



FOR IMMEDIATE RELEASE :

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### **ZIP AND SIP IN 90210 ON 09.02.10**

**BEVERLY HILLS, Calif. – (July 7, 2010)** – It is a date not to be missed, so zip into 90210 on 09.02.10 and sip into the four day festival that will celebrate all things epicurean. On September 2, 2010, The Beverly Hilton will commemorate this once-in-a-lifetime date with flavorful hotel packages that will allow guests to indulge in the *Food & Wine Magazine* sponsored **Taste of Beverly Hills Festival**.

In honor of the date which is synonymous with the City's famed zip code, The Beverly Hilton welcomes visitors Labor Day weekend (September 2-6, 2010) to experience Beverly Hills with Taste of Beverly Hills Food & Wine Festival packages:

**Connoisseur Package:** Experience expert tastings over a three night stay for two guests in a Junior Suite, two weekend passes to the food and wine festival, breakfast for two each morning in Circa 55 Restaurant and valet parking at the hotel. Price is \$2,000.00 exclusive of taxes and gratuities.

**Epicurean Package:** Enjoy a two night stay for two guests in a Deluxe King accommodation, one day and one evening pass for two guests at the food and wine festival, breakfast for two each morning in Circa 55 Restaurant and valet parking at the hotel with the epicurean package. Price is \$1,000.00 exclusive of taxes and gratuities.

**Amuse-Bouche Package:** Choose a one night stay for two guests in a Deluxe King accommodation, one evening pass for two to the food and wine festival, breakfast for two in Circa 55 Restaurant and self-parking at the hotel with the amuse-bouche package. Price is \$500.00 exclusive of taxes and gratuities.

To reserve a package today and taste the festivities tomorrow, contact The Beverly Hilton reservationists at 310.285.1306 or on-line at [www.beverlyhilton.com](http://www.beverlyhilton.com).

The festivities commence with an exclusive event honoring Larry King coupled with gourmet food, wine and marquee entertainment under the tented rooftop of the former Robinson's May parking structure adjacent to The Beverly Hilton. Guests will revel in all things epicurean, including live cooking demonstrations from renowned chefs, restaurant tastings and live musical performances throughout the weekend. For further information, visit [www.beverlyhills.org/90210Day](http://www.beverlyhills.org/90210Day).

#### **About Hilton Hotels**

Hilton Hotels is the stylish, forward-thinking global leader of hospitality that welcomes guests in more countries than any other full-service hotel brand. The Hilton brand currently includes more than 530 hotels and resorts in 76 countries, and plans to serve travelers in 80 countries by the end of 2011. By offering innovative products, services and amenities, Hilton enables travelers to be at their best 24/7, whether traveling for business or leisure. Start your journey at [www.hilton.com](http://www.hilton.com).

#### **About Hilton Worldwide**

Hilton Worldwide is the leading global hospitality company, spanning the lodging sector from luxurious full-service hotels and resorts to extended-stay suites and mid-priced hotels. For 91 years, Hilton Worldwide has been offering business and leisure travelers the finest in accommodations, service, amenities and value. The company is dedicated to continuing its tradition of providing exceptional guest experiences across its global brands. Its brands are comprised of more than 3,600 hotels and 592,000 rooms in 81 countries and include Waldorf Astoria Hotels & Resorts, Conrad Hotels & Resorts, Hilton, Doubletree, Embassy Suites Hotels, Hilton Garden Inn, Hampton Hotels, Homewood Suites by Hilton, Home2 Suites by Hilton and Hilton Grand Vacations. The company also manages the world-class guest reward program Hilton HHonors®.

For more information about the company, please visit [www.hiltonworldwide.com](http://www.hiltonworldwide.com)

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