



RENAISSANCE® HOLLYWOOD HOTEL & SPA

CAFÉ FAMA SERVES THE PERFECT CUP OF ESPRESSO AT THE
RENAISSANCE HOLLYWOOD HOTEL & SPA

Wake Up To World Famous Italian illy Café In New Lobby Lounge With Special
Communal Tables Wired For Power Plus The Whole Property is WiFi Ready

Hollywood, California – The Renaissance Hollywood Hotel & Spa invites guests to taste the perfect cup of espresso from Italy at the new Café Fama (the Italian word for fame) located in the lobby. Starting at 6:30 am, guests will be drawn to the distinct illy fragrance with notes of chocolate, toast, honey and caramel which creates its full-bodied flavor, velvety and sweet. One sip will bring a pleasant bitter tingle to the taste buds slowly fading after several minutes while the aroma lingers on. Café Fama also serves muffins, scones and breakfast pastries until 11:00 am. Sandwiches and other grab and go delectables are available at lunchtime through 4:00 pm. The space becomes a lounge after that serving light appetizers and alcoholic beverages through 1:00 am.

“We chose illy café because it is the perfect espresso coffee,” says Renaissance Hollywood Hotel & Spa General Manager Bruce Gorelick. “A cup of illy espresso is a brief but intense experience that caresses the senses, awakens the spirit and opens the mind. From the very first sip, illy’s rich, fragrant aroma and distinctive, consistent taste provide an authentic Italian coffee experience to be savored over and over again. And for those who enjoy the pleasures of creamy, frothy cappuccino, the best starts with a perfect shot of espresso.”

While the whole property is WiFi ready, new communal tables that are wired for power welcome guests to linger a while and enjoy the setting. Being in the center of the action that is Hollywood today, the lobby is the perfect place to people watch. You never know what celebrity might be checking in that day or coming for an afternoon press junket. The property is frequently utilized as a location for movies and television shows and the lobby puts guests’ front and center of the action.

Later in the day, the area is transformed into a lobby bar with a lounge type atmosphere still serving illy coffee but adding a full bar menu including the famous Renaissance Cocktail Culture, where a celebrity puts together a little

martini of their own design and the hotel features it as the Cocktail of the Day.

The Renaissance Hollywood Hotel & Spa, located at Hollywood & Highland Center, a shopping and entertainment mecca and home to the Academy Awards® ceremonies, offers 637 distinctive guest rooms, 33 suites, and the unforgettable 3,500 square foot Panorama Suite. The brand new Spa Luce features personalized treatments and celebrity-inspired pampering with a commitment to all-around natural beauty that is evident in the exclusive product lines used: Sonya Dakar Skincare, the Somme Institute, and Red Flower. Awarded the ENERGY STAR® Label from the EPA in 2008, the property is well known as being a favorite of major production companies and business travelers alike, the Renaissance Hollywood Hotel & Spa embodies modern luxury accented by classic Hollywood charm, featuring the distinctive restaurant Twist, an outdoor pool overlooking the Hollywood Sign, world-class fitness center, and outstanding service savvy travelers have come to expect from the Renaissance brand name. Renaissance Hollywood Hotel & Spa, 1755 N. Highland Ave, Hollywood, CA 90028, (323) 856-1200, www.renaissancehollywood.com.

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