

Assignment brief:

Write a press release promoting a product or service of your choice using the techniques taught in the assignment. Make sure you target the release at a particular publication. Research it and tailor the release to meet their requirements.

It should:

- Be around 250-300 words long.
- Include a heading.
- Include editor's notes.
- Include additional incentives – pictures, etc.

MEMO NOT FOR PUBLICATION:

FOR IMMEDIATE RELEASE

Contact info:

Nobu Hotel London Portman Square

Sam Riches, Director of Sales and Marketing

Phone number: xxxx

Email: xxxx

FOR THE 'LATEST OPENINGS' SECTION OF LUXURY HOSPITALITY MAGAZINE

END OF MEMO

Nobu Hospitality opens a new hotel in London

Opening on 9 November 2020, Nobu [correct] Hotel London Portman Square is a lifestyle hotel, blending cool modern luxury and minimal Japanese tradition.

With rooms from £319 per night, the hotel features a Nobu restaurant and bar, a gym, wellness centre, ballroom and meeting spaces. It is located in the heart of vibrant Marylebone, a stone's throw from the West End, Oxford Street and the cosmopolitan restaurants and bars of Mayfair.

Make Architects [correct] drew their inspiration for the 249 peaceful guestrooms and suites from traditional English gardens, including the urban oasis in adjacent Portman Square. To help them relax even further, guests can enjoy a comprehensive range of traditional and cutting-edge treatments at the Wellness Centre, the state-of-the-art gym, Pilates studio and juice bar.

Nobu Hotel London Portman Square is also the new home of the iconic Nobu Berkeley Street restaurant. Nobu Matsuhisa [correct], chef and co-founder of Nobu Hospitality along with Robert de Niro and Meir Teper, says: "Unique food experiences are the backbone of our concept so our new hotel wouldn't be complete without a Nobu restaurant. Guests will be able to enjoy our world-renowned signature dishes, such as Rock Shrimp Tempura, Miso Black Cod and Yellowtail Sashimi, as well as locally-inspired dishes and exclusive sakes that are unique to Nobu Hotel London Portman Square."

This will be Nobu Hospitality's second London hotel. Trevor Horwell [correct], CEO of Nobu Hospitality, says: "Following the success of Nobu Hotel London Shoreditch, opening a hotel in another of the capital's most sought-after cultural districts was a natural next step for us."

ENDS

To request further information, please email: xxxxx or phone: xxxxx

Photo: Nobu Hotel London Portman Square



Photo: Nobuyuki "Nobu" Matsuhisa



Notes to the editor:

Nobu Hospitality:

- A global luxury hospitality brand that owns hotels, restaurants and residences worldwide
- 13 hotels around the world with plans to open six more
- Nearly 50 restaurants worldwide
- Founded in 1994 by Chef Nobu Matsuhisa, Robert de Niro and Meir Teper
- The Nobu Hotel concept is curated individual experiences within unique properties