



September 9, 2010

## Arsht Center Debuts 'Bombay Sapphire Lounge'

**Street-level lounge in iconic Carnival Tower will be the nation's first BOMBAY SAPPHIRE® branded venue.**

*Lounge will enhance Adrienne Arsht Center's 'destination' status amidst Downtown Miami's unprecedented population growth.*

By Beau Higgins

In a move that will further invigorate Downtown Miami's burgeoning social scene, the Adrienne Arsht Center for the Performing Arts of Miami-Dade County and Bacardi U.S.A., Inc. are introducing a new BOMBAY SAPPHIRE® branded, street-level lounge. Opening to the public on October 19, 2010 during the Broadway in Miami run of DREAMGIRLS, the BOMBAY SAPPHIRE Lounge is Bacardi U.S.A, Inc.'s first stand-alone venue themed after BOMBAY SAPPHIRE gin, the top-valued and fastest-growing premium gin brand in the world. The Lounge, which is located inside the Adrienne Arsht Center's landmark Carnival Tower, is part of a five year naming rights agreement consisting of a \$300,000 contribution to the Center.



The BOMBAY SAPPHIRE Lounge will cater to Downtown Miami residents, visitors and stakeholders on Tuesdays through Saturdays and Sundays when performances are held, beginning October 19th. Prior to that day, the Lounge will be open on performance dates (check [www.arshtcenter.org](http://www.arshtcenter.org) for hours of operation.) The Lounge's debut coincides with Downtown's emergence as a vibrant, 24/7 urban district - a trend that has resulted from dramatic population growth over the past two years.

"Much more than an amenity for our patrons, the BOMBAY SAPPHIRE Lounge is an important step forward in the Adrienne Arsht Center's role as both a full-service entertainment destination and a catalyst for economic growth in our neighborhood," said M. John Richard, President and CEO of the Adrienne Arsht Center. "In less than twelve months, the Adrienne Arsht Center has opened two new food and beverage destinations with our partner Barton G., beginning with the debut of our widely-acclaimed restaurant, PRELUDE, last fall. Today, we're proud to introduce the BOMBAY SAPPHIRE Lounge, which is certain to become a favorite for our patrons and local residents. These two properties are signature elements of the Adrienne Arsht Center experience in Miami's new town square."

The BOMBAY SAPPHIRE branded venue pays homage to Downtown Miami's storied history through its setting in the 1929 Art Deco Carnival Tower (formerly the Sears Tower) and a large-scale collage of vintage Miami photographs. The Lounge offers a selection of specialty cocktails crafted by award-winning BOMBAY SAPPHIRE mixologist Milo Rodriguez. A tapas menu of light bites will be served by Performing Arts Catering. In all, the Lounge seats 60 people inside and another 50 patrons on the Adrienne Arsht Center's Parker and Vann Thomson Plaza, creating an experience that will complement the Center's signature restaurant, Prelude by Barton G.

"Since its creation more than 20 years ago, BOMBAY SAPPHIRE gin has become a symbol of style, sophistication and inspiration - qualities that align well with those of the Adrienne Arsht Center," said [John Esposito](#), President and CEO of Bacardi U.S.A., Inc. "Given this synergy, we selected the Center as the site of our first-ever BOMBAY SAPPHIRE branded lounge. Downtown Miami's newest hotspot will enable patrons to enjoy innovative cocktails and cuisine in a unique urban setting."

"The Adrienne Arsht Center has continuously introduced new features that set it apart as one of our nation's most



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innovative performing arts centers," said Miami-Dade County Manager George Burgess. "The new BOMBAY SAPPHIRE Lounge will offer both a gathering spot for local residents and a new attraction for theater patrons. The Adrienne Arsht Center's collaboration with Bacardi USA is the latest example of how the Center has cultivated Ed Strong private sector support that complements Miami-Dade County's commitment to one of its cultural gems."

The opening of the BOMBAY SAPPHIRE Lounge comes as Downtown Miami's retail sector emerges as one of the nation's strongest, sporting a 5.06% vacancy rate, according to national research firm Integra Realty Resources. In total, 42 new retail businesses debuted in Downtown Miami last year, with more than 150 new retailers opening since 2005, according to the Miami Downtown Development Authority (DDA). This retail activity has taken shape against the backdrop of rapid population growth following the residential construction boom dating back to 2003. The past two years have seen the number of Downtown residents climb from 40,000 to more than 70,000.

"As more and more residents and visitors flock to our urban core, the new BOMBAY SAPPHIRE Lounge promises to become a centerpiece of Downtown Miami's social scene," said Alyce Robertson, Executive Director of the Miami Downtown Development Authority. "The Adrienne Arsht Center has been an engine for economic development in Downtown since opening its doors and this new Lounge is another example of how the Center is enriching our neighborhood. We are hopeful that other iconic brands will follow the lead of Bacardi U.S.A., Inc. by investing in Downtown Miami."

The BOMBAY SAPPHIRE Lounge is located on the Adrienne Arsht Center campus (1300 Biscayne Blvd., Miami, Florida, 33132), adjacent to the Sanford and Dolores Ziff Ballet Opera House. Visit [www.arshtcenter.org](http://www.arshtcenter.org) for more details and hours of operation.