

KIMPTON  
**THE CARDINAL HOTEL**  
WINSTON-SALEM  
1929

**FOR IMMEDIATE RELEASE**

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**THE KIMPTON CARDINAL HOTEL IN WINSTON-SALEM, NORTH CAROLINA TO OPEN  
APRIL 26**

*Kimpton's First Hotel in the Carolinas Opening in Historic R.J. Reynolds Building*

**WINSTON-SALEM, N.C.** (April 20, 2016) - Kimpton Hotels & Restaurants announced today **The Kimpton Cardinal Hotel**, located in the historic R.J. Reynolds Building in downtown Winston-Salem, will officially welcome its first guests on Tuesday, April 26. Occupying the first six floors of the iconic former R.J. Reynolds Tobacco Company headquarters at 401 North Main Street, The Kimpton Cardinal is the destination's newest boutique hotel and Kimpton's first venture into the Carolinas. The highly anticipated hotel's thoughtful, locally inspired design perfectly blends the building's Art Deco architecture and storied past with Kimpton's reputation for hospitality in the city's first upscale boutique hotel.

The Kimpton Cardinal will debut 174 luxe guestrooms, including 15 suites, each blending the tradition of monograms and tartan fabrics with modern furnishings and playful artwork. Special hints of southern tradition weave seamlessly and playfully throughout each space, including details of magnolias, punk toile and menswear fabrics. Each element tells a story, from the emerald green accents in each bathroom - an ode to the state's official gemstone - to the oversized portraits of luminaries R.J. Reynolds and Colonel Winston woven into the detailed carpets of the boardroom and mezzanine. Named to the National Register of Historic Places, the building remains an architectural showcase of original gold leaf, rich marble and burnished brass.

The Kimpton Cardinal will offer plenty of common spaces for guests, including the welcoming Living Room on the lobby level dressed in Carolina-inspired artwork with pops of fuchsia and monograms and a nearly 2,000-square-foot Rec Room with a basketball court, bowling alley and adult-sized twisty slide. Opening to the public the following week will be The Kimpton Cardinal's adjacent restaurant, The Katharine. A traditional French brasserie that draws fresh inspiration from classic Southern cooking helmed by Executive Chef Ed Witt, the restaurant will feature a seasonal menu alongside traditional brasserie favorites and a beverage program with an extensive wine list, creative cocktails and numerous craft beer selections.

For groups and special occasions, the hotel boasts more than 6,300 square feet of function space, including two ballrooms with room for up to 400 guests on the mezzanine level. With

accents of gold, cream and truly poetic carpet design in the Magnolia Ballroom and rich blues and modern accents in the Lexington Ballroom, these simply elegant ballrooms feature open pre-function space and striking décor, making them perfect for wedding celebrations. Also on the mezzanine, the Houndstooth Social Club and Herringbone Boardroom are ideal for small meetings or intimate events. With views of downtown Winston-Salem and mountains to the west, the 20th-floor office spaces of R. J. Reynolds have been transformed into three meeting rooms - all with a blend of impeccable furnishings and spirited touches - that serve small events and meetings, breakout or planning sessions and social events. In addition to its traditional meeting and function spaces, The Cardinal's lower-level Rec Room is perfect for corporate team-building, after-hours networking events, creative functions, or any unique occasion that requires an equally distinctive space. The on-site restaurant, The Katharine, provides all food and beverage for meetings and special events.

“The Kimpton Cardinal Hotel team is eager to share this landmark with the local community, devoted Kimpton lovers, and leisure and business travelers seeking a new and genuine experience in The South,” says General Manager John Esainko. “From the moment guests arrive, they will feel like family as they experience our authentic Kimpton hospitality with each detailed amenity - from our customized Slumber Tea at turndown, to our preppy seersucker robes in each guestroom.”

Upon arrival, guests of The Kimpton Cardinal will be greeted with a Winston-Salem tradition of Moravian cookies and sweet tea in the Living Room and surprises at every turn. Other unique local amenities and experiences include an Art-o-Mat® in the hotel's Rec Room, a traditional cigarette machine repurposed to distribute small pieces of artwork, and the option to utilize the hotel's yoga mats and bikes for a quick ride and yoga session at nearby Bailey Park. Also tying into its local cycling community, the hotel will be developing specific packages and amenities for cycling enthusiasts.

