

VILLARD

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LOTTE NEW YORK PALACE DEBUTS NEW RESTAURANT VILLARD

New York, NY – [Lotte New York Palace](#), New York City’s largest and most iconic luxury hotel, proudly announces the opening of its signature restaurant **VILLARD**. In the landmarked space that was commissioned over a century ago as a neo-Italian Renaissance residence known as The Villard Mansion, the VILLARD restaurant encompasses two dining rooms within this historic space – The Gold Room and Bar and Gallery Room.

Inspired by the bygone era of opulent hotels in New York City, VILLARD’s “power breakfast” concept offers the architectural grandeur of the original residence with a focus on genuine warmth and engaging hospitality. With breakfast being served Monday thru Friday from 6:30 AM to 11:30 AM and Saturday and Sunday 7:00 AM to 12:00 PM, and brunch being served Saturday and Sunday from 12:00 PM to 2:00 PM, VILLARD will offer a New American menu comprised of “farm house” breakfast fare. Inspired by the classical cafes and bistros of Europe and using locally-grown and sourced eggs and dairy, meats, home-baked breads and pastries, the menu will feature dishes such as *‘New Yorker’ Pastrami Smoked Salmon Pizza; Farm House Spinach and Gruyere Popovers, Banana & Bacon Beignets; Thick-Cut Billionaires’ Bacon; dry aged New York strip “Steak & Eggs” and Lemon Mascarpone Pancakes with Dulce de leche butter*. The VILLARD Gold Room Bar is open daily until 3:00 PM, serving hand-crafted cocktails, local beer and fine wine by the glass.

Oscar Granados, Chef De Cuisine, oversees the culinary direction of the restaurant offering bright, fresh flavors married with international influences that are balanced with his classical training and technique. Granados draws his culinary inspiration from fresh local ingredients, adding his signature style with a surprising blend of French, Asian and Latin influences.

“This is an exciting new chapter for Lotte New York Palace, and I look forward to bringing VILLARD to the forefront of the New York City breakfast and brunch scene. The breakfast room at Villard will be a unique and welcomed addition to the Midtown East neighborhood for hotel guests, local residents and business executives as well,” stated Martin Mariano, Director of Food and Beverage.

VILLARD’s stunning interiors stand as a living tribute to the Gilded Age. The dramatic two-story Renaissance-style Gold Room and Bar is the most famous of The Villard Mansion rooms. The room is almost entirely gold, with gilt ceilings, walls and wainscoting. Since the room was originally intended to serve as a music room, there is an elaborate suspended balcony at the room’s north end. The Gallery Room will feature a cleaner, contemporary feel accented by natural, ambient soft light filtering through

the windows. Guests will enter the restaurant from atop the hotel's grand interior staircase, with a glowing wall of gold champagne bottles creating a dramatic backdrop.

VILLARD comfortably seats 100 for sit-down gatherings.

For more information or reservations, please visit [VILLARD](#).

Lotte New York Palace is located at 455 Madison Avenue between 50th and 51st Streets.

The restaurant serves breakfast Monday thru Friday from 6:30 AM to 11:30 AM and Saturday and Sunday 7:00 AM to 12:00 PM; brunch is served on Saturdays and Sundays from 12:00 PM to 2:00 PM. European-inspired coffee bar drinks, brewed teas, fresh-pressed juices, and hand-crafted morning cocktails will be offered daily in The Gold Room from 10:00 AM to 3:00 PM. All major credit cards will be accepted.

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About Lotte New York Palace

Lotte New York Palace, New York City's largest luxury hotel on the corner of 50th & Madison, was acquired by Lotte Hotels & Resorts on August 28, 2015. Previously, the property, with the help of Jeffrey DeBeers and HOK's Amy Beckman, completed a \$140 million redesign in the fall of 2013. The renovation transformed the property's premier rooms and suites in The Towers, a hotel-within-a-hotel. Additional upgrades included new lobbies, specialty suites and restaurants and bars including Trouble's Trust, The Lobby Lounge, Tavern on 51, Rarities and Pomme Palais. In addition to 30,000 square feet of updated event space, The Palace is home to private spaces located in the historic Villard Mansion that feature 19th century interiors and are ideal for lavish weddings, events and dinners. VILLARD, the hotel's new signature restaurant, will serve breakfast Monday through Friday from 6:30 AM to 11:30 AM and Saturday and Sunday 7:00 AM to 12:00 PM; guests can enjoy brunch on Saturday and Sunday from 12:00 PM to 2:00 PM, as well. With 909 rooms and suites, The Palace is known for unparalleled splendor, spectacular views, spacious rooms and exquisite service. Located across the street from St. Patrick's Cathedral and only steps from Rockefeller Center -- the hotel's world-renowned courtyard incorporates motifs from several 15th-century Italian cathedrals and has served as the entranceway to the historic Villard Mansion since 1882. Lotte New York Palace gracefully blends the landmark Villard Mansion with a contemporary 55-story tower. Guests can reserve accommodations online at www.lottenypalace.com or contact reservations at (1-800-697-252) or via email: reservations@lottenypalace.com