

£6.3 million investment from Whitbread brings 37 jobs to Halifax



Released on: October 30, 2012, 2:12 pm

Author: **Premier Inn**

Industry: [Travel](#)

LONDON, October 30, 2012, 2:12 pm -- [/EPR NETWORK/](#) -- Whitbread's brand new hotel and restaurant development in Halifax has opened, bringing a total of 37 new jobs to the local area. The new Premier Inn hotel and Beefeater restaurant is located on Broad Street Plaza in Halifax Town Centre and has injected a total investment of over £6.3 million into the local economy.

The Halifax Beefeater restaurant offers guests a casual dining experience and features a newly developed menu focusing on steak as well as modern twists on classic dishes. People familiar with the Beefeater brand across the UK will also spot new trial branding for the restaurants that will reinforce the brand's steak heritage through a stylised pink cow logo and a new strapline "Passionate about steak".

Customers can enjoy an assortment of starters including soup, pate, prawn cocktail, fishcakes, portabello mushrooms and the new Beefeater sharing platter. Main courses include grills and tasty steak dishes with a wide choice of sauces and toppings, and mouthwatering salads including Teriyaki beef steak and grilled goat cheese and beetroot.

The menu also offers indulgent deserts such as the classic Beefeater black forest sundae and baked vanilla and toffee cheesecake.

As part of the new Broad Street Plaza, the new adjoining Premier Inn, the second of two hotels in Halifax from [Premier Inn](#), is at the heart of Halifax city centre, perfect for both business and leisure travelers.

Christopher Thomson, Cluster General Manager of Premier Inn Halifax, commented: "At Premier Inn we want to be able to offer our customers value for money wherever they plan on staying and it is great to be able to offer such as prime location in Halifax."

Each bedroom caters for up to two adults and two children (aged 15 and under) and includes an en-suite bathroom; a king size bed; remote control TV with Freeview; tea/coffee making facilities, and a spacious desk area with 30 minutes free Wi-Fi Internet access. The site will also offer the All You Can Eat 'Premier breakfast' in the Beefeater restaurant.

Premier Inn offers all guests a no quibble 'Good Night Guarantee', which means if customers are not 100% satisfied with their stay they will get their money back.

With over 600 hotels nationwide, Premier Inn is at more locations than any other hotel chain in the UK.

-ENDS-

About Beefeater

Something exciting is happening at only a handful of Beefeaters in the UK.

The new look Beefeater is fresh, contemporary and has taken on a whole new take on steak where guests can enjoy delicious dishes in stylish surroundings. The new restaurants may look different to the original Beefeaters, but the same welcoming atmosphere and fantastic service can be found.

As well as its take on steak, the Beefeater menu now includes tempting salads, mouth watering mains and indulgent puddings. Each dish is prepared by experienced chefs and served with a generous helping of passion and pride.

About Premier Inn

Award-winning Premier Inn is the UK's biggest budget hotel brand with over 600 budget hotels and more than 46,000 rooms across the UK and Ireland. Premier Inn bedrooms feature en-suite bathrooms, TV with Freeview, and Wi-Fi internet access. All Premier Inns feature a bar and restaurant; situated inside the hotel or adjacent, offering a wide range of food choices.

In 2008 Premier Inn launched in Dubai and is now open in Bangalore, India. On a domestic front, Premier Inn aims to be the largest provider of budget hotels in London (within the M25) by 2012.

Premier Inn supports Great Ormond Street Hospital Children's Charity. The charity needs to raise £50 million every year to support the care the hospital provides to some of the UK's sickest children.

PR Contact:
Sara Lincoln
Frank PR
3rd Floor
Centro 4
20-23 Mandela Street
London
NW1 0DU
0207 693 6999
www.premierinn.com

~~~~~

Press release distributed via EPR Network (<http://express-press-release.net/submit-press-release.php>)