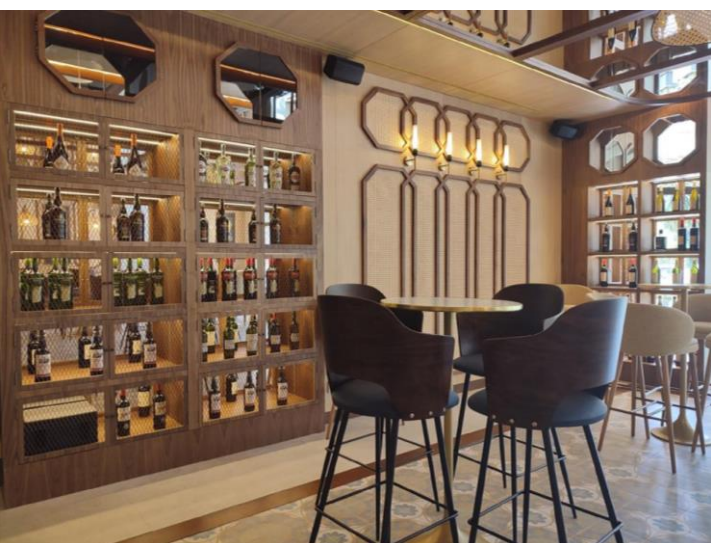


## PRESS RELEASE

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# Hipotels Hotels & Resorts opens a new restaurant in Jerez specialised in vermouths and Andalusian cuisine

- Hipotels Sherry Park opens a vermouth restaurant featuring vermouths produced by local wine cellars



Photos of “Sherry Vermouth Bar” in Sherry Park Hotel

**22 May 2023.**

This week, Hipotels Sherry Park embarks on a new journey with the grand opening of a new culinary offering: “Sherry Vermouth Bar”, which replaces “El Ábaco” restaurant. This new culinary concept throws out the tablecloth and opts for a more modern approach in which vermouth takes centre stage. The restaurant will offer a broad range of wines exclusively from the region of Jerez, thus strengthening its commitment to making local cuisine its hallmark. Guests will be able to enjoy a large selection of vermouths from the region served with tapas and small dishes.

Tiles are a very typical cultural and artistic expression of Jerez de la Frontera and that is why they have been used as a design pattern for the Vermouth Bar. The tiles served as a guide for the creation of graphic elements and the colour palette of the bar’s interior design, with geometric floral drawings adhering to an earthy and blue colour scheme.

The space is elegant yet welcoming, perfect for enjoying a drink, a casual meal, or a special event in a relaxed family environment.



Photo of the Terrace at “Sherry Vermouth Bar” in Hipotels Sherry Park Hotel

### **About Hipotels Hotels & Resorts**

Hipotels Group has been spearheading the development of tourism in Majorca for over 50 years and offers some of the most hotel vacancies on the island. Joan Lull, founder of the group, has imbued the company with his personality and vision, first focusing on careful expansion in Majorca before taking on other destinations including Cadiz, Lanzarote, and more recently, Cancun. With a development model based on the regular renovation of hotel infrastructure, the company is able to create a collaborative management style rooted in long-term relationships with both clients and employees.

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