

FOR IMMEDIATE RELEASE

**The St. Regis San Francisco Celebrates the 75th Anniversary of the  
Beloved Bloody Mary Cocktail**

**The St. Regis San Francisco Marks 75 Years of the Iconic Cocktail with a  
Bloody Mary-themed Travel Offer, a Bloody Mary Brunch Contest, and the  
Launch of the “Golden Gate Mary” in its Lobby Bar**

SAN FRANCISCO (October 12, 2009) -- The St. Regis San Francisco, one of the world's most revered hotels, is celebrating the 75<sup>th</sup> anniversary of the creation of the Bloody Mary cocktail this year. Invented 75 years ago in the storied St. Regis New York, the Red Snapper, or Bloody Mary as it has come to be known, has been imitated and adapted endlessly by others throughout the years, but the original recipe still stands as one of the most beloved cocktails ever created. To celebrate the Bloody Mary's iconic anniversary, The St. Regis San Francisco today announced a Bloody Mary travel package, Bloody Mary brunch contest on Facebook, and the unveiling of the “Golden Gate Mary,” which will be available in its lobby bar through October 2009.

“Evidenced by the creation of the Bloody Mary, The St. Regis has always been defined not only as luxurious and elegant but also as distinct,” said General Manager Toni Knorr. “In honor of its 75th anniversary, we sought to conceive a contemporary version of the Bloody Mary that mirrored The St. Regis San Francisco's sophisticated yet modern edge and paid tribute to the city's inimitable style and most famed landmark, the Golden Gate Bridge.”

As a part of its anniversary celebration, The St. Regis San Francisco invites guests to take advantage of the Bloody Mary travel package for bookings and stays now until October 31, 2009. Available for \$775, the Bloody Mary package at The St. Regis San Francisco includes:

- One night in an Astor Suite
- A welcome Bloody Mary for two people upon arrival
- A St. Regis Bloody Mary kit
- Breakfast for two in Vitrine

The Bloody Mary has been a part of St. Regis history since 1934 when bartender Fernand Petiot introduced the “Red Snapper,” which would later be renamed the Bloody Mary, at the King Cole

Bar in The St. Regis New York. The famed cocktail was created when Serge Obolensky, a well known man about town whose penchant for vodka was in keeping with his aristocratic Russian background, asked Petiot to make the vodka cocktail he had in Paris. The formula was spiced up with salt, pepper, lemon and Worcestershire Sauce, but since “Bloody Mary” was deemed too vulgar for the hotel’s elegant King Cole Bar, it was rechristened the “Red Snapper.” While the name may not have caught on, the spicy drink most certainly did and over the years it has become the signature cocktail of the King Cole Bar.

Honoring the regional influences of St. Regis destinations worldwide, the brand has created a special World Collection Bloody Mary menu that combines local flavors with Mr. Petiot’s original recipe. The St. Regis San Francisco offers guests the Golden Gate Mary, inspired by the iconic Golden Gate Bridge. Combining ingredients of orange and red tones -- from Don Julio Anejo Tequila to chili pepper -- the Golden Gate Mary boasts a stunning shade of orange vermilion resembling its namesake. The Golden Gate Mary, which will be served exclusively at The St. Regis San Francisco’s lobby bar through October 2009, follows this inspired recipe:

- 1oz Don Julio Anejo Tequila
- 5oz chili pepper infused tomato water
- Shake in mixing glass and strain into spice rimmed cocktail glass
- Garnish with a dried heirloom tomato chip

Fans of [The St. Regis San Francisco](#) and the Bloody Mary are invited to enter-to-win a celebratory brunch for two at Vitrine, an exclusive 74-seat restaurant on the hotel’s 4th floor, which will include two Bloody Mary cocktails. The Bloody Mary brunch will be awarded to every 75th participant who becomes a new fan of [The St. Regis San Francisco](#)’s Facebook page. For existing fans, every 75th individual who submits a story on their favorite Bloody Mary experience in 75 words or less will also receive the special brunch prize package. The St. Regis San Francisco’s Bloody Mary brunch promotion on Facebook will run through October 2009. There is no limit to the number of winners. To enter, visit [www.facebook.com](http://www.facebook.com) and search “[The St. Regis San Francisco](#).”

#### About The St. Regis San Francisco

The St. Regis San Francisco opened in November 2005, introducing a new dimension of luxury and timeless elegance to the city of San Francisco. The 40-story landmark building, designed by Skidmore, Owings & Merrill, includes 102 private residences rising 19 floors above the 260-room St. Regis Hotel. From legendary butler service, “anticipatory” guest care and impeccable

staff training to the signature Remède Spa, luxurious amenities and interior design by Yabu Pushelberg of Toronto, The St. Regis San Francisco delivers an unmatched guest experience. The St. Regis San Francisco is located at 125 Third Street. Telephone: 415.284.4000. Web site: [www.stregissanfrancisco.com](http://www.stregissanfrancisco.com).

#### About St. Regis Hotels & Resorts

Combining classic sophistication and modern luxury, the St. Regis brand remains faithful to its commitment to excellence. Founded by John Jacob Astor IV, with the opening of the first St. Regis Hotel in New York City over a century ago, The St. Regis brand of hotels is known for its unique luxury dimension, customized service and refined elegance, in the best destinations worldwide. Plans for this brand to globally continue its legacy include long-awaited St. Regis properties in Bahia Beach, Puerto Rico, Bal Harbour, Deer Crest and Hawaii in the US and on the exclusive island of Bermuda. In Latin America, St. Regis will unveil new hotels and resorts in Buenos Aires and Kanai Riviera. In Asia, St. Regis has also announced plans to open properties in Bangkok, Chengdu, Kuala Lumpur, Lhasa, Nanjing, Osaka, Sanya Yalong Bay and Tianjin. In Africa and the Middle East, the St. Regis brand will continue to expand in Abu Dhabi, Cairo, Doha and Mauritius. The distinctive trait of the St. Regis experience is customized service and attention, coveted locations and luxurious design. For more information on The St. Regis Hotels & Resorts, please visit [www.stregis.com](http://www.stregis.com).

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