



FOR IMMEDIATE RELEASE

The Peacock Inn Restaurant & Bar Announces New Sommelier.

Princeton, NJ, August 8, 2018 – The Peacock Inn, an iconic Princeton landmark, is pleased to introduce George Parkinson as sommelier of The Peacock Inn Restaurant & Bar. The only boutique hotel in the heart of downtown Princeton is having a renaissance under new ownership by the Genesis Hospitality Group, which began with its upscale fine dining restaurant and continues with the evolution of their wine program.

George is a certified sommelier with the Court of Master Sommeliers, which sets the global standard of excellence and elevates the quality of beverage service throughout the hospitality industry. A wine writer and educator, George is known for his long-running wine column in the *Bucks County Women's Journal*, a bi-monthly publication with a readership of 50,000.

Under George, the wine program at The Peacock Inn complements executive chef Mark Valenza's "American mosaic" philosophy, globally-influenced cuisine that highlights fresh, seasonal ingredients including locally-farmed produce and aquaculture. "We seek out special places on earth noted for particular expressions of varietal wines or blends," he says. "The multicultural approach to our food opens up an opportunity to include all wine regions of the world," including Chardonnay from Santa Maria Valley, Pinot Noir from Central Otago New Zealand, Torrontes from Argentina's Mendoza Region, Shiraz from Mac Laren Vale, Australia and many others, alongside extensive by-the-glass options.

He joins the Peacock Inn family with over 35 years of experience in the hospitality and wine industries. George began his professional training at Johnson & Wales College in Culinary Arts and continued his academic education at Diablo Valley College & U.C. Davis in California. George's well-rounded industry background includes sales and marketing experience in organizations such as Cain Cellars Winery and Kendall-Jackson Wine Estates. His operational experiences include Club Corp of America which operate over 2,500 Fine Dining venues across North America; The St. Francis Hotel (San Francisco, CA); Domaine Chandon (Napa Valley, CA) among others. His most recent position was Sommelier at Harvest Seasonal Grill and Wine Bar (Radnor, PA).

The Peacock Inn's popular fine dining restaurant features an extensive, well-curated wine list and sparkling champagne bar with a Zagat rating of 26 for food, ambiance and service, and a Wine Spectator Award of Excellence three years in a row. George's passion for sparkling wine shines through, no matter the occasion. "Breakfast, lunch, and dinner—champagne is the one wine that can be paired with all foods," he says. The Peacock Inn Restaurant is now open 7 days a week for breakfast, lunch and dinner. This fall, champagne-friendly tea time will come to Princeton with dedicated Afternoon Tea seating's.

The Peacock Inn has a storied history as a gathering place for great minds, including Albert Einstein and F. Scott Fitzgerald. Awarded Four Diamonds by AAA two consecutive years in 2017 and 2018, The Peacock Inn Hotel is a member of Choice Hotels Ascend Collection, a group of upscale independent hotels providing experiential, individualized travel with local flavor.

About The Peacock Inn

The Peacock Inn, which has been in operation since 1911, blends a rich history with traditional and modern style to create a sophisticated, intimate atmosphere. Dedicated to the highest standards of gracious hospitality and culinary excellence, The Peacock Inn Restaurant & Bar features American Mosaic dining at its finest. The Peacock Inn is located at 20 Bayard Lane in Princeton, New Jersey.

About Genesis Hospitality

Genesis Hospitality provides a comprehensive approach to integrated management, administrative and operational support services in the hospitality and restaurant industry. They deliver integrated solutions through partnerships with member properties to provide a superior dining and service experience.

To find out more, please visit www.peacockinn.com.

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