



VIRGIN HOTELS SAN FRANCISCO GIVES THE BAY AREA INDULGENT CULINARY EXPERIENCE

SAN FRANCISCO, CA. – Virgin Hotels, which made its San Francisco debut February 2019, is located South of Market in the city’s Yerba Buena neighborhood.

Founded in 2010, Virgin Hotels joined a stellar portfolio of hospitality companies led by Virgin Group and its founder Sir Richard Branson. Its first property, Virgin Hotels Chicago, opened in 2015, and continues to offer the same excitement, heartfelt service and smart innovation for which the entire Virgin portfolio is known.

With the spirit of heartfelt hospitality at its core, Virgin Hotels San Francisco offers traveling hotel guests and Bay Area locals alike a variety of unique experiences through diverse food and beverage outlets located throughout the hotel, deftly curated and run by a stellar team led by Executive Chef Adrian Garcia.

Adrian Garcia, Executive Chef

As Executive Chef at Commons Club San Francisco, Chef Adrian Garcia uses his experience from world-class restaurants to showcase internationally-influenced modern Californian cuisine at Virgin Hotels San Francisco.

Inspired at a young age by his family’s culinary traditions, Chef Garcia honed his skills at several Southern Californian mainstays including the award-winning restaurant Addison in San Diego. Since moving to San Francisco in 2012, he has quickly made his mark on the Bay Area culinary scene, rising through the ranks at many of the city’s most renowned restaurants. Prior to joining the team to open Commons Club, Chef Garcia worked at Benu, and then led the kitchen at Quince Restaurant as Chef De Cuisine – both restaurants earned three Michelin stars and four stars from the San Francisco Chronicle respectively. Most recently before joining Virgin Hotels, Chef Garcia was involved as a consultant with San Francisco newcomer, Stonemill Matcha.

Chef Garcia’s use of hyper-local California ingredients, combined with a wide array of culinary techniques, culminates in a modern and imaginative style of cooking, making Commons Club a prime destination for both local Bay Area food lovers and culinary-minded travelers.

Commons Club

At the center of Virgin Hotels San Francisco is **Commons Club**, a modern social club offering a dynamic and interactive experience for breakfast, lunch, and dinner in a lively and social

environment. Commons Club serves an inventive menu of modern California cuisine crafted by Chef Adrian Garcia. The vibe is spontaneous and interactive, like a “members-only” social club experience without the dues: open and welcoming to all.

Under the creative direction of legendary photographer and filmmaker Matthew Rolston, the design of Commons Club reflects an eclectic architectural and decorative combination of San Francisco’s Victorian-era past, the city’s 1960s rock ‘n’ roll appropriation of Victorian styling (think Haight-Ashbury and the eponymous “painted lady” townhouses), and a 19th-century British feel.

Chef Garcia and his team created a menu showcasing high-quality ingredients that have been thoughtfully selected from both local purveyors and top producers around the world. With a culinary team including Executive Sous Chef Brandon Korf, formally of International Smoke and Magnolia Smokestack, as well as Sous Chef Andres Giraldo from Saison, WD-50 in New York City, and two-Michelin star Mugaritz in San Sebastian Spain, Garcia’s menu at Commons Club reflects the team’s heavy international influence – in both culinary technique, and how each person helps guide both sourcing and preparation of the eclectic collection of dishes.

Offerings include an all-day breakfast and lunch, dinner, and a bar menu; while the cocktails represent a liquid nod to Virgin’s musical legacy—where it all began for the iconic brand—and feature several great bands and songs from early Virgin Records albums, lending their namesakes to the house specialty menu.

Sophisticated yet playful, **The Bar** welcomes a mix of rotating DJs for nightly music and good vibes. The beverage program offers everything from beers to craft cocktails and an expansive wine selection and vintage champagne collection. **The Shag Room** is an intimate and inviting lounge offering a cozy place to enjoy a drink from a pop-up European-style bar. On the mezzanine level, guests and visitors can experience unique programming hosted in the **Upstairs Terrace**, including film screenings, talks, music, fashion shows, pop-up events, and more.

Hours of Operation:

Daytime Menu: 7am-10:30am

Daytime Menu: 11:30am-2pm

Bar Menu: 2pm-10pm

Dinner Menu: 5:30pm-10pm

Fri-Sat Dinner Menu: 5:30pm-10:30pm

Everdene

As one of the few rooftops in the city, **Everdene**, the 4,000 square foot 12th story rooftop bar and lounge at Virgin Hotels San Francisco, offers a modern and lush oasis atop the city, with breathtaking skyline views. Designed in partnership with Gensler San Francisco, the indoor/outdoor rooftop features multiple spaces to take in the views of the city offering a vantage point to Nob Hill, downtown, SOMA, and Twin Peaks.

Named after Bathsheba Everdene, the heroine of British author Thomas Hardy's 1874 novel, *Far from The Madding Crowd*, Everdene is an archetype of the strong, independent woman this bar pays homage to in a city that celebrates strong women and those who love them.

