

Ribbon Cutting Event on Thursday, November 5th at 11:00 AM for the New SHADE Bar and Grill Sponsored by East Granby, Windsor, and Windsor Locks Chambers of Commerce

Shawn Whiston Director of Sales of The DoubleTree Hotel of Windsor Locks, CT cut the ribbon and announced the roll out of the newest restaurant in the Windsor Locks area. The **East Granby, Windsor, and Windsor Locks Chambers of Commerce** were all in attendance to celebrate a new business our region.

"Creating a great guest experience for both our in house guests as well as local patrons was an imperative for us and required an operation that is fresh, invigorating and indicative of the local populace and area. We are convinced this gathering place provides a feeling, taste and flavor of the area as well as an introduction to the past present and future of the region" said William Gemme, native of Windsor Locks and General Manager of the DoubleTree Hotel. "The name Shade Bar and Grill is a direct nod to the role Shade tobacco has played in the valley and Windsor Locks. Local guests will enjoy having their culture, heritage and history represented and the hotel guest will have an opportunity to explore the history of Windsor Locks and shade Tobacco. We will provide a local hotspot just an elevator's ride away".

Mr. Gemme also stated "The Shade Bar and Grill will be an interactive and innovative gathering place featuring great fresh foods from breakfast to late night. The daily luncheon salad bar will feature locally grown products at every opportunity. Strategically positioned large screen televisions, (15 in fact) will allow for great show viewing or game participation. Special wireless speakers that are individually controlled will allow you to listen directly to the program or ball game you're viewing, regardless of the television's location".

Robert Loewen, Director of Food and Beverage also noted that "it was important to create an escape, a social unwinding spot for our patrons and guests". The Shade Bar and Grill will be offering unbelievable Happy Hours Mon-Friday from 4:30 to 7:00pm. The intent was to have an unmatched happening; the result is each night will be an adventure which will soon erase the day's trials and tribulations. This "happening" will have special beverage offerings, incredible complimentary "chef attended" extreme food events and nightly special happy hour offerings of steaks, seafood and accoutrements at prices that are unheard of". We believed that being able to bring that hometown game to our guests and fans was critical to the relaxation component. Our Direct TV service and various sports packaging will allow us to broadcast those games and events.

Rob also mentioned that if you need some quiet time, The Shade Bar and Grill will let you work wirelessly, free. You can grab an Espresso, Cappuccino, appetizer or snack and sit near the large windows or conversation areas. The perfect afternoon escape or retreat to finish last minute work and emails.

Shawn Whiston, Director of Sales (recently of the DoubleTree, Westborough, Massachusetts) noted "If you need to meet before you eat our Shade Bar and Grill will have meeting spaces for groups of 10 to 200. Professional meeting planners and organizers will take you from plan to execution. Our experts will make you look like one. If your family or business associates are coming to town our 202 room, 3 star DoubleTree Hotel will host your guests in style. Swim, exercise, relax or plan a gathering. Here or at home and office, we can provide all the necessary planning, space or flexible meal plans.

Mr. Whiston also noted that the interactive web site and gift cards-rewards program will be available soon. Look for www.shadebarandgrill.com to be functional in the next few weeks. Special events, daily information, special sport and game broadcast schedules and menu updates will be constantly available. Shawn also noted you will even be able to purchase your gift cards or enroll in the rewards program directly through the site.

For more information you can email the Shadebarandgrill@cox.net or call the Shade Bar and Grill at 860-254-9001