



ARCHERSM

NAPA

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ArcherSM Hotel Announces Restaurant Partner in Napa: Celebrated Chef Charlie Palmer and Charlie Palmer Group

**Boutique Property in Heart of Downtown Napa Will Open Late 2016 featuring
Charlie Palmer Steak & a Rooftop Bar**

**Palmer Is Part of a Trio of High-Profile Culinary Partners Across Archer Hotel
Collection, Joining David Burke Group and La Corsha Hospitality Group**

Napa, CA – June 18, 2015 – Anticipation around ArcherSM Hotel Napa, a luxury, boutique, new-build hotel at the First Street site of the former Merrill's building, has been slowly building since its August 2013 announcement as the anchor of Napa Center. Until now. With site work underway, Archer Napa is now unveiling its plans and partner on the culinary front, with the announcement of Charlie Palmer Group at the helm of its food and beverage operations. Charlie Palmer Steak, rooted in the pursuit of the best ingredients and a straightforward approach in the kitchen, will be the signature restaurant at the 183-room hotel that is projecting a late 2016 opening. Palmer and team will also oversee the culinary direction of the rooftop bar, poolside and in-room dining, as well as private events and executive retreats.

"The Charlie Palmer Group is a tremendous fit for Napa," said Mike Daood, president of LodgeWorks, which develops, owns and operates the Archer hotel collection. "Charlie and his team are gracious, world-class culinarians who strive to support small, local and artisanal food and wine producers. Like Archer, they are excited to be part of the resurgence of downtown Napa. The group brings national accolades, but more importantly, a local presence and a reputation that is already well-established in Napa Valley."

Charlie Palmer Steak, now in New York City, Washington, DC, Las Vegas and Reno, has been praised for creating steak restaurants that break the typical mold of the men's club, a haven for carnivores and wine enthusiasts alike. The group is well acquainted with the Napa Valley dining scene and opened Harvest Table at Harvest Inn by Charlie Palmer in St. Helena just last month. "My team and I are very excited to partner with LodgeWorks and their world-class hospitality endeavors. Downtown

is primed for a steakhouse concept like ours and I can't wait for Charlie Palmer Steak to be a part of Napa's fantastic restaurant community."

Archer Napa will feature an expansive rooftop welcoming guests and locals. Patrons will be able to enjoy cocktails and small plates at the rooftop bar, alongside fire pits or by the ledge pool, as they take in the sweeping views of Napa Valley, the only vista of its kind in downtown Napa.

Archer Napa will be the third addition to Archer's hotel collection. The inaugural property, [Archersm Hotel New York](#), opened in May 2014 on West 38th Street, between Fifth and Sixth Avenues. Archer Austin is underway with plans to open shortly before Napa in late summer 2016. Exceptional culinary talent has been a strong tie throughout the brand, with the David Burke Group's fabrick at Archer New York and La Corsha Hospitality Group and its acclaimed Second Bar + Kitchen opening at Archer Austin.

LodgeWorks SVP brands & marketing, Cheryl Gilliam, often says of the collection that, "Archer is not just a hotel; it's a personality, an eclectic way of being, a welcoming residence, if you will. Guests are meant to feel as if they are entering a home in many ways, yet it is unlike any other. It's a place that might have been here before, timeless in some ways, yet of today in many more; it's a *new* American classic." The brand has been applauded for setting itself apart from the pack with its thoughtful touches and genuine, anticipatory service; it is ranked in the top five percent of all New York City hotels on TripAdvisor.

Zapolski Real Estate founder Todd C. Zapolski and Trademark Property Co. are spearheading the revitalization of over 380,000 square feet of mixed-use space in the heart of downtown Napa through a redevelopment program aimed at attracting a collection of national retailers as well as regional and local restaurants and shops, inclusive of Archer Hotel Napa. LodgeWorks is a natural fit given its history and earlier involvement in the renaissance of downtown Napa. The hospitality company was behind the July 2009 opening of the 141-room AVIA Hotel at 1400 First Street, which is now the AndazTM Napa, following the sale of the AVIA brand and related assets to Hyatt Hotels Corporation in August 2011.

"We could not be more excited to have teamed with the best minds in the industry to deliver an exceptional food and wine experience and a commitment to the highest level of hospitality. The Charlie Palmer Group is a fantastic addition to the collection of best in class restaurant and retail partners that will together make Napa Center," said Todd Zapolski.

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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 28 years. The company has recently launched the Archer Hotel boutique collection with a May 2014 New York City debut, properties in Austin and Napa underway and plans for others to be announced in the coming months. LodgeWorks continues to own, franchise and/or manage a portfolio of branded hotels including Hampton Inn®, HYATT house®, Hyatt Place®, Aloft®, and Hilton Garden Inn®. For more information, please visit www.lodgeworks.com.

CHARLIE PALMER GROUP

The Charlie Palmer Group grew out of Aureole, American cuisine pioneer Charlie Palmer's landmark restaurant, originally located in a historic townhouse on the Upper East Side of Manhattan. Today, Palmer's flagship Aureole is strategically located at the Bank of America Tower at One Bryant Park. Other coast-to-coast locations encompass an expanding collection of award-winning restaurants—many in equally significant historical locations—innovative wine shops, and luxurious boutique hotels, each designed with distinctive personalities to provide unique experiences. These properties include: Aureole, Upper Story by Charlie Palmer, Charlie Palmer Steak, Crimson & Rye, Charlie Palmer at The Knick, and St. Cloud (New York), Aureole at Mandalay Bay Resort & Casino, Charlie Palmer Steak at The Four Seasons Hotel (Las Vegas), Charlie Palmer Steak (Capitol Hill, Washington DC), Charlie Palmer Steak and Briscola (Reno, Nevada), Dry Creek Kitchen & Hotel Healdsburg (Sonoma County, California), Harvest Inn by Charlie Palmer and the newly opened Harvest Table, (St. Helena, CA), Burritt Room, Burritt Tavern and Mystic Hotel (San Francisco, CA). Learn more at www.charliepalmer.com.

ZAPOLSKI REAL ESTATE

Zapolski Real Estate, LLC (ZRE) is a privately-owned, fully integrated real estate investment, development and management firm with a geographic emphasis on the East Coast (office in Durham, NC) and Northern California (office in Napa, CA). With a focus on the acquisition, development and redevelopment of retail, office, multi-family and mixed-use properties, ZRE currently operates over 1 million square feet located in four states primarily for its own account. For more information, please visit www.zapolskire.com.

NAPA CENTER

Slated to open in fall 2016, Napa Center will transform the Napa Valley experience, creating a walkable, high energy gathering place for residents and tourists alike to shop and dine. Led by Zapolski Real Estate and Trademark Property Company, construction is underway on a \$100 million, 380,000-square-foot redevelopment which will add approximately 40+ shops and restaurants and a 183-room boutique luxury Archer Hotel to surging Downtown Napa. Additional enhancements will include new hardscape and landscaping, seating areas, water features, a locally curated public art program and improved connectivity within the downtown area. For more information, visit www.shopnapacenter.com.

TRADEMARK

Trademark Property Co. is an operator, investor and developer of award-winning, mixed-use town centers, specialty, community, power centers and enclosed regional malls. Since 1991, the Fort Worth, Texas-based Trademark has invested in, or developed over 11.5 million square feet of retail and mixed-use assets worth over \$2 billion. Trademark's experienced team of 100 employees is responsible for more than 6.2 million square feet of retail and mixed-use projects currently in operation or development/redevelopment, including: Alliance Town Center (Fort Worth, Texas), Burr Ridge Village Center (Chicago, Ill.), Glades Plaza (Boca Raton, Fla.), Hillside Village (Cedar Hill, Texas), La Palmera (Corpus Christi, Texas), Market Street Flowood (Flowood, Miss.), Market Street – The Woodlands (The Woodlands, Texas), Napa Center (Napa, Calif.), Rice Village (Houston, Texas), Saddle Creek (Germantown, Tenn.), The Shops at Highland Village (Highland Village, Texas), The Shops at La Palmera (Corpus Christi, Texas), Victory Park (Dallas, Texas), Watters Creek (Allen, Texas), Waterside (Fort Worth, Texas), and WestBend (Fort Worth, Texas). For more information, visit www.trademarkproperty.com.