

New Premier Inn hotel and Beefeater restaurant comes to Birmingham



A warm
welcome

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Everything's Premier but the Price

Press Release Summary: Birmingham sees the opening of a new joint hospitality venture with the new Beefeater restaurant and Premier Inn hotel opening its doors

Press Release Body: The home of grilled food and the UK's biggest and fastest growing hotel brand have arrived in

Birmingham as a brand new **Beefeater restaurant** and **Premier Inn hotel** opened its doors.

The new 67-bedroom [Premier Inn hotel](#) and adjoining **Beefeater restaurant**, located on **Hagley Road, Birmingham** will create approximately 70 new jobs and will see a total investment of £4.8 million into the local area.

This new [hotel in Birmingham](#) boasts the latest stylish bedroom design including crisp white linen, stylish purple padded headboards for extra comfort and a modern purple throw to complete the look. Rooms will also include an en-suite bathroom, remote controlled flat screen TV, tea/coffee making facilities, and a spacious desk area with Wifi access.

[Premier Inn Hagley hotel](#) guests will also be offered a unique **Good Night Guarantee**. Under this guarantee, **Premier Inn** ensures that all guests will have a good night sleep in a quality room with comfortable surroundings and a friendly service.

The restaurant is the first brand new Beefeater restaurant to open in eight years. The restaurant and bar will seat up to 220 guests and offers a stylish, warm and modern dining experience. Featuring intimate leather-booth seating areas, luxurious soft furnishings and stylish interiors, guests can relax and soak up the atmosphere.

The menu boasts an array of freshly prepared dishes that have been expertly cooked on **Beefeater's** famous char-grill to offer that unique **Beefeater** flavour, and includes tempting signature steaks, meat grills and fish dishes. At **Beefeater** families are always welcome and children can enjoy their very own Kids grill menu offering a delicious selection of freshly grilled food.

Tracy Reid, General Manager, commented, "The decision to open a new **Premier Inn** and **Beefeater** at this site is the result of extensive research into the local area. I am delighted to be appointed to manage both the hotel and restaurant. **Beefeater** is a popular brand in the Birmingham area and it is fitting to build the first **Beefeater** in eight years in the area and celebrate the brand's success. I feel that not only will Birmingham residents benefit from this new restaurant and hotel, but so to will people visiting the local area."

Ends

Notes to Editors:

[About Premier Inn](#)

Premier Inn is the UK's biggest hotel brand with over 500 hotels and more than 35,000 rooms. UK **Premier Inn** bedrooms feature a king size bed with quality duvet; en-suite bathroom; remote control TV/radio alarm; tea/coffee making facilities; and a spacious desk area with internet access. Premier Inn offers customers a '**Good Night Guarantee**' of a good quality room, comfortable surroundings and friendly service, which is unique amongst Britain's leading hotel chains.

Premier Travel Inn was the first Britain-wide hotel group to sign up with national tourist boards, **VisitBritain**, **VisitScotland** and **VisitWales**: this means **Premier Inn** is now part of a new quality assessment scheme, specially created for budget accommodation.

A joint venture with Emirates was announced last year to develop the Premier Inn brand in the Gulf region, with its first site in Dubai due to open in Spring 2008. Premier Inn also has a joint venture with Emaar-MGF to roll out 80 hotels in India by 2017.

About

Beefeater

Beefeater has invested £45 million to transform the popular dining out pub and restaurant business, converting the entire estate of 129 restaurants across the UK.

The new **Beefeater** look is warmer, modern and stylish ensuring guests enjoy their meals in the comfortable and spacious leather booth-style seating areas, which create an informal and relaxed dining environment.

Future **Beefeater's** new menu focuses on what Beefeater does best; fresh food, specially prepared and flame grilled for extra flavour. It features **Beefeater's** famous, signature steak selection alongside succulent cuts of lamb, chicken and fish and introduces some exciting new taste sensations.

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