

Malmaison, Smoak, Hotel Du Vin and Bistro Du Vin create two new food and beverage clubs

Submitted by: pr-sending-enterprises

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Hotel du Vin, Bistro du Vin, Malmaison and Smoak have announced the creation of two new food and beverage dining clubs - ClubMal and Societe du Vin. The brands have over the years created several food and beverage initiatives tailored to their loyal following of diners. In the new wave of voucher third parties they have created a programme where their guests reap the discounted benefits with no hidden costs, just great perks passed directly to the consumer.

Fond favourites at the hotel restaurants (<http://www.malmaison.com/food-drink.aspx>) such as the Roast du Vin with two courses for Sunday lunch, cheese and wine platters with a bottle of wine and the Mal Steak Nights will all continue to be available, but this is something more.

The two programmes - ClubMal for Malmaison and Smoak, and Societe du Vin for Hotel du Vin, Pub du Vin and Bistro du Vin, launched on the 4th January 2012 with a 50% off food offer for January. On registration an email is dispatched with the latest offers based on the register's preferences. Each month the brands will distribute varying promotions as well as individual hotels providing independently tailored offers for the properties. The user simply clicks on the URL to the registration pages, completes the form stating their preference, and will receive the voucher via email or direct to their smart phone. There is no obligation or cost to sign up and receive the offers.

In addition, Hotel du Vin, Pub du Vin, Bistro du Vin, Malmaison and Smoak will be working with their nominated suppliers to create bespoke packages, events and offers integrating their valued products. Everything from Donald Russell steak nights and La Cave à Fromage cheese tastings, to exclusive competitions and inspired menu's created in partnership with local suppliers; the offers will support the brands ethos of homegrown and local, a celebration of all that's great about the regions and their amazing people.

Malmaison will convert any pessimist with divinely tasty, beautifully presented cuisine prepared with incredible local ingredients and served with passion. All the Mal bars have lashings of attitude, and have been designed with an eye to the hip, trendy and chic, offering patrons a venue in which to sip delicious signature cocktails before taking up the ClubMal offer. Hotel du Vin's concept is bistro dining and an excellence in wine with rooms attached. An elegant and atmospheric setting for lunch or dinner and an ideal place to meet, celebrate or simply pass the time. Add to this the passion for everything from whisky to local beers and of course, wine, all served by knowledgeable, helpful and passionate people.

The programmes ClubMal and Societe du Vin are about rewarding and engaging the loyal diner at a time when the passion for great dining reigns supreme, but a cost conscious market place dictates a need to drive value for money.

About Hotel Du Vin:

Hotel du Vin combines an elegant and unpretentious style with an unquestionable devotion to wine. The luxury hotel (<http://www.malmaison.com/>) offers fourteen converted spaces, including a Georgian

townhouse, a brewery, and a hospital, all eclectically furnished in a timeless manner. Guests can enjoy a trademark hotel bistro (<http://www.hotelduvin.com/bistros.aspx>) serving outstanding, locally sourced produce from its new homegrown and local menu, an outstanding cellar, Egyptian linen and monsoon showers in the guest rooms, a Laroche tasting room for the wine-lover, a cigar shack in its gardens, and inspiring original art in its halls.

About Malmaison:

Malmaison offers twelve boutique hotels (<http://www.hotelduvin.com/>) in the UK, all featuring super slinky rooms and suites, with super-fast broadband. Guests can enjoy visiting the high-octane bars stocked with cocktails and bubbly within the hotels and can dine on the best local produce in the hotel restaurants.

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