



**HALEKULANI AND THE “KING OF COCKTAILS”  
RAISE THE BAR ON BEVERAGE SERVICE**

***Dale DeGross Appointed Halekulani Director of Beverage Arts, In Residence***

FOR IMMEDIATE RELEASE

**HONOLULU - September 8, 2004.** Halekulani, Honolulu’s premier luxury resort, is redefining the standards of beverage service in luxury hotels with the appointment of master mixologist Dale DeGross to the newly established role of Director of Beverage Arts, In Residence. In his new position, DeGross will oversee all aspects of beverage programs and service at Halekulani’s three restaurants and lounge, and will introduce a new menu of unique signature cocktails and beverages created exclusively for Halekulani.

Universally acknowledged as the world’s premier mixologist, Dale DeGross developed his extraordinary techniques and talent for over twenty years tending bar at some of the world’s great establishments. The most notable of his positions was at New York City’s famous *Rainbow Room*, where he pioneered a gourmet approach to recreating the great classic cocktails and invented over 400 of his own unique libations.

“Our philosophy at Halekulani has always been to ensure an all-encompassing experience for our guests that reflects an incomparable level of personalized service and attention to detail in every aspect of their stay with us,” said Peter Shaindlin, chief operating officer of the Halekulani Corporation. “Dale’s innovative and extraordinary talent for redefining the beverage experience reflects that philosophy, and we are confident that his appointment as Director of Beverage Arts will ensure that our guests experience an unsurpassed beverage service that is the perfect complement to our award winning culinary offerings.”

“I am thrilled to partner with such a prestigious and highly acclaimed resort as Halekulani,” said Dale DeGross. “Hawaii offers a plethora of fresh exotic fruits and ingredients with which to experiment, and I look forward to playing a role in creating unique and lasting memories and experiences that each guest will take away from their stay at Halekulani.”

Often referred to as the “King of Cocktails,” DeGross creates award-winning cocktail menus, develops innovative beverage programs, and has established himself as the leading authority and a much sought after expert in the beverage industry. DeGross was recently named “Beverage Professional of the Year” by *Bon Appetit* Magazine. His latest book, *The Craft of the Cocktail*, was honored with the IACP Julia Child Award and hailed by *Men’s Journal* as the “look-here-first, look-here-last primer on drink mixing.” DeGross’s television appearances include *CNN*, NBC’s *Today Show*, *The Food Network* and *Discovery Channel*, among others.

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#### **About Halekulani**

Consistently ranked among the world's best hotels, Halekulani is a member of The Leading Hotels of the World and Okura Hotels & Resorts, two exclusive organizations pursuing service excellence and standards of the highest quality. *Travel + Leisure* ranked Halekulani as one of the top 20 hotels in the world in 2006, while the *Vera Wang Suite at Halekulani* was named one of the 50 most romantic destinations in the world. Also in 2006, the three year-old *SpaHalekulani* was named a "Leading Spa of the World" and the #2 best resort spa in North America by Conde Nast Traveler. In addition, Halekulani's fine dining restaurant La Mer is Hawaii's only AAA-Five Diamond Restaurant, holding this esteemed rating for 17-consecutive years, as well as being voted #8 of "America's Top 100 Hotel Restaurants" by Zagat in 2006. The Leading Hotels of the World, Ltd. has bestowed Halekulani with its annual *Quality Award*, making the Waikiki resort the only Leading Hotel to achieve this prestigious honor in either the United States or Canada.

Halekulani is managed by the Hotels and Resorts of Halekulani, a brand management division of the Honolulu-based Halekulani Corporation, which also manages Waikiki Parc Hotel. For reservations and information contact your travel planner or the hotel at (800) 367-2343 or (808) 923-2311. Reservations can also be made through Halekulani's website at [www.halekulani.com](http://www.halekulani.com).

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