

June 2008

Dear Guest:

Welcome to the **Alden-Houston**, the archetype for a new generation, located in the heart of downtown Houston. The **Alden-Houston** features 97 guest rooms, including 9 suites, with luxurious touches such as supple taupe leather padded headboards and Russian Labrador granite bathrooms. The second-floor Veranda, with its indoor/outdoor feel offers a stunning setting for meetings and events, providing a view of the local skyline and overlooking Houston's historic courthouse.

The name "Alden" has a rich heritage as part of the English language. It translates to "old friend" – which is exactly how **Alden-Houston** treats every guest – like an "old friend," greeting them with open arms and a warm embrace. At **Alden-Houston**, it's as if we are personally welcoming guests into our own home. This tradition represents the very essence of hospitality.

While travelers are accustomed to finding world-class hotels primarily in international gateway cities such as New York or London, **Alden-Houston** also offers guests an unmistakable world-class experience in the heart of downtown Houston. **Alden-Houston** will appeal to anyone who understands that life is more than just 'getting by' and who believes that a hotel is more than just a place to lay down your head at night.

We invite you to experience the comforts and hospitality of **Alden-Houston**.

Sincerely,

Susan Ward-Freeman
General Manager

Alden-Houston

fact sheet

- accommodations:** 97 luxurious guest rooms – including 9 suites.
- affiliation:** *Preferred Hotels & Resorts*
- location:** located in downtown Houston’s central business district, steps away from the local courthouses, George R. Brown Convention Center, the theatre district, Minute Maid Park, Toyota Center and the Metro-Light Rail, and downtown nightlife
- amenities:** complimentary wired and wireless high-speed internet access
complimentary Lincoln Navigator service within downtown Houston
27” flat screen televisions
complimentary CD and DVD libraries
24-hour concierge services
same day dry cleaning and laundry services
thick terry robes and luxury towels
premium bed linens and down duvets
complimentary newspaper of your choice
gourmet in-room mini-bar
24-hour room service
24-hour fitness center
twice daily housekeeping service
express check-out
- dining:** the critically acclaimed restaurant *17 offers distinctive New American cuisine
complemented by an extraordinary wine selection and an array of decadent desserts
breakfast / lunch 6:30 a.m. – 2:30 p.m.
dinner sunday – thursday 5:30 p.m. – 10:00 p.m.
dinner friday – saturday 5:30 p.m. – 11:00 p.m.
sunday brunch – 11:00 a.m. – 2:30 p.m.
- lounge:** the stylish **a+** is the perfect place to socialize and unwind. Specialty cocktails are a feature of this intimate lounge.
daily happy hour
sunday – thursday 2:00 p.m. – midnight
friday – saturday 2:00 p.m. – 2:00 a.m.

lobby:

INVITATION

a world of your choosing at **Alden-Houston: Invitation**

broadway and architectural lighting designer, David Lander has conceived a striking, wall-sized installation customized for the lobby of **Alden-Houston**. Colors morph across the surface representing the more fantastic hues found in nature. Cool, cascading blue and rich lavenders take you on a flight through sunset; deep vibrant reds conjure up images of nightfall’s bewitching potency. In “choose your own fantasy fashion,” this permanent work is aptly entitled “Invitation.” You are invited.

meetings and events:

board room executive-style boardroom with Herman-Miller chairs, seats up to 10 people

the alden room: flexible meeting and event space for up to 75 people

veranda: unique enclosed indoor/outdoor event space with views of historic downtown Houston for parties, events and meetings up to 200 people

parking: valet parking is available hourly or daily

rate information: guest rooms \$305
deluxe rooms \$325
suites \$400- \$450
rates subject to change

reservations: 1117 Prairie Street
Houston, TX 77002
(832) 200- 8800
www.aldenhotels.com
toll free: (877) 348- 8800

general manager: Susan Ward-Freeman

director of sales: Suzanne Deliganis

management company: **Alden-Hotels**

opening date: october 2002 as the *Sam Houston Hotel*; re-opened in September 2005 as **Alden-Hotel**

originally built: 1924 as the *Sam Houston Hotel*

*17 RESTAURANT

The genesis of our award-winning *17 was a vision of a destination restaurant that serves New American cuisine with clean bold flavors. Opened January 17, 2004, *17 has been recognized with the “Best New Restaurant” award in *Esquire Magazine*, and *Texas Monthly*’s “Best Restaurant in Texas” award in 2005. The restaurant has been a favorite of Houstonians since.

