons. Open all day, Sure Bar also offers an afternoon tea menu plus a wide selection of coffees and herbal teas.

Brasserie de Verres en Vers is a new, modern interpretation of the French brasserie. Quietly glamorous and sedately cool, design is an integral part, with clean lines, dark wood finishes and an elegant contemporary floral detail. With an all-day menu, the emphasis at Brasserie de Verres en Vers is on classic French brasserie fare, with ever-changing plats du jour, staple and signature dishes and a focus on fresh quality produce. The menu at Brasserie de Verres en Vers is complemented by a carefully chosen list of French wines and champagne and a great selection of aperitifs and digestifs.

With Rezidor one of the fastest growing hospitality companies in the world, currently featuring more than 300 hotels in operation and under development in EMEA, the introduction of the new bar and restaurant concepts will be valuable assets within the increasing pipeline of new hotels - Rezidor plans to open 20,000 new rooms between 2007 and 2009. Although both bar and restaurant are specialized products in their own right, they are also generic and have the flexibility to work in different markets and destinations. There are currently 24 identified locations to introduce Brasserie de Verres en Vers, the next in the new Radisson SAS Waterfront Hotel opening soon in Jersey, and a further 17 for Sure Bar.

“With the launch of Sure Bar and Brasserie de Verres en Vers in Dublin, we have created two exciting new concepts that can be introduced both in new-

build and established hotels. Although rooms revenue is a crucial element to a hotel's financial success, passionately-managed bar and restaurant outlets are certainly an asset and a contributing factor in a hotel's overall profitability. We are confident that these new bar and restaurant concepts will be well received in the marketplace by our guests, current stakeholders and future partners", commented Marko Hytonen, Vice President Future Openings & Corporate F&B of The Rezidor Hotel Group.

These two new restaurant and bar concepts join Filini Bar & Restaurant, the well-established contemporary Italian concept, launched previously in the UK with its flagship at the Radisson SAS in Birmingham, and Bravo! Bravo! Bar & Restaurant launched earlier this year at Park Inn Heathrow Hotel. New locations have been identified for both and additional bar and restaurant concepts are under development to be launched soon.

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*About the Rezidor Hotel Group:*

*The Rezidor Hotel Group is one of the fastest growing hotel companies in the world. The group features a portfolio of 300 hotels in operation and under development with more than 61.000 rooms in 47 countries.*

*Rezidor operates the brands Radisson SAS Hotels & Resorts, Regent International Hotels, Park Inn and Country Inns & Suites in Europe, Middle East and Africa, along with the goldpoints plusSM loyalty programme for frequent hotel guests. Rezidor has signed a worldwide license agreement with the Italian fashion house Missoni, in order to develop and operate a lifestyle hotel brand of the same name: Hotel Missoni.*

*In November 2006, Rezidor was listed on the Stockholm Stock Exchange. With 41,7%, Carlson Companies is the main shareholder.*

*The Corporate Office of the Rezidor Hotel Group is based in Brussels, Belgium.*

*For more information on Rezidor, visit [www.Rezidor.com](http://www.Rezidor.com)*