

## Taking Holiday Cheer to New Heights This Season: Archer Hotel Napa Is Making Things Groovy + Bright

## Up on the Rooftop Holiday Pop-Up at Sky & Vine Dons a Nostalgic Nod to the 1970s With Tinsel-Covered Trees and Lava Lamps

Holiday Crafted Cocktails, Like Flower Power, Zero-Proof Mele Kalikimaka and Kid-Favorite Jell-O® Jigglers®, Evoke Fond and Fun Memories

Napa, CA — October 31, 2023 — Wine country's favorite alfresco rooftop is taking its holiday tradition to new heights this season with a nostalgic nod to the 1970s. <u>Archer Hotel Napa</u> will unveil a groovy and bright holiday pop-up, *Up on the Rooftop* at Sky & Vine Rooftop Bar, on Monday, November 20. This popular gathering spot in the heart of downtown, with its panoramic downtown and valley vistas, will offer elevated cheer this holiday season with cozy fire pits, tinsel-covered trees bedecked with colorful string lights and other festive touches designed to put a twinkle in the eyes of Napa Valley visitors and locals. *Groovy + Bright* will deliver lots of good vibes, spark the holiday spirit and feature:

- A specially curated collection of holiday-themed cocktails, including *Flower Power* (served with a souvenir ring), *All Is Calm All Is Bright* (served in a novelty cup), *Hot Buttered Rum, Santa Don't Fernet About Me and zero-proof Mele Kalikimaka* all sure to enhance the cheer factor.
- <u>The Giving Drink</u> a specialty cocktail with Bacardí superior white rum, Kōloa Kaua'i dark rum, crème de banane, Licor 43 and pineapple celebrates the reason for the season, donating \$2 from every purchase to support No Kid Hungry.
- Shareable, seasonal small plates and sweets created by executive chef Elizabeth Espiritu, including Scrooge's Caramelized Onion Dip, Jolly-good Oysters on the Half Shell, Off the Hook Lobster Corn Dogs, Polar Express Pork & Cranberry Paninis and Fireside "Pie in the Sky" homemade pizza pies with a range of toppings from the rooftop's stone hearth ovens. Kids can enjoy Pigs in a Toasty Blanket, a DIY Gingerbread Cookie or Archie's Jell-O Jigglers, named after Archer's resident elf. (Big and little guests alike are encouraged to find Archie as he hides about the hotel when they visit.) Desserts include Frosty's soft serve available with a range of toppings, including hippie sprinkles or chocolate, bourbon caramel and Grinch's specialty Green Heart-shaped Cinnamon Rolls grown three sizes in the oven.
- Holiday Photo Opps-a-Plenty: There will be festive neon signs "Drink Up Grinches," "Peace on Earth" and "Merry Kissmas" (perfectly positioned beneath mistletoe) — retro wrapped walls, disco balls and other selfie-worthy moments to capture and commemorate the season.

- A wonderland of five tinsel-covered trees, locally sourced from Steve Tree's serving the valley since 1985, bedecked with colorful string lights with a centerpiece 9-foot *Groovy + Bright* tree, hoping to earn votes in the Downtown Napa Association's second-annual Christmas tree decorating contest. *Archer's Groovy + Bright* tree (aglow with disco ball garland) invites Sky & Vine visitors to snap a photo, tag @Sky&Vine and post on Instagram. Randomly chosen weekly winners will receive a \$100 Sky & Vine gift card.
- Archer's sixth-story rooftop perch, the only one of its kind in Napa with panoramic downtown
  and valley vistas, features two cozy fire pits surrounded by modern rocking chairs, a covered bar
  with overhead heaters and star-lit soft seating with portable heaters. Guests are encouraged,
  however, to dress for the season, borrow one of Archer's signature blankets or bring your own
  blanket (BYOB) to fully enjoy crisp Napa nights.

*Up on the Rooftop* runs Monday, November 20 – December 29. *Sky & Vine is* open noon – 10 PM Monday – Saturday. A festive Sunday brunch is served 11:30 AM – 3 PM. Seating is available on a first-come, first-served basis, but reservations can be made up to 30 days in advance on <u>OpenTable</u>. Families with children and pups are welcome. For more information, please visit skyandvine.com.

Whiskey enthusiasts can reserve a spot in the exclusive Whiskey Bar— a reservation-only alfresco hideaway with a list spanning more than 150 choices that can be sipped neat, on the rocks and within its specialty cocktails built on private barrel selections. The extensive menu, which reads as a who's who in the world of whiskey, has been thoughtfully curated with unique and rare pours that include small vintage collections, private barrel flights and a range of approachable selections. Whiskey Bar is open 4 – 10 PM Monday – Saturday (reservation only). Guests must be 21+.

Merrymakers are invited to extend their stay and book the *Cheers, Archer* package with celebratory savings of 15% off best available rates for stays November 1, 2023 – February 29, 2024. Overnight hotel guests who book the package receive a \$50 drink + dine credit to use at Charlie Palmer Steak, Sky & Vine Rooftop Bar or Whiskey Bar or for in-room dining — plus a late 1 PM checkout. Reservations can be made at <a href="mailto:archer-hotel.com/offer/cheers-archer-2023">archer-2023</a> using promo code CHEERSARCHER2023.

## **About Archer Hotel Napa**

Archer Hotel Napa, a luxury boutique, new-build hotel in the heart of downtown Napa was recently lauded one of the top hotels in Northern California in the 2023 Condé Nast Traveler Readers' Choice Awards. The hotel opened in November 2017 with a focus on sincere service, curated luxuries and a dedication to details big and small. Archer Napa features 183 rooms, including 39 balcony-clad suites spanning five stories and sweeping views of downtown Napa and the valley beyond from its expansive destination rooftop. Charlie Palmer Steak, under the direction of executive chef Elizabeth Espiritu, is the hotel's signature restaurant and provides the culinary direction for the 22,000-plus square feet of indoor and outdoor event space, including Sky & Vine® Rooftop Bar. LodgeWorks Partners, L.P., is the developer of the hotel and the Archer Hotel collection. Archer is all about gracious, local moments of hospitality, coupled with anticipatory service. With hotels in such destinations as New York, Austin and Napa, Archer has expanded his boutique experience to such emerging metro markets as Burlington, Massachusetts (just outside Boston), Florham Park, New Jersey, Redmond, Washington (near Seattle), and Tysons and Falls Church, Virginia, both just minutes to Washington, D.C. Follow @SkyandVine and @ArcherHotels on Facebook and Instagram for seasonal updates.

## **About First Street Napa**

<u>First Street Napa</u> is a 325,000-square-foot mixed-use property that spans three city blocks in the heart of downtown Napa. It features Napa's top independent artisan retailers, popular national retail brands, exceptionally designed landscaping and seating areas, plus locally curated art installations in its new Artist Alley, appealing to

visitors of all ages. The property was developed by Zapolski Real Estate LLC in cooperation with Trademark Properties as part of its vision to create an immersive destination experience for cultural enrichment, shopping, wine tasting, lifestyle, hospitality and dining. Follow @FirstStreetNapa on Facebook and Instagram for complete details on other opening activities and special events.

###

Media Contact: Carla Caccavale, Carla Caccavale PR, <a href="mailto:carlacaccavalepr@gmail.com">carlacaccavalepr@gmail.com</a> and 914.673.0729 Social Media/Influencer Contact: Lily Johnson, <a href="mailto:lily.johnson@lodgeworks.com">lily.johnson@lodgeworks.com</a> and 316.681.5135