

## NEWS RELEASE:



21/7/10

### Penrith businesses celebrate the opening of Penrith's newest bar

The newly refurbished bar in Penrith's George Hotel opened for business last weekend with a launch event for local businesses. The specially arranged evening gave people first chance to see the contemporary new look of the bar and to come up with ideas for a new name.

The old "Oak Bar" was completely stripped and transformed into a light bright and welcoming space. A full team of local trades people undertook the challenge and gave the bar an exceptionally high quality finish for local people to enjoy. The furnishings are comfortable yet modern with burgundy and lime chairs, cosy sofas and 'gold leaf' shades and lamps creating a much more welcoming ambience.

Guests at last weeks event were treated to Bellini cocktails, champagne and tapas canapés - to introduce the new menus which now include tapas and cocktails.

The verdict from everyone was unanimous – 'a fantastic new look, up to date, welcoming and exactly right for Penrith'. Regulars commented that it was nice to see the place buzzing, describing the transformation as "absolutely brilliant".

Justin Wales, General Manager at the George Hotel said "It was good to have so many local businesses supporting the event. For example, John and Sandra Siddle brought their team from the Sands Gift Shop and helped create a real party atmosphere and the team from Dodd & Co put our cocktail menu through its paces - we look forward to welcoming them back now they know what we have to offer. The bar is certainly attracting a new audience and we are pleased to see a really good age mix coming in to see how things have changed."

Now open all day from 11am, the new look has enticed new customers and introducing a tapas menu has encouraged more people to try something different. Justin said "the bruchetta with goat's cheese became an instant success, beating some of our best selling bar meals in the first week. Customers are also trying the new cocktail menu, trying the full range that we have on offer - including our non alcoholic cocktails."

As part of the opening activity and to attract new people to the bar, Justin has been running a competition in the Herald to re-name the bar. So far, over 100 different names have been put forward, but the favourites remain a closely guarded secret until entries close this weekend (24<sup>th</sup> July). The winner will be announced next week.

Anyone who has not yet seen the new bar should call in and take a fresh look. For information about parties and events at the George Hotel, or to find out more about "the bar with no name", contact the George Hotel on 01768 862696 or email [georgehotel@lakedistricthotels.net](mailto:georgehotel@lakedistricthotels.net)

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For more information or high resolution picture relating to this press release please contact Tracey Errington on 01768 895 964 (mob 07799 640 290) or email [tracey@marketsense.net](mailto:tracey@marketsense.net).

**Pictures overleaf.**

## Pictures



John and Sandra Siddle with staff from Sands.



Carol Tindal, Debbie Hurst, Heidi Fowler & Susan Rylands from Dodd & Co.



Charles & Daniella Graves with James Wright & Pascal Delorne



Laura Johnson, Kit Graves & Maureen Whitmore



Kelly Bowman, Maxine Dodd and Pam Davidson (C&W Herald)



Thea Harris (PFK), James Benson (Air Ambulance) and Charlotte Richardson (Robinson Udale) welcomed by Justin Wales (General Manager) and John Dawes (Deputy Manager) at the George Hotel