Creative cuisine and friendly service are the hallmarks of this eatery and the beautifully designed interior is very inviting with its’ red silk walls and a barrel vaulted ceiling accented with a linear crystal chandelier.

Here’s just a taste of what others are saying about the award-winning *17:

“I have enjoyed nearly everything I have tasted on Morton’s new menus. His amuses-bouches, the tiny mouthfuls that come as complimentary warm-ups to a meal, can captivate – from a local baby beet dressed with lemon oil and microgreens to a satiny oval of head-spinning chicken-liver mousse capped with chives.

Even a simple tasting portion of heirloom tomato salad, beautifully turned and prepped, came to life with a twinge of lemon oil, a satiny blob of Burrata cheese and a scatter of local arugula leaves so young and tender and tangy that I devoured every shred.”

- *The Houston Chronicle*, June 2008

“Evan Turner is one of a handful of elite sommeliers in town who deserves your absolute trust. He’s such a good fit with Morton that the six-course nightly tasting menu, \$130 with wine pairings (\$85 without), is a worthwhile investment.”

- *The Houston Chronicle*, June 2008

“The Alden is a sparkling jewel located downtown . . . offering guests a unique and intimate experience . . . Our dining experience in the critically acclaimed *17 was a culinary delight around every corner.”

-*The Humble Tribune*, March 2007

“When Houstonians want romantic, they go to 17. This stylish Houston indulgence is known for its delicious American standards, impeccable wine list and seductive desserts.”

- *H Texas Magazine*, February 2007

“The sleek dining room is punched up in red and cozy banquettes and swank wing chairs that inspire you to camp out at your table all night. Trust us, this jewel is downtown’s best-kept secret.”

-*PaperCity*, December 2006

“Restaurant *17 at the Alden Hotel is one of the sexiest and tastiest Houston restaurants. It sparkles with nostalgia and modernism: barrel-vaulted ceilings lined in red parchment, soft cream linens, polished hardwood floors, walls swathed in red silk, white wing chairs and crimson banquettes. And the food is just as stunningly sophisticated as the ambience.”

- *Brilliant*, February 2006

WESLEY MORTON

executive chef *17

Wesley Morton is the fresh face behind the culinary offerings at Alden-Houston's award-winning restaurant, *17. Prior to joining *17, Morton spent two years in California at NAVIO Restaurant at the Ritz Carlton's Half Moon Bay locale, a Mobile AAA Five Diamond rating. It was there that Morton captured the essence and importance of using locally available and seasonal ingredients in his cooking. At *17, his passion for bringing the "farm to the table" allows Morton the opportunity to continue his philosophy of creating dishes that are at their seasonal peak in terms of flavor and eye appeal.

"I've been in California for a while now, so I have to say it has really influenced the way I cook," said Morton. "Every Saturday morning we visited the Embarcadero Farmer's Market. Everything on our menu was based on what was fresh. And we always gave credit to the farmer on our menu – it was our way of giving back." Morton says that is the approach he will bring to *17.

Morton is quick to acknowledge and praise his mentors, including Chef Eric Torralba. "He had a huge garden just outside his kitchen, instilling the importance of utilizing only the freshest ingredients available." Closer to Houston, in his hometown of Abbeville, LA, Morton's grandmother can be lauded for being one of his earliest influences. "I was by her side every Sunday when she cooked a big spread for the family – about 25 of us – I was always interested, learning (and) watching. Every Sunday the menu was different."

After graduating from the New England Culinary Institute, Morton landed a job in California's Napa Valley, where he worked at the Domaine Chandon winery, the home of the famed Etoile Restaurant. This is where he honed his French techniques of cooking, as well as the importance of pairing food and wine. Morton then moved from California to Washington DC to work at the award-winning restaurants Circle Bistro, Cityzen Restaurant and Citronelle. It was at Citronelle, under the tutelage of Chef Michel Richard, where Morton learned the importance of creative expression, as well as writing a great menu. "I can't give this guy enough credit for how he has influenced me to become the chef I am," said Morton. From there he returned to California to work with the Ritz Carlton in Half Moon Bay.

Of Houston, Morton says, "It offers great opportunity. It is a big, 'small' city, and I look forward to bringing my style of cooking here. I hope to play an instrumental role in helping change the way Houstonians eat in terms of local, fresh and organic."

EVAN TURNER

sommelier

For Evan Turner, sommelier for Alden-Houston's award-winning restaurant, *17, it was a fascination with the combination of art and science that is wine, coupled with the theatre of serving guests, that inspired him to become a sommelier.