Guests enter through the grand penthouse foyer with ornate black and white marble floors, lacquered walls and an intricate gold leaf ceiling above. From the foyer, guests enter the **The Salon**, which houses a 25-foot wraparound bar. Above, wood ceilings are an ode to the redwoods of Northern California. Enclosed by an impressive operable facade, The Salon can instantly become an outdoor experience, effortlessly extending to the lush garden space.

Everdene also features two intimate lounges, ideal for private parties or exclusive gatherings. **The Patio**, with a view to Nob Hill and downtown San Francisco, features a large community table. A large porthole window emblazoned with a starburst motif connects the garden back to the salon and acts as the backdrop for lively music. **The Secret Garden**, which is accessible through a signature Virgin-red garden gate crowned with foliage from the surrounding lattice, is filled with comfortable seating alcoves featuring a worldly mix of colors, patterns and hand-carved details.

The beverage program at Everdene features a selection of well-prepared cocktails with a special attention to sourcing off-the-beaten-path ingredients that focus on natural surroundings, with the name of each drink borrowed from lines of the bar's namesake novel. Cocktails are made using combinations of unique spirits, house-pressed juices, artisanal bitters, proper ice, and colorful garnishes. Approachable but seriously crafted, the cocktails utilize the freshest ingredients available with flora-based recipes featuring herbs and spices, vegetables, fruits, barks, roots, and flowers. Groups can get the garden party started communally with the bar's large-format cocktails, served tableside. Because of its proximity to wine country, Everdene also features a playful yet extensive wine by the glass program, highlighting mostly California wines and an elegant champagne and sparkling wine selection.

The food menu at Everdene offers fresh and approachable creations by Chef Adrian Garcia. Thoughtfully sourced ingredients are prepared to be enjoyed in the spirit of the space: fun, shareable, and a perfect complement to the cocktail menu and convivial atmosphere.

True to the roots of Sir Richard Branson's iconic Virgin brand, Everdene is complete with a well-rounded entertainment program. On the new rooftop, the guest experience is enhanced by an eclectic soundtrack of savvy sets from hand-selected DJs and live performances across multiple genres such as electronic, vintage funk and soul, indie rock, and hip hop. DJs are situated for maximum indoor/outdoor exposure and will drive the tempo throughout the afternoon and into the evening. Music is a fundamental component of the Virgin Hotels DNA, setting the tone for the room and encouraging interaction between guests. The picturesque rooftop experience offers an escape from everyday life, even if only until setting foot back on the ground outside of the hotel.

Hours of Operation: Tuesday – Saturday 5:00pm – 1:30am (closed Sunday + Monday)

Funny Library Coffee Shop

Located on the first floor of the hotel at street-level, the Funny Library Coffee Shop is a communal work space that houses an assortment of whimsical yet inspirational books and ample room to work and recharge, and is the perfect infusion of fun and playfulness into the hotel. Guests are encouraged to pick up their favorite funny books, sit down with a cup of coffee, and enjoy their time there, whether they are meeting friends, looking for some quiet time, or getting work done. Through a partnership with **Laughing Man®**, the brand co-founded by actor Hugh Jackman, the coffee shop serves two exceptional coffee blends by the brand, *Colombia Huila* and *Dukale's Blend®*. All Laughing Man® coffees are Fair Trade Certified™ and a portion of sales supports the Laughing Man Foundation, whose mission is to support coffee farming communities and deploy programs, including access to higher education and housing improvements, that clear the way to health, growth, and success for coffee farmers and their families. Laughing Man® coffee will be the exclusive coffee brand offered in the Virgin Hotels' coffee shops. In addition to experiencing coffee by Laughing Man®, guests of the 194-room hotel and those in the area looking for a caffeine jolt will also have the opportunity to indulge in the grab-and-go station with San Francisco-style pastries and healthy, fresh light bites curated in partnership with local bakery Craftsman and Wolves.

Hours of Operation: 6:00 AM – 4:00 PM

###

About Virgin Hotels San Francisco:

Virgin Hotels San Francisco mixes 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. Located South of Market Street, just steps from Yerba Buena Gardens, Virgin Hotels San Francisco features 192 Chambers and two Penthouse Suites; multiple dining and drinking outlets, including the brand's flagship space, Commons Club; the Funny Library Coffee Shop; numerous meeting spaces; and a rooftop bar, Everdene. Virgin Hotels San Francisco is a new build located at 250 4th Street, serving as neighbor to many cultural attractions within the area, as well as the Moscone Center.

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 intermixes 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. [Virgin Hotels Chicago](#) - named the "#1 Hotel in United States" in 2016, and "#1 Hotel in Chicago" in both 2016 and 2017, by the Condé Nast Traveler's Readers' Choice Awards. [Virgin Hotels San Francisco](#) is now open and accepting reservations at virginhotels.com. Locations in Nashville, Dallas, New York, Washington, D.C., New Orleans, Silicon Valley, Palm Springs, Edinburgh, Las Vegas and others are to follow. Virgin Hotels continues to explore hotel and office conversions as

well as ground-up development in cities such as Boston, Los Angeles, Miami, Austin, Seattle, and London.