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HOTEL **zetta**

SAN FRANCISCO

RESTAURATEUR OF THE YEAR AND THREE-STAR CHEF TO PARTNER WITH HOTEL ZETTA

*Opening March 15, their new joint venture S+R (Salvage + Rescue) Lounge
boldly defines "modern tech-sexy"*

SAN FRANCISCO (February 15, 2013) – Viceroy Hotel Group announces the next innovative phase of their new boutique *Hotel Zetta* — the **S+R (Salvage + Rescue) Lounge** — conceived by Anna Weinberg and Jennifer Puccio (owners of *Park Tavern* and *Marlowe* restaurants).

"We are thrilled to announce our partnership with *Hotel Zetta*," says Weinberg (Restaurateur of the Year, *San Francisco Magazine 2012*) who envisions this new "modern tech-sexy" lobby bar and adjoining playroom as the ideal social hub for the emerging mid-market tech community to "work hard, play hard."

In keeping with *Hotel Zetta's* existing reclaimed design with a decidedly modern SoMa edge, the **S+R Lounge** will embrace all things salvaged and rescued: an interactive wall art inspired by the classic game Plinko, quirky sculptures and a soaring backlit bottle wall. The adjoining playroom (the property's physical social network and an extension of the **S+R Lounge**) features a pool table, shuffle board, the latest gaming consoles and some fiercely fun retro classics.

Nostalgia also enlivens the menu at **S+R Lounge**, which Chef Puccio says will reimagine (or "salvage") classic American party food favorites like Pigs in a Blanket, Fondue, French Onion Dip and Angels on Horseback. The cocktail program will "rescue" budding tech-titans from 15-hour days writing code, an upcoming VC pitch meeting, or a delayed landing at SFO with signature libations named after tech-company neighbors including **the Bubble, the 404 and the Angel**.

Weinberg and Puccio also will provide *Hotel Zetta's* room service in addition to helming the property's new inhouse restaurant **The Cavalier**, set to open in August 2013.

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About Hotel Zetta: Located at the iconic convergence of San Francisco's Union Square, SoMa and Financial Districts, Hotel Zetta is perfectly situated to experience the best of San Francisco's fashion, arts, technology and music scene. Originally built in 1913 and re-opened on its 100th anniversary, this 116-room property effortlessly combines state-of-the-art amenities with intuitive service. With 2,760 square feet of meeting and event space, and the ultimate Playroom. Hotel Zetta will be the go-to hotspot for San Francisco's leading-edge cultural and business communities. Hotel Zetta is located at 55 5th Street in San Francisco, California. For reservations, please call 415-543-8555 or visit the hotel's web site at www.hotelzetta.com. Follow Hotel Zetta on [Facebook](#) and [Twitter](#).

About Viceroy Hotel Group: [Viceroy Hotel Group](#) delivers one-of-a-kind lifestyle experiences that bring together provocative design and intuitive service in sought-after locations. Signature brand amenities and services created for the diverse business and leisure guests include dynamic dining venues featuring world-class culinary talents and destination spas specializing in health, fitness and beauty. Current properties include hotels and resorts in Abu Dhabi, Anguilla, Beverly Hills, Maldives, Miami, New York, Palm Springs, Riviera Maya, San Francisco, Santa Monica, Snowmass, St. Lucia and Zihuatanejo with forthcoming openings in Istanbul and Bodrum, Turkey.

About Weinberg and Puccio: New Zealand native **Anna Weinberg**, is an industry veteran steeped in experience from iconic New York restaurants such as *Danube* and *Barbuto*, as well as San Francisco staples *Town Hall* and *Ame* at the *St Regis*. This Hotel Zetta partnership is Weinberg's fifth restaurant venture: previously she owned *Stella* in New York (2001) and SF's *South* (2007), *Marlowe* (2010) and *Park Tavern* (2011). Both *Marlowe* and *Park Tavern* have earned a coveted Three-Star Rating from the venerable *San Francisco Chronicle* Food Critic and Executive Food Editor Michael Bauer, along with kudos in dozens of local and national media. **Jennifer Puccio**, executive chef/partner of *Park Tavern* and *Marlowe* restaurants, is a culinary firebrand whose credits include working with acclaimed chef, author, and James Beard Award winner Anna Sortun of *Oleana*, Daniel Patterson's former restaurant *Elisabeth Daniel*, *Rivoli*, famed vegetarian restaurant *Ubuntu*, *Ramblas*, and *Cortez*, where she earned three stars from the *San Francisco Chronicle*, an honor she earned again in April 2010 for *Marlowe*.

Pebblebrook Hotel Trust is a publicly traded real estate investment trust ("REIT") organized to opportunistically acquire and invest primarily in upper upscale, full-service hotels located in urban markets in major gateway cities. The Company owns 26 hotels, including 20 wholly owned hotels with a total of 4,952 guest rooms and a 49% joint venture interest in six hotels with a total of 1,733 guest rooms. The Company owns, or has an ownership interest in, hotels located in ten states and the District of Columbia, including 16 markets: Los Angeles, California; San Diego, California; San Francisco, California; Santa Monica, California; West Hollywood, California; Miami, Florida; Buckhead, Georgia; Bethesda, Maryland; Boston, Massachusetts; Minneapolis, Minnesota; New York, New York; Portland, Oregon; Philadelphia, Pennsylvania; Columbia River Gorge, Washington; Seattle, Washington; and Washington, DC. For more information, please visit www.pebblebrookhotels.com.