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***17 Restaurant at the Alden Hotel Launches Innovative, Interactive iPad Digital Sommelier**

HOUSTON (April 11, 2011) – The award-winning *17 Restaurant at the Alden Hotel, known for its modern American cuisine and unmistakable retro glamour décor, is launching an innovative on-premise iPad wine and beverage list, announced *17 Restaurant General Manager Patrick Dorrian.

The newly designed iPad sommelier is an innovative tool that can be used in both the restaurant and bar areas of the Alden Hotel. Replacing the standard leather bound wine list typically used at most fine dining establishments, guests will now be given a digital menu to explore, which will enhance the overall dining experience while staying true to the trend forward motif emerging inside the venue.

The interactive features will allow guests to peruse the entire wine portfolio offered at *17 through a variety of search options such as varietals, vintages, regions, and prices. It will also include specialty cocktail and beer selections as well as showcase up-to-date information on current restaurant features, upcoming events and wine dinners. Guests are also able to sign up for Alden's newsletter and email announcements directly on the iPad.

Vibrant, high-definition, color photos of wine labels and wine makers will be displayed with each selection to give additional insight on the wine, its flavor, and suggested pairings to compliment dishes prepared by the extraordinary *17 culinary team.

The goal is to provide guests with enough information to make an informed wine selection at their table without feeling overwhelmed.

“Wine can be intimidating to some people, which can hinder their experience when dining out. In an effort to eliminate that issue we created a personalized digital *sommelier* at their fingertips. We are excited that *17 at the Alden will be the first to implement this cutting edge technology in the Houston market,” said Dorrian. “We pride ourselves on being innovative industry leaders in both cuisine and customer service and this new tool is just one example of the dedication we have to our customers and our commitment to excellence.”

The iPad wine list can only be used on premise, however the next phase of development will allow direct download for offsite iPad users.

For more information about *17 Restaurant at the Alden Hotel please visit www.17food.com/.

About *17 Restaurant at the Alden Hotel :

The *17 Restaurant, known for its modern American cuisine and retro glamour digital décor, is a popular tourist and local hot spot inside the Alden Hotel. *17, "Where 17 Railroads Meet the Sea," was named to illustrate Houston's history with the railroad as well as its perfect proximity to the sea. The menu also honors the name by featuring 17 culinary options for guests to enjoy.

The *17 menu, is influenced by seasons, using locally produced ingredients such as Houston's own Pola Artisan Cheeses, fused with approachable culinary techniques that define today's modern American cuisine with a great balance of "Land & Sea". The dinner menu is uniquely flexible and serves the creativity impulse of all the patrons, all complimented with an expansive wine list that exudes freedom to explore multiple wine styles of both domestic and international wines sure to pleasure both the fine connoisseur and casual consumer.

Whether guests find something new or wish try an old favorite, their party is sure to be treated to a wonderfully unique experience - only at *17.

For more information about the Alden Hotel and *17 Restaurant please visit: www.aldenhotels.com/ / www.17food.com/ / www.samhoustonhotelbar.com/ / www.verandaby17.com/.