



HOTEL
GRAND
PACIFIC

NEWS RELEASE

THIS AIN'T NO “CARD-BORDEAUX”: WINE-ON-TAP TREND COMES TO VICTORIA

Hotel Grand Pacific proud to offer new system that improves quality, reduces carbon footprint
www.hotelgrandpacific.com

July 29, 2013; Victoria, B.C. – In keeping with its commitment to quality and environmental sustainability, the Hotel Grand Pacific is now offering “wine-on-tap.” Smashing stereotypes held around bulk wine, which has typically been associated with “bag-in-box” products, the FreshTAP system allows restaurants to serve high-quality wines at a consistent temperature, maintain freshness, eliminate waste and reduce the environmental footprint of wine service.

The first hotel in Victoria to offer the Vancouver-based FreshTAP system, the Hotel Grand Pacific has installed five taps in The Pacific Restaurant, with a starting line-up that includes offerings from some of British Columbia’s favourite wineries. The wines come in 19.5 litre stainless steel kegs, containing the equivalent of 26 standard 750 ml bottles. An inert gas pushes the wine out of the keg, preserving the wine left in there by eliminating the risk of oxidation. There is no risk of a wine being “corked” or stale, and the last glass of wine is as fresh as the first.

“Wine-on-tap is a great fit for the Hotel Grand Pacific,” says Emory Haines, the hotel’s Director of Operations. “We know that our guests will appreciate the consistent quality that the FreshTAP system offers, and the fantastic choice of BC wines. From a business perspective, we love knowing that we will never have to throw out an unfinished bottle of one of these wines, and that we can reduce our environmental impact by eliminating the need for heavy glass bottles, corks and labels; and the extra fuel needed to ship them.”

The first five wines The Pacific is offering on tap are the Clos du Soleil Pinot Blanc, Stag’s Hollow Semillon, Calliope Riesling, CedarCreek Merlot and Blasted Church Big Bang Theory, all from either the Okanagan or Similkameen valleys in British Columbia. The wines are available by the glass for \$8 to \$10, or by the half-litre.



HOTEL
GRAND
PACIFIC

The **Hotel Grand Pacific** offers guests what they want, where they want it. Conveniently located on the Inner Harbour in downtown Victoria, it is the perfect choice for the lifestyle traveller seeking an alternative from the traditional branded hotel stay. With 304 spacious guestrooms and suites, the Hotel Grand Pacific is renowned for delivering an exceptional and personalized guest service experience. With a focus on health and wellness, the hotel offers complimentary access to the Victoria Athletic Club, located on-site. Relax at SORA Spa, or dine at the all-day Pacific Restaurant or The Mark, an award-winning fine dining restaurant. The Hotel Grand Pacific is a proud member of Preferred Hotels & Resorts Worldwide.

- 30 -

Media Contact:

Wendy Underwood
Fever Pitch Marketing Communications Inc.
T: 604.418.5253
E: wendy@feverpitchcommunications.com