



SBE SELECTS LE GRAND SAINT SPARKLING VODKA AS A PREMIUM SPIRITS PARTNER

Innovative New Vodka to be featured at sbe's Award-Winning Hotel, Restaurant and Nightlife Destinations Nationwide

(Los Angeles, CA) – October 18, 2012 – [sbe](#), an industry-leading creative hospitality company that develops, manages and operates award-winning hotels, restaurants and nightlife, today announced the addition of [Le Grand Saint Sparkling Vodka](#) to its portfolio of premium spirit partners. As a result of the selection, sbe's acclaimed collection of hotel, restaurant and nightlife properties nationwide will now feature Le Grand Saint Sparkling Vodka.

"Le Grand Saint Sparkling Vodka represents one of the most unique new entries into the marketplace with the potential to revolutionize in-room, mixology and the bottle service experience," said Boe Trumbull, Senior Director of sbeGlobal in hotels, restaurants and nightlife. "Following our proprietary selection process, Le Grand Saint has proven to be not only an exquisite product, but a great partner."

sbeGlobal employs a proprietary approach in selecting its new spirit partners that carefully evaluates specific criteria including value, integrity, taste profile, brand alignment and contribution to the overall sbe spirits portfolio. Le Grand Saint Sparkling Vodka tested very high in all selection categories, making the addition an ideal fit for both brands.

Distilled from summer wheat grown in France, Le Grand Saint Sparkling Vodka adheres to the traditions of the finest champagne, while incorporating distinctive filtration and distillation techniques that give it a signature effervescent quality. Complementing the flavor profile, the bottle delivers a luxurious presentation in a corked champagne style bottle with gold foil trim.

While sbe has evolved into an industry-leading hospitality company, sbeGlobal has been instrumental in that growth by creating dynamic partnerships with globally relevant brands. Through a strategic approach to partner relations, sbeGlobal provides programming support for company-wide initiatives and creates access to unrivaled lifestyle experiences exclusive to sbe's clientele.

A sampling of the companies with which sbeGlobal has fostered partnerships over the years includes American Express, BMW, Bacardi, Sysco and Evian. Playing a key role in the successful advancement of sbe's mission, sbeGlobal continues to be an invaluable asset in enhancing company relevance and elevating overall guest satisfaction.

To learn more about sbe, please visit [sbe.com](#) or download the sbe App [here](#).

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ABOUT SBE:

sbe is a creative hospitality company that develops, manages and operates award-winning hotels, restaurants and nightlife. Through exclusive partnerships with cultural visionaries, sbe is dedicated to delivering the best in design, culinary and entertainment. Already a proven leader in Southern California, sbe has expanded several of its flagship brands including SLS Hotels, Katsuya by Starck, The Bazaar by José Andrés and Hyde Lounge to Houston, Las Vegas and Miami, and will soon be arriving in New York and in international markets as well. Founded in 2002 by Chairman and CEO Sam Nazarian, sbe is a privately held company. More information about sbe can be obtained at www.sbe.com, or by downloading the sbe App [here](#).

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