"Forget about the scores! Drinking wine is never done wearing a lab coat, in a clean room, with a wine glass in one hand and a clip board in the other, determining a rating for a wine," said Turner of his philosophy towards wine. "Wine, like most things in life, is about the moment."

Prior to joining *17, Turner, a Norfolk, VA native who's lived in four countries, eight states and five major cities, served as wine director at Palladin in New York, where he was greatly inspired by Chef Jean Louis Palladin. "The man was very inspirational, a true genius. It was a brilliant experience working for him," recalls Turner. More recently, Turner served as sommelier at The Strip House in downtown Houston, general manager at The Tasting Room at River Oaks and wine director at Bank by Jean-George.

Ask Turner his thoughts on the Houston wine scene and *17 and he becomes quite impassioned. "It is a staggeringly interesting time to be involved with wine in Houston. There is a revolution occurring regarding wine in this city and I am lucky to be right in the thick of it." Of *17 he says "It reminds me of my days in New York," admitting his time on the East Coast still brings a smile to his face. "It's a joyful challenge to work here, I know something special is happening at *17 and I am thrilled to be a part of it."

Certified as a sommelier through the Court of Master Sommeliers, he'll sit for his advanced levels in 2009.

LUDOVIC POIRIER

food & beverage operations manager

As food and beverage operations manager for **Alden-Houston**, Ludovic Poirier brings to his position nearly 20 years experience in fine dining as he oversees more than 30 employees who service the hotel, its award-winning restaurant, *17, and its highly acclaimed bar, a+.

Poirier graduated from catering school in Laval, France, trained in Paris at the prestigious *Residence Maxim's* and later the *Ritz Hotel*, where he was responsible for providing high service standards at *L'Espadon Restaurant*, named "Best Hotel Restaurant in Paris." Poirier also served as butler to the Minister of Defense, rendering service in his residence, including private dinners and receptions.

In 1991 Poirier relocated to the United States to accept a position as hotel/restaurant captain at Hotel Wheatleigh, in Lenox, Massachusetts. Under Poirier's leadership, the *Wheatleigh* received the "Dirona Award for Distinguished Dining." Two years later, Poirier moved to Melbourne, Australia to provide fine dining service for *The Regent Hotel*, subsequently recognized as "Best Accommodation Hotel Restaurant" from the *AHA Awards* for Australia.

In 1996 Poirier returned to the United States to join the *Four Seasons Hotel* in Houston, serving as food and beverage manager for the hotel restaurant, *Deville*, and later opening the hotel's new Italian restaurant, *Quattro*. In 2002, Poirier accepted the position of hotel/restaurant manager for the *St. Regis Hotel* in Houston. Under his guidance, the hotel earned recognition as a "Triple AAA Four Diamond" restaurant. Prior to joining **Alden-Houston**, Poirier served as director of operations for *Bistro Moderne*, successfully opening the highly anticipated French restaurant.

"Houston is a fabulous restaurant city," says Poirier. "I feel very fortunate to work at one of the most prestigious hotels in Texas, along with Chef Wesley Morton and Pastry Chef Jami Kling, undoubtedly two of the most talented chefs in Houston."

SUSAN WARD-FREEMAN

general manager

Susan Ward-Freeman brings to her position as general manager of **Alden-Houston** more than 20 years of broad-based experience in luxury hotel management, sales, and marketing, combined with a decade of expertise in the Houston market.

She spearheads all operations at the hotel, including guest services, which **Alden-Houston** holds its greatest asset. She has played an active leadership role at the property for more than 3 years. Prior to her appointment as general manager, in August 2003, she held the position of hotel manager.

Ms. Ward-Freeman's 23-year career in the field of sales and marketing incorporates a wide range and depth of experience in the hospitality industry, including positions with the *Hyatt-Regency*, *Rtitz-Carlton Hotel Group*, *Four Seasons*, the *Waldorf-Astoria* (a Hilton Hotel) and *Starwood Hotels & Resorts*.

She began her career in 1983 with *Hyatt Hotels & Resorts* in Hilton Head Island, S.C. Ms Ward-Freeman moved to the *Rtitz-Carlton corporation* at their Cleveland property in 1992 and to the *Four Seasons Hotel* in Houston in 1995. In 1997 she relocated to New York City to act as director of marketing and sales at the *Waldorf-Astoria* and *Waldorf Towers*. Prior to joining **Alden-Houston**, Ms. Ward-Freeman was associated with *Starwood Hotels & Resorts* at *St. Regis Houston*, where she held the position of director of sales and marketing.