



**VIRGIN HOTELS OFFERS FIRST IN-ROOM POUR OVER SERVICE BY
BOW TRUSS COFFEE ROASTERS**

Hotel Partners with Local Favorite for Specialty Brew + Coffee Programming

CHICAGO (March 24, 2015) – Inspired by European in-room coffee offerings, [Virgin Hotels](#) and [Bow Truss Coffee Roasters](#) have introduced the first U.S. coffee pour-over service, providing hotel guests with a premium cup of coffee without leaving their Chamber. The simple-step process, demonstrated [here](#), was created specifically for Virgin Hotels by Chicago based, Bow Truss.

The simple five-step process can be completed within minutes and centers around a beautiful Hario Buono kettle with narrow spout that allows for easy pouring over the topper producing a fast and fresh cup of coffee.

“Part of the Virgin Hotels proposition is to incorporate the local landscape where possible; partnering with beloved brands within the community, and when we were introduced to Bow Truss, it felt like the perfect match,” said Vice President of Food & Beverage for Virgin Hotels, Marlene Leslie. “Bow Truss roasts on demand so we knew we were getting the best product, and they were willing to work with us on an unexpected yet stylish in-room offering.”

Bow Truss Coffee is also being served in Virgin Hotels Chicago restaurants, including [Two Zero Three](#), the corner coffee shop, [Miss Ricky’s](#) the classic American diner and [The Commons Club](#), the social epicenter of the hotel. Virgin Hotels and Bow Truss are also working on a single source signature blend that will make its debut in the spring.

“It was tremendous opportunity for us to work with Virgin Hotels to create a unique yet sophisticated pour-over coffee service for the guest Chambers, said Philip Tadros, Founder and CEO of Bow Truss. “And we’re working now to source a signature blend for the brand that will be offered in their restaurants plus guest rooms, allowing hotel guests and locals to enjoy it.”

Three of Bow Truss’ signature blends are currently available in Two Zero Three, including:

- [Canopy](#), a Bow Truss staple and blend of Central and South American coffee
- [Hoist](#), the brand’s take on a traditional, sweet espresso blend
- [Decaf Brazil](#), a decaf blend full of sweet and nutty flavors

Images can be downloaded [here](#).

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ABOUT VIRGIN HOTELS:

Virgin Hotels is a lifestyle hospitality brand that combines heartfelt service, straightforward value and a seamless, personalized hotel experience with the track record of innovation and smart disruption that Sir Richard Branson's global Virgin Group has pioneered for over 40 years. Each property will intermix a passion for food and beverage with music and culture, fusing with the local landscape and providing a vibrant and inclusive environment for travelers and locals alike. Chicago will open January 2015, with New York, Nashville and others to follow. For more information, please visit www.virginhotels.com.

ABOUT BOW TRUSS

Bow Truss is a collective of veteran coffee professionals, coming together for the first time to create our ideal roasting company. Our coffees are curated and roasted in our roasting house in Lakeview, Chicago.

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