

FOR IMMEDIATE RELEASE

Contact: Barbara Karabas
Public Relations Manager
bkarabas@palomaresorts.com
262.245.7065

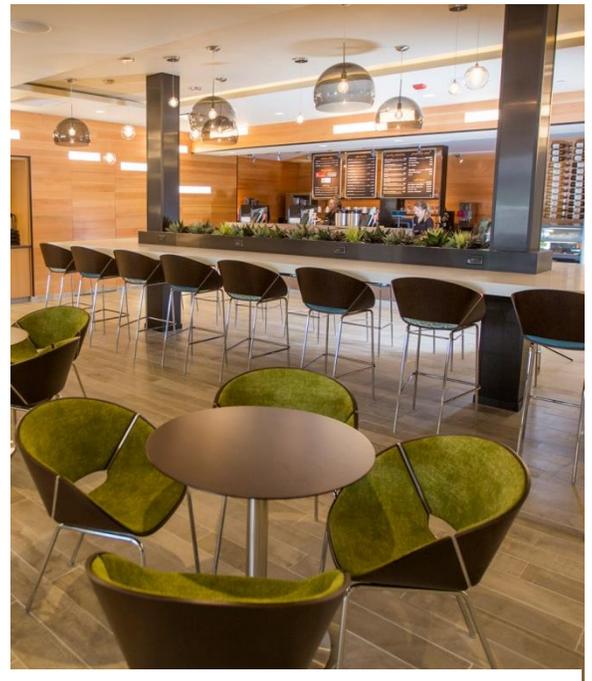


THE RIDGE HOTEL ABUZZ WITH NEW COFFEE & WINE BAR

Perk up and “Wine Down” at bean + vine

Lake Geneva, WI – Caffeine and corks will mix and mingle at The Ridge Hotel’s new libation station, *bean + vine* coffee and wine bar, which opens Monday, April 11. As one of two fresh dining concepts to debut during the hotel’s 2016 multi-million-dollar renovation, *bean + vine* is sure to create a lot of buzz all day ... and night.

“When planning the hotel’s redesign, we wanted to build an open, inviting space for guests to linger, business leaders to brainstorm and the community to gather,” says Rob Johnson, the hotel’s Director of Food and Beverage. “While a coffee shop fit the bill, we sought to serve our guests into the evening while they lounged about in the lobby among the fire features and flat screens. So we upgraded the idea with wine and beer by the bottle and glass.”



Slated to open April 11, Lake Geneva’s chic new beverage boutique will sit just inside the entrance to The Ridge Hotel. Offering countertop seating, endless internet and an impressive communal table wired with USBs, *bean + vine* aspires to today’s modern social concept.

“The front area of The Ridge Hotel is designed to be a place to congregate -- a hub of activity,” says General Manager Todd Baior. “You can grab that cup of coffee or wine and gather round the collective table or drift out to the lobby in an open-air setting that is ultra-inviting, vibrant and contemporary.”

While designed first and foremost for hotel guests, Baior notes that *bean + vine*’s location is central to all of Walworth County, an unplanned-for-yet-strategic edge. “We’ve always said we are five minutes from

(more)

FOR IMMEDIATE RELEASE

Contact: Barbara Karabas
Public Relations Manager
bkarabas@palomaresorts.com
262.245.7065



RIDGE HOTEL COFFEE & WINE BAR (cont.)

everything – and because of that, *bean + vine* makes a convenient meeting spot for residents of both sides of Geneva Lake and all around the county.”

Further luring locals and guests alike will be *bean + vine*’s aromatically addictive high-end brews from hand-roasted Colectivo coffees and Rishi organic teas, both brands that hail from Milwaukee yet source a variety of indulgent flavors from all over the world. Exclusive wines were culled through blind taste testing and will be augmented by forthcoming private label offerings as well.

Complementing the coffee & wine bar’s beverages will be a savory selection of breakfast and lunch sandwiches, flat breads and light bites. Coffee’s on starting at 7am until mid-May, when *bean + vine* starts opening at 6am. **Celebrate the shop’s first pours during its April 11 grand opening – and enjoy your first cup of coffee for free from 7am-6pm.** Come back to The Ridge Hotel for the May 13 public unveiling of the rebranded property’s \$4.5 million redesign, including the hotel’s highly anticipated new restaurant, *Crafted Americana*.

About The Ridge Hotel (formerly Geneva Ridge Resort)

Managed and operated by [Paloma Resort Properties](#), the 146-room Ridge Hotel overlooks acres of wooded shoreline and the award-winning [Geneva National Golf Club](#). The hotel’s [Crafted Americana](#) restaurant, cocktail lounge, outdoor poolside terrace, and 10,000 square feet of flexible meeting and banquet spaces offer magnificent panoramic views of the property, which is just five minutes from downtown Lake Geneva. Additional amenities include indoor and outdoor pools, a 12-foot outdoor fire feature and lounge, outdoor sports bar, on-site health club, spa and private dining room.

About Paloma Resort Properties

A privately owned golf and hospitality management company based in Lake Geneva, WI, Paloma Resort Properties provides innovative and proven solutions for premier Midwestern hotels, resorts and private clubs. Founded in 1989, Paloma owns the award-winning Geneva National Resort in Lake Geneva, WI and boasts a long-standing track record of establishing, reviving and rebranding champion golf + hotel resorts throughout the U.S. Experts in hospitality turnaround, golf course management, membership programs and food and beverage operations, the Paloma team personally commits to each property with an accessible, hands-on approach that translates to a welcome return on investment for each property owner. Learn more at [palomaresortproperties.com](#)

###