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**HOTEL 48LEX NEW YORK UNVEILS NEW MENU OF CURATED COCKTAILS AND UNIQUE WINES
AND SPIRITS EXCLUSIVELY FOR HOTEL GUESTS**

Celebrated Beverage Influencers Develop Unique Libations for Private New York City Bar

NEW YORK (May 19, 2016) – Today [Hotel 48LEX](#), a boutique, luxury hotel ideally located in Manhattan’s Midtown East, unveiled a chic, new cocktail bar within its recently reimaged private space - The Lounge. A rare gem, the hotel is one of the few in New York to offer the luxury of a private lounge. Discreet in its setting, The Lounge restricts access solely to hotel guests who are welcomed with enticing craft cocktails designed by renowned mixologist Johnny Swet, as well as a list of distinctive wines and spirits selected by notable sommelier Justin Timsit.

Praised as the best sommelier in New York City by the Austrian Wine Marketing Board and Wine & Co., Timsit’s extensive selection of fine wines ranges from Le Vigne di Zamo Pinot Grigio to Clos Floridene Cabernet Sauvignon/Bordeaux Blend. A similarly robust catalog of flavorful whiskies and scotches, such as Pogues Irish Whiskey, Old Grand Bourbon, and Japanese whisky Hibiki 17, round out the list of offerings. All are accompanied by a delicious mix of honey roasted peanuts, mesquite smoked seasoned almonds, and Thai lime and chili cashews, provided gratis. The combination of sweet, salty, and spicy also complements Swet’s signature cocktails.

A highly respected cocktail connoisseur, Swet is famed for his influence on beverage programs at various Los Angeles and New York destinations. He applied his expertise to the new beverage program at Hotel 48LEX developing an eclectic collection of both classic and creative seasonal cocktails. From fruity and flowery notes, to the traditional stiff drink, guests are certain to find a libation to their liking from his diverse list of fresh selections.

The brand-new cocktail menu features:

- **Blackberry Negroni** – Plymouth Gin mixed with Campari, a splash of Crème De Mure and juicy blackberries.
- **Bonded Old Fashioned** – A satisfying cocktail of Bonded Old Granddad Bourbon stirred with simple syrup and Angostura Bitters.
- **Citrus Sorbet Mojito** – A refreshing twist on the traditional mojito combining Brugal Extra Dry Vermouth with fresh muddled mint, lime sorbet and seltzer.
- **Cucumber Ginger Collins** – Crisp Crop Cucumber Vodka shaken with St. Germain, fresh lemon and a splash of ginger beer.

- **Extra Dry Martini** – A New York staple, choose between Tito’s Vodka shaken or Plymouth Gin stirred with Carpano Dry Vermouth, add a splash of olive brine and complete with jumbo pimento olives.
- **Mimosa** – This brunch staple uses Carpenne Malvoti Prosecco as the base, topped with fresh orange juice and garnished with an orange twist.
- **Peach Elderflower Martini** – This sensational sip blends Combier Peach Liquor and Elderflower Liquor with tangy citrus, seasonal rosé wine and a bit of Peychaud’s Bitters.
- **Perfect Manhattan** – This classic cocktail is mixed with George Dickel Rye, a dash of both Carpano Antica Vermouth and Carpano Dry Vermouth, and topped off with Angostura.
- **Watermelon Margarita** – A cooling combination of Don Julio Silver Tequila, juicy watermelon, lime and agave is topped off with a kick of cilantro and finished with a sea salt rim.

The new drink menu is the latest addition to the private lounge’s extensive list of offerings for guests, such as a daily, seasonal breakfast and a wine and artisanal cheese hour delivered every evening. Coveted cocktails are priced at \$14 each and wine and spirits are served a la carte.

The lobby bar is open Monday through Friday evenings from 4:00pm to 11:00pm. Guests sleeping in on the weekends will be able to enjoy extended bar hours on Saturday and Sunday from 12:00pm to 11:00pm. For \$12 each, The Lounge bar will offer refreshing **mimosas** with Carpenne Malvoti Prosecco and fresh orange alongside their marquee **Bloody Mary** – a spicy twist on the classic morning cocktail with the freshest ingredients and a garnish that won’t disappoint, also for \$12.

For more information about Hotel 48LEX New York, The Lounge, or to make a reservation, please call 212-888-3500 or visit www.hotel48lexnewyork.com.

About Hotel 48LEX New York

Hotel 48LEX New York is a AAA Four Diamond hotel featuring 116 spacious pied-à-terre style bedrooms and suites, each designed to resemble an upscale Manhattan apartment with elegant touches such as marble bathrooms, contemporary art décor, kitchenettes stocked with local snacks and beverages, and floor-to-ceiling windows with views of Lexington Avenue. Located in Midtown East in Manhattan within walking distance of many iconic New York City destinations, Hotel 48LEX offers complimentary high-speed Wi-Fi, access to a 24-hour fitness studio and four Executive Boardrooms perfect for intimate special events and meetings. The Lounge stands in for a typical “lobby,” with daily breakfast and snacks available throughout the day at the communal table, comfortable furniture for guests to relax, wine and cheese selections every evening, and a library of Assouline coffee table books. Lexington Brass, a New American bistro on-property, offers creative twists on classics and also caters food for in-room dining and meetings.

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