Guest amenities at The Kimpton Cardinal include all of Kimpton's signature offerings, such as its personalized guest preferences; *Forgot It? We've Got It!* menu of travel and vacation essentials; a thoughtful mini bar with a hint of local flair; complimentary Wi-Fi for Kimpton Karma Rewards members; complimentary morning coffee and tea service in the Living Room; hosted nightly wine hour featuring local blends; and health-minded wellness options, such as complimentary custom PUBLIC Bikes rentals, 24-hour access to the hotel's expansive fitness center and an in-room Gaiam yoga mat for use during a guest's stay. As with all Kimpton properties, The Kimpton Cardinal is also pet-friendly, welcoming four-legged guests and providing them with their own services and amenities upon registration at no extra cost, including a VIP (Very Important Pet) amenity, pet bowl and pet bed.

To learn more about The Kimpton Cardinal Hotel or book a stay, please visit [www.thecardinalhotel.com](http://www.thecardinalhotel.com). Available for booking now, a special 20 percent discount on room rates is available for travel through December 2016 with rate code GRAND. For more information about Kimpton Hotels & Restaurants, please visit [www.kimptonhotels.com](http://www.kimptonhotels.com).

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#### **ABOUT THE KIMPTON CARDINAL HOTEL**

The new Kimpton Cardinal Hotel in the majestic R.J. Reynolds building, a beloved Winston-Salem landmark and famed Art Deco prototype of the Empire State building, is Winston-Salem's first upscale boutique hotel. Named for North Carolina's official state bird, The Kimpton Cardinal welcomes guests to revel in Kimpton's version of warm and wily, sophisticated Southern charms. Restored beyond its original splendor, the hotel is an architectural showcase of gold leaf, rich marble and burnished brass, its delightfully

outlandish interior creating a magical contrast of the classic and the wild, in a whimsical and imaginative interpretation of the building's decadent legacy and storied past. Soaring along the city's skyline at the heart of a vibrant and historic downtown, The Kimpton Cardinal features 174 guest rooms, including 15 suites, an expansive fitness center and adult recreation room, a distinctive neighborhood restaurant and bar in The Katharine, and more than 6,300 square feet of space to meet, greet and celebrate the spirit of the South. For more information, visit [www.TheCardinalHotel.com](http://www.TheCardinalHotel.com). The hotel is located at 401 North Main Street, Winston-Salem, North Carolina.

#### **ABOUT KIMPTON HOTELS & RESTAURANTS**

San Francisco-based Kimpton Hotels & Restaurants is a leading collection of boutique hotels and restaurants and the acknowledged industry pioneer that first introduced the boutique hotel concept to the United States. In 1981, Bill Kimpton founded the company that today is renowned for making travelers feel genuinely cared for through thoughtful perks and amenities, bold, playful design and a sincerely personal style of guest service. Out to help people live full, balanced lives, Kimpton aims to inspire with touches like yoga mats in every room, complimentary coffee and tea to start the day, hosted evening Wine Hour, in-room fitness programming and complimentary bike rentals. The award-winning restaurants and bars are led by talented chefs and bartenders that offer guests a chance to dine like a local.

Kimpton is consistently ranked as one of the top companies in the Market Metrix Hospitality Index, Upper Upscale Segment, for Customer Satisfaction. The company is highly-regarded for its innovative employee culture and benefits and has been named a *FORTUNE* magazine "Best Place to Work" seven times since 2009. Kimpton is continuously growing and currently operates over 60 hotels and 70 plus restaurants, bars and lounges in 30 U.S. cities. In January 2015, Kimpton was welcomed into the InterContinental Hotels Group (IHG) family of hotel brands, bringing together two special cultures and sets of values to create the world's largest boutique hotel business. *For more information, visit [www.kimptonhotels.com](http://www.kimptonhotels.com).*