

IN-STORE

## Four Seasons takes weekly “byte” of Silicon Valley networking potential

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*Four Seasons promotional image for BYTEights*

By STAFF REPORTS

Four Seasons Hotel Silