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COOL RECEPTION: Zinc Lounge Chills Out With SUBZERO MARTINIS

The popular **ZINC Lounge** at **Shade Hotel** in **Manhattan Beach** introduces a new concept in fighting global warming: **THE SUBZERO MARTINI**, the high-concept cocktail which just recently reached American shores. ZINC Lounge at Shade Hotel is the first Southern California location to offer ICYDRINK

technology with which **THE SUBZERO MARTINI** is created, reflecting hotel founder **Michael Zislis'** spirit of playful innovation.

What makes ICYDRINK the world's hottest beverage-breakthrough: the cocktail's container itself, which is a cone of pure ice. This frigid vessel then is placed into a holder, to prevent the ice "glass" from melting while handling the glacial beverage. At Zinc, patrons enjoy ICYDRINK in the form of an exclusive "**SUBZERO MARTINI**", now offered in three flavors: Arctic Orange Blossom (Grey Goose Orange, Grand Mariner and a fresh squeeze of orange); Frozen Orchid (Smirnoff, Chateau des Charmes Ice Wine); and Frostbitten Chocolatini (Smirnoff Vanilla, white Crème de Cacao and Frangelico).

ICYDRINK first emerged from the freezer in Venice, Italy in the early 2000's, where overnight celebrity demand required that the original, hand-crafted ice cones be replaced by an automated ice-caster. Entrepreneur-restaurateur-hotelier **Zislis** comments, "Although these are sophisticated cocktails, the **SUBZERO MARTINI** experience is a simple, childlike pleasure. It's elegant, but it's also fun. There is a factor of pure joy in drinking from a container of glistening ice. Our guests say it looks and feels like magic, and even the guys get excited about it."

Shade Hotel, located in downtown Manhattan Beach, offers 38 guestrooms including five distinctive suites. The hotel's popular Zinc Lounge and Skydeck roof terrace offer settings for both intimate conversation and casual camaraderie, serving original cocktails and small plates which often turn up on coveted "Best Of" lists.

Like his other properties, ROCK'N FISH restaurants located in Manhattan Beach and coming soon to L.A. Live and Mucho in Manhattan Beach, Shade is defined by Zisli's signature style: unpretentious, relaxed, yet decidedly deluxe. Shade Hotel is located at 1221 N Valley Drive, Manhattan Beach, CA 90266. Rooms range from \$295 per night for a Deluxe Spa Room to \$900 for the Penthouse or Bridal Suite.

For more information, please contact Kelly Finnerty, Sales & Marketing Manager, KFinnerty@shadehotel.com, call 310.546.4995 or visit www.shadehotel.com. For reservations call toll-free 866.98SHADE, or email events@shadehotel.com. Media relations for Shade Hotel, contact: Alexia Haidos at Double A Public Relations & Marketing 310.450.6890, Alexia@DoubleA-pr.com.

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