



WESTHOUSE
NEW YORK

WESTHOUSE REVIVES PROHIBITION ERA WITH OPENING OF THE DEN

Luxury Hotel's First-ever Exclusive Guest Only Lounge Embodying 1920's Speakeasy

FOR IMMEDIATE RELEASE

NEW YORK, N.Y. – Monday, April 6th, 2015 – [WestHouse Hotel New York](#), the luxury boutique hotel innovating Manhattan's hospitality landscape with its distinct "house away from home" concept and Art Deco inspired design, today announced the opening of [The Den](#), a fresh and modern interpretation of the classic speakeasy featuring a curated menu of bespoke cocktails including the hotel's unique take on the Old Fashioned; *The Oldie But Goodie*. Open exclusively to hotel guests and their guests, the lounge is a timeless oasis in the heart of Midtown that exudes the elegance of the 1920s era.

"At WestHouse, we provide exclusive and personalized experiences that offer a respite for both business and leisure travelers alike. We're thrilled to welcome guests to The Den, it's the perfect spot to start and end your night in the city," said Karla Keskin, General Manager, WestHouse Hotel New York.



Adjacent to the lobby and designed by acclaimed Jeffrey Beers International, the private lounge is laid-out as a well-appointed living room divided into multiple seating areas featuring a careful selection of eclectic furniture pieces, an intimate bar, curated library and antique fireplace offering an atmosphere of exclusivity filled with scents of amber and subtle tobacco specifically designed for WestHouse by 12.29®.

The Oldie But Goodie, WestHouse's first signature cocktail, is an exclusive collaboration with Solbeso, the world's first spirit made from 100% fresh cacao fruit, and 18.21 Bitters, hand crafted premium bitters from Atlanta, Georgia. The hotel's variation on the classic cocktail, created by highly acclaimed NY-based mixologist Rael Petit wins with its bright, soft palate and smooth finish. Rather than Bourbon as the base, the WestHouse Old-Fashioned uses Solbeso, and incorporates the delicate 18.21 black currant bitters and cocoa tinctures creating a sweet complexity with cocoa notes as a nod to the origins of the cocktail itself. The elegant and remarkably interesting cocktail compliments The Den's fresh and modern take on the prohibition era.

WestHouse encourages guests to 'come home' and toast the opening of The Den with an Oldie But Goodie. Guests wishing to book can reserve at <http://www.westhousehotelnewyork.com>.

About WestHouse Hotel New York

Opened in December 2013, WestHouse Hotel New York is an entirely unique hospitality concept providing a curated portfolio of thoughtful amenities and an elevated level of intuitive service for the world's most discerning guests. Designed by Jeffrey Beers International and inspired by the 1920s Art Deco era, WestHouse provides a one-of-a-kind "house away from home" experience, blending the refined elements of an upscale Upper Westside townhouse with the amenities and services of a luxury boutique hotel. A member of Small Luxury Hotels of the World™, WestHouse is ideally situated in the heart of Manhattan just steps from some of the best of New York City attractions including Central Park, Carnegie Hall, the MoMA, Broadway, and Times Square. WestHouse is located at 201 West 55th Street, New York, NY 10019. For more information or reservations call 1.800.WEST (9378) or visit westhousehotelnewyork.com. Follow WestHouse on [FaceBook](#), [Instagram](#) and [Twitter](#) @WestHouseNY #Inresidence.

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