



ARCHER®

NAPA

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Downtown Napa's Newest & Most Anticipated Hotel of 2017 to Open November 27: ARCHER® Hotel Napa

**Boutique Property at the Heart of Downtown Revitalization Boasts 183 Rooms and
Balcony-Clad Suites, Expansive Rooftop with 360-Degree Views of the Valley,
Charlie Palmer Steak Napa & more than 17,000 Square Feet of Event Space**

**ARCHER's Signature Touches Throughout: Anticipatory, Sincere Service,
Turndown Ritual, Guest Rooms and Suites with Six Design Palettes,
Fireplaces on Balconies & Curated Napa-Centric Art Collection**

Celebratory Opening Rates: 20% Off New Reservations Through February 2018

Napa, CA – November 20, 2017 – [ARCHER® Hotel Napa](#), a luxury boutique, new-build hotel in the center of downtown Napa, will officially welcome guests on November 27, 2017. The 183-room, five-story property offers stunning 360-degree views of Napa Valley from its expansive rooftop, 39 balcony-clad suites, many with fireplaces, a rooftop spa and Charlie Palmer Steak Napa as its restaurant and culinary partner serving its 17,000 square feet of meeting and event space. The highly anticipated property, which serves as the anchor for the First Street Napa development and is at the heart of the revitalization effort downtown, was thoughtfully conceived with a strong consideration of place; Napa-centric design, décor, themes and programming can be found throughout. ARCHER Napa and the entire collection, boasting properties in New York and Austin with others in the pipeline, is brought to life by LodgeWorks Partners, L.P., the owner and developer of this hotel and the growing brand.

A wine country retreat with a distinctly urban beat – best describes the unique vision of LK Architecture Inc., the hotel's architect and designer. The hotel incorporates materials, colors and textures reflective of Napa, in juxtaposition with modern lines, simple forms and contemporary materials. "ARCHER Napa is built around an architectural vocabulary, which is derived out of the vineyards themselves," explains Roger Brown, senior vice president and director of design. "The

building reflects the geometric pattern of rows and columns from the vineyards with a wonderful cadence and purposeful rhythm produced in the design, bringing order and character to the building.” As the site of the former Merrill’s building, considerable time and attention-to-detail was given to restoring the historic tile façade to its original grandeur.

The architecture in the public spaces of the hotel is artful, integrating form and material with a purposeful nod to the location that the hotel calls home. The passage from the hotel entry doors to the lobby is like walking through a backlit grape arbor. The lobby and front desk reside within a large sky-framed atrium near the hotel’s center. This two-story space features warm natural woods, stone, a large-scale three-dimensional topographic map of Napa Valley and a custom crystal grapevine chandelier.

A signature design element, which originated at ARCHER New York and has been carried throughout each hotel in the collection, is the variations in the guest room design palettes; an unprecedented move for properties of this size. With a residential nod to the notion that no two bedrooms would be the same, ARCHER Napa features a variety of guest room and suite layouts and six distinct design palettes. Offering different experiences across the accommodations, the wall coverings, headboards, artwork and furniture vary from room to room. The constant among the spaces is the attention to detail, with fabulous finishes, touches and trims at every turn, as well as the base of the room palette with shades of cream, gray, gold and wood tones.

Expected to be the most sought-after accommodations, ARCHER’s balcony-clad suites feature fireplaces, lounge seating and signature ARCHER blankets for chilly evenings. To complement this unique indoor-outdoor living space, specialty balcony menus were created by celebrated chef Charlie Palmer, executive chef Jeffery Russell and pastry chef Jason Collins. Bubbles and Brie and double fudge chocolate cake with Prager port are among the selections that can be enjoyed while overlooking the buzz of downtown Napa. Each of ARCHER’s King Suites features a canopy bed and an ethereal Robert Buelteman black-and-white Napa vineyard photograph that wraps the frosted bathroom wall and cove-lit headboard wall. Tucked behind the dreamy scene is a large soaking tub and a vanity accented with a circular corner mirror with glass mosaic, white marble and pendant lighting. ARCHER’s Dens, the hotel’s largest accommodations at over 700 square feet, offer the ultimate curated Napa experience with a living area and sleek wet bar stocked for entertaining. A private bedroom features a four-poster bed and a large bathroom with soaking tub shrouded by a wine country mustard field in full bloom.

ARCHER’s guest rooms feature natural wood-patterned porcelain plank tile at the entryway and in the bathrooms, while the bedrooms have dark, plush carpets underfoot. The Classic King and Double King guest rooms (with two king beds), offer a bench at the end of the bed and desk and under-bed storage for luggage and fabulous finds from nearby local shops. Ideal for girlfriend getaways, the Double King guest rooms include a full-length, lighted mirror, a sofa with two side chairs and four dresser drawers for ample storage.

Palmer debuts the first California location of his modern American steakhouse, Charlie Palmer Steak Napa, serving breakfast, lunch, and dinner on the hotel’s ground floor. In collaboration with Palmer, Russell has created a dynamic, modern American steakhouse menu, featuring dishes and ingredients sourced from Napa Valley’s surrounding agricultural and viticultural regions. The 120-seat, 4000-

square foot also extends into the hotel lobby with a 12-seat bar area, outside to an al fresco dining patio, and throughout the hotel with ample private and semi-private event spaces.

