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YOTEL NEW YORK DEBUTS NEW OUTDOOR TERRACE SPACE

'SOCIAL DRINK & FOOD' BRINGS NEW YORK'S LARGEST OUTDOOR HOTEL SPACE TO LIFE
WITH GLOBALLY INSPIRED COCKTAILS AND STREET FARE

New York, NY (May 18, 2016) – YOTEL New York is excited to announce the launch of **Social Drink & Food** (570 Tenth Avenue near 42nd Street, NYC, 646-449-7790, www.socialdrinkandfood.com, @socialdrinkandfood), a **new terrace bar and restaurant concept** that brings globally-inspired street food and refreshing cocktails to its terrace space in the heart of Hell's Kitchen.

"We are excited to welcome Social Drink & Food to our terrace just in time for our guests to enjoy the outdoor space this summer," says Jenn Williams, Head of Marketing at YOTEL New York. "The vibrant design and international menu provide a unique escape for visitors to enjoy refreshing cocktails and eclectic bites while taking in city views from YOTEL's unrivaled outdoor space."

Social Drink & Food is the latest venue form **Partner Gil Rubenstein**, who has opened The Rooftop Bar at the Library Hotel, Press Lounge and the Gansevoort Hotel Rooftop, among others, and most recently co-founded the North African-inspired restaurant Green Fig in YOTEL New York. For Social Drink & Food, he based the atmosphere on his favorite gastronomic experiences from travels around the world. Green Fig GM Meir Mualem designed the **globally inspired cocktails**, which are bursting with fragrant, fresh fruit-forward flavors ideal for spring and summer on the outdoor terrace, including *Fig Caipirinha* (Leblon cachaça, lime juice, fig, ginger ale); *Rosewater Martini* (vodka, rose water and lemon juice) and *Southern Love* (rye, mint, seasonal fruit and fresh lemon juice). Guests can share the tiki-inspired *Tropical Triple*, Flor de Caña rum with pineapple and coconut syrup served in a hollowed out pineapple. The **beer list** focuses on bottles from American craft breweries such as Left Hand and Long Island's Blue Point, as well as international ones like the Belgium's Rochefort brewed by monks and Germany's Krombacher. Two draft beers and four wines on tap will be offered 2-for-1 during *Tappy Hour* 3pm – 5pm daily. Sparkling wine and cider will be available as well.

Green Fig's **Chef Kfir Ben-Ari**, former executive chef of the Provencal restaurant Paradou, crafts shareable dishes that take inspiration from street foods of the Middle East, France, Italy, North Africa and beyond. The menu offers snacks

and shared plates, from finger foods for grazing such as *Roasted Moroccan Spiced Nuts* and *Marinated Mediterranean Olives* to larger fare like *Chicken Shashlik* skewers with charred tomato, onions and pita or the *Social Salad* with arugula, beets, goat cheese and candied walnuts in an apple cider walnut vinaigrette, plus entrees of *Steak Frites* with French fries and chimichurri sauce and tempura-battered *Fish 'n' Chips* with rosemary fries and caramelized lemon. Rotating *Street Fair specials* range from ceviche to roast pork to grilled street corn to spicy popcorn chicken. Pizzas include the *Carnivoro* with bacon, sausage and pepperoni; tropical *Hula Hula* with ham pineapple and jalapeno peppers; a classic *Margherita*; and *Bianca* (ricotta, mozzarella and parmesan). Guests can also design their own pies with toppings ranging from bacon to mushrooms to olives.

The festive design by Kimberly Hall Creative evokes the 1960s futurism blended with a relaxed vibe from the same era. City views and exotic plants enhance the setting while guests relax in comfortable lounge seats with colorful cushions. A vibrant, eye-catching yarn installation by Brooklyn-based artist London Kaye known for her crocheted street art is featured in the tented bar area.

Social Drink & Food will host outdoor events including movies screened by the Rooftop Cinema Club, which was founded in London and debuted programming in NYC last year. The Summer 2016 series begins in early May and runs every Sunday through Wednesday through end of September with an eclectic variety of movie genres from thrillers to comedy to feel-good guilty pleasures, with each guest receiving their own pair of high-quality wireless headphones to adjust to their preferred volume. Tickets are \$30 and include admission to the film and a Social Drink & Food beverage and food component – a pairing of drink and snack that will change monthly. For full film listings, tickets and more information visit www.rooftopcinemaclub.com/newyork.

Social Drink & Food will be open 11:30am – midnight Sunday through Wednesday (kitchen closes at 11 pm) and 11:30 am – 1 am Friday through Saturday (kitchen closes at midnight).

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About YOTEL

Inspired by first class travel, YOTEL translates the language of luxury airline travel into small but luxurious 'cabins'. Uncompromisingly designed around guests, YOTEL City hotels are taking the essential elements of luxury hotels in smaller, smart spaces and deliver a sense of community with areas for co-working, social gatherings and exercise. Premium cabins include YOTEL's signature adjustable 'SmartBed' with luxury bedding, rejuvenating monsoon rain showers, relaxing mood lighting and 'techno wall' with smart TVs, multi power points and easy connectivity.

YOTEL currently operates three airport hotels in London Gatwick, London Heathrow and Amsterdam Schiphol airports; and one city hotel in the heart of Manhattan, New York. YOTEL is expanding rapidly with eight new hotels under development globally, including two new airport hotels set to open at Paris Charles de Gaulle Airport (2016) and Singapore Changi Airport (2018); and six new city hotels currently under construction in Williamsburg, Brooklyn (2017) Singapore Orchard Road (2017), Miami (2018), San Francisco (2017), Boston (2017) and Dubai (2018).

Founded by YO! Founder Simon Woodroffe OBE, YOTEL's HQ is in London and has offices in Boston and Dubai. Its major partner and shareholder is IFA Hotels and Resorts KSCC based in Dubai.

For More Information, please visit: <http://www.YOTEL.com>

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