



VIRGIN HOTELS SAN FRANCISCO GIVES THE BAY AREA INDULGENT CULINARY EXPERIENCE

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

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

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

Adrian Garcia, Executive Chef

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

Influenced at a young age by his family's culinary traditions, Chef Adrian honed his skills at several Southern Californian mainstays including award-winning restaurant, Addison in San Diego. Since moving to San Francisco in 2012, he has quickly made his mark on the 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 Adrian 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 Adrian was involved as a consultant with San Francisco newcomer, Stonemill Matcha.

His use of hyper-local California ingredients combined with a wide array of culinary techniques will culminate in a modern yet imaginative style of cooking, which will make 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 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” 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 Adrian 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 will reflect the team’s internationally-combed culinary techniques and hand in guiding each person involved in their sourcing and preparation.

Offerings include breakfast, lunch, dinner, and bar menu, as well as a six-course tasting menu; while the cocktail menu represents a liquid nod to Virgin’s musical legacy and where it all began for the iconic brand featuring several great bands and their songs 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 curated by Tommy Quimby, formerly of Trick Dog and Rich Table, 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 **Upstairs at Commons Club**, including film screenings, talks, music, fashion shows, pop-up events, and more.

Hours of Operation:

Breakfast: 7:00 AM – 10:30 AM

Lunch: 11:30 AM – 3:00 PM

Dinner: 5:30 PM – 10:30 PM

Late Night Menu: 11:00 PM – 1:00 AM

Everdene

Everdene is the 12th story rooftop bar and lounge, offering a modern and lush garden of delights. An urban oasis and one of the few rooftops in the city, Everdene offers breathtaking skyline views amid a spontaneous and playful scene. Designed in partnership with Gensler San Francisco, the 4,000 square-foot, indoor/outdoor rooftop features multiple spaces to take in the panoramic views of the city.

Modern, spontaneous and playful, the menu offers a mix of well-crafted drinks produced by Tommy Quimby and culinary creations by Chef Adrian Garcia. The food menu at Everdene focuses on the essence of the natural surroundings, sourcing the best possible ingredients for the menu accented with robust flavors and unexpected combinations. In the spirit of the space, the dishes are shareable and approachable, but one can feel welcome to enjoy a meal on their own

as well. The beverage program at Everdene features a selection of thoughtfully prepared cocktails, each made using unique spirits, house pressed juices, artisanal bitters, proper ice and colorful garnishes. Approachable but serious, the cocktails utilize the freshest ingredients available ensuring the menu sparkles with recipes based on the essences of nature like herbs and spices, vegetables, fruits, barks and roots, and flora. Reflecting its proximity to wine country, Everdene features a playful yet extensive wine by the glass program, highlighting mostly California wines and champagne.

Slip outside and find yourself overlooking the San Francisco cityscape with a rooftop restaurant and bar: rendezvous inside and experience a whole new world of eclectic and savory satisfaction that runs throughout the night.

Hours of Operation: 4:00 PM - 12:00 AM

Funny Library Coffee Shop

Located on the first floor of the hotel, the Funny Library Coffee Shop is a whimsical communal work space that houses Virgin Hotels' most-prized possessions and funny books. The street-level café hosts a separate entrance convenient for foot traffic along the 4th Street corridor, plenty of space for lounging, working, and charging up. The Funny Library Coffee Shop pours coffee by Laughing Man Coffee and offers a grab-and-go station with gourmet pastries and healthy, fresh light bites curated by Executive Chef, Adrian Garcia in partnership with local San Francisco bakeries, Craftsman and Wolves and Firebrand.

Hours of Operation: 6:30 AM - 2:30 PM

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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.