Archer Napa's destination rooftop, debuting in early 2018, is anticipated to be a favorite gathering spot in downtown Napa. Chef Charlie Palmer and team will unveil a signature rooftop bar and restaurant, serving seasonal breakfast, lunch and dinner at the bar or alongside fire pits. This experience is accentuated by sweeping views of Napa Valley — the only vista of its kind in downtown Napa given the hotel's unique vantage point and height. The rooftop is also home to a chef's show kitchen, indoor/outdoor fitness studio, and spa by locally acclaimed Francis & Alexander. Chaise lounges can be found amidst the shallow ledge pool with water that meets the base of the seating. The depth of the water is refreshing enough to cool off from the sun's rays, while shallow enough to enjoy a cocktail set on the chaise side tables within the pool. There are private poolside cabanas overlooking First Street with stone fireplaces and privacy curtains — ideal for small gatherings and milestone celebrations. Guests can reserve the cabanas for the day and enjoy a specialty menu curated especially for these unique outdoor havens.

The House Art Collection, curated by ARCHER's art advisor, Deborah Goodman Davis, is a wonderful representation of depth of the region's artistic talent and diversity. It is a fluid grouping of pieces in a range of mediums, all created by area artists telling individual Napa-centric stories. Amber Jean Young's "Sky Orb" with mixed media to explore domesticity and memories. Gail Tarantino's "When I Think of Napa," a colored dots piece based on narratives she wrote about Napa. Two dozen pieces are from the Creative Growth Art Center, which gives professional studio space to artists with developmental, mental and physical disabilities. "The Basket," an outdoor sculpture by Gordon Huether, honors Napa's original inhabitants. The works – 148 in total – are telling of the tremendous passion, fabulous people, places and spirit the region has to offer.

ARCHER is the consummate host with the genuine intention to truly make guests feel at home. Just as you would offer a guest a drink and provide an internet connection, the hotel welcomes guests with a gift of complimentary bottled water, handmade salted caramels from neighboring Anette's Chocolates, and free Wi-Fi throughout the hotel. Then of course there is the bedtime turndown treat, an eight-item rotation of locally sourced items. Guests will enjoy Earth and Sky Chocolates, Chocolate-covered Graham Crackers from Kika's Treats, Fancy Fortune Cookie Co. goodies with custom messages from ARCHER, Ocho Peanut Butter Bars and house-made delicacies from Charlie Palmer's pastry chef, including seasonal brittles and fig newtons.

ARCHER Napa offers more than 17,000 square feet of indoor-outdoor meeting and event space. The Grand Salon, totaling over 2,540 square feet, is an impressive two-story space with high clerestory lighting, reclaimed wine barrel wood paneling and an adjacent pre-function foyer providing an additional 850 square feet of event space. The ceiling features floating wood panels with an undulating layout that is reflective of the rolling hills of Napa Valley. For slightly smaller events, there is a secondary event room (over 1,700 square feet), as well as two breakout rooms that are both nearly 600 square feet. The expansive rooftop — an open-air, alfresco destination in and of itself — offers nearly 9,000 square feet that are prime for entertaining. The venue offers trellis- and skylight-covered areas, varied seating options, and potted olive trees with festoon lighting and engaging landscaping.

This marks the third property in the growing ARCHER® Hotel collection, joining sister hotels in Midtown Manhattan/NYC and Austin at the Domain NORTHSIDE, with three suburban hotels currently being built in Florham Park, NJ; Burlington/Boston, MA; and Redmond/Seattle, WA. The brand has consistently delivered on its promises of anticipatory service, thoughtful surprises and incredibly thought-out details, such as its nightly turndown ritual featuring treats locally sourced from the city the hotel calls home. ARCHER Napa's sister hotels consistently occupy the top spots on the most popular travel sites and renowned reader choice awards' lists. The most welcoming touch – evident across all properties – is the staff who is undeniably sincere when they ask, "Is there anything else I can help you with?" These are just some of the thoughtful gestures to make guests feel as if they are visiting an in-the-know, well-connected, yet incredibly modest, friend.

To celebrate its debut, ARCHER Napa has unveiled a grand opening special of 20% off best available rates. The discount is valid for reservations booked through the hotel's website for travel through February 2018. Some restrictions apply. For more details please visit <http://archerhotel.com/napa> and enter booking code: 20offNapa.

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About LodgeWorks

LodgeWorks Partners, L.P., is a privately held hotel development and management company with a rich history as hospitality brand innovators, industry-leading guest satisfaction, sophisticated development acumen and an experienced team that has successfully collaborated for more than 30 years. LodgeWorks continues to own, franchise and/or manage a portfolio of branded hotels including Hampton Inn®, HYATT house®, Hyatt Place®, Aloft®, Hilton Garden Inn® and its own proprietary ARCHER® Hotel boutique collection. For more information, please visit www.lodgeworks.com.

About Charlie Palmer Steak

Chef Charlie Palmer's boutique collection of modern American steakhouses collection reflects the cornerstones of chef-driven hospitality: big bold flavors in food and drink with a welcoming atmosphere of sophisticated but natural beauty. Rooted in the pursuit of the best ingredients and a straightforward approach in the kitchen, Palmer's award-winning signature progressive American cooking is on display at four market-driven locations in New York City, Washington, D.C., Las Vegas, Reno, and a fifth in downtown Napa forthcoming in November 2017. By drawing upon each region's exceptional resources, Palmer and his staff craft menus unique to each location, highlighting its area farmers, ranchers, winemakers and distillers.

About First Street Napa

Zapolski Real Estate and Trademark Property Co. are spearheading the revitalization of 325,000 square feet of mixed-use space in the heart of downtown Napa. The First Street Napa redevelopment will feature a collection of 45 national and best-in-class regional and local retailers, innovative restaurants and wine bars, creative class office space and ARCHER Hotel Napa. Current committed brands include Lush, Maris Collective, Compline restaurant + wine bar, Brown Estate, Napa Valley Jewelers, Overland Sheepskin Co. and Eiko's Sushi. First Street Napa's retail, agrarian landscaping and local art and design, approachable dining, and wine country charm make this destination unmistakably Napa.

www.firststreetnapa.com