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FOR ALL WHO THIRST FOR FINE WINE AND CHOCOLATE

Le Chateau is grand new resident at The Beverly Hilton

Beverly Hills, CA January 2008 – If a chateau is not historic, then it must be grand. The Beverly Hilton has combined the excitement and entertainment of Hollywood with the elegance of Beverly Hills for over 50 years. After an \$80 million dollar reinvention by new owner, Beny Alagem and Oasis West Realty LLC in 2006, the result is redefined luxury hotel with a grand new fine and wine retail resident, *Le Chateau*. Since it's opening in 2006, *Le Chateau* has been a cellar success for all who thirst fine wine and chocolate.

Both connoisseurs and novices alike consider *Le Chateau* their castle, a residence of nobility and Georges Serna, Managing Director & Sommelier is the Lord of the Manor. Serna wears the badge of The Sommelier Society of America which recognizes his outstanding performance for his wine knowledge, creative food and wine harmony, service ability, dexterity and unsurpassed golden palate. "I wanted to bring to Beverly Hills both luxurious and worldly wines, as well as the hidden Central California gems that are right now on the verge of discovery," said Serna." The design of *Le Chateau* evokes a classic European wine cellar, yet is strongly influenced by key elements of modern California architecture. His intuitiveness for hiring talented Sommeliers such as Diane De Luca who live the language of wine is part of the reason for its "cellar success." With a cellar of over 4,500 bottles of Central California Coast wines and an indulgent line of Belgium chocolate, it's the right ingredients for a rich discussion.

A connoisseur can indulge in a new array of personalized services from the monthly *Collectors Series*, which is a hand-selected service of varietals delivered right to the door-step to private consultations and tasting parties. Ready-to-go gifts are wrapped with custom Le Chateau wood carved boxes with tailored logo engraving wrapped with intoxicating blends of Belgium Neuhaus chocolate, limited edition varietals, romantic compact CD's, cigars, or scented candles. For those who take delight in selecting their own luxuries, gift certificates are the way to go. The award-

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winning showroom retails highly-esteemed products such as Reidel blind tasting stemware, decanters, spirit glasses, Charlie Trotter knife set, Catania Wine Enhancer, Le Nez Du Vin aroma kit for learning the language and scents of wine. Register to receive the bi-monthly newsletter showcasing life at Le Chateau and stay informed at www.lechateaubh.com. For the personal Sommelier touch, visit Serna in-store.

About Le Chateau

Located at The Beverly Hilton, 9876 Wilshire Boulevard, Beverly Hills, CA 90210 (310) 887-6006. Services offered include wine and chocolate tastings, retail purchases, private cellar consultations, private events, and a line of personally designed gift baskets. Open Monday-Friday 10:00am-8:00pm and Saturday 12:00pm-10:00pm. For more information please call or email info@lechateaubh.com. Visit www.lechateaubh.com.

About The Beverly Hilton

9876 Wilshire Blvd, Beverly Hills, California 90210 (310) 274-7777 www.beverlyhilton.com

Opened in 1955 by distinguished hotelier Conrad Hilton, The Beverly Hilton has combined the excitement and entertainment of Hollywood with the elegance of Beverly Hills for 50 years. Located at the world-famous intersection of Wilshire and Santa Monica -Boulevards, the 570-room hotel features 101 suites including the nine private luxury suites within The Penthouse Collection. With more than 60,000 square feet of upscale indoor and open-air event space all on the lobby level, the hotel's famed International Ballroom is the centerpiece of the new International Collection. Home of many notable annual events including the Golden Globe Awards, Oscar Nominee Luncheon and the Milken Institute's Global Conference, The Beverly Hilton offers three award winning ballrooms, nine additional meeting rooms, an Executive Meeting Center with unrivaled technology by design to make any meeting a success.

Owned by entertainer Merv Griffin from 1987 to 2003, Beny Alagem and Oasis West Realty LLC purchased The Beverly Hilton in late 2003 immediately embarking on an \$80 million reinvention of the 8.9 acre property. Just as The Beverly Hilton defined luxury living when it opened, the newly redefined Beverly Hilton does so once again with the elegance and style considered synonymous with Beverly Hills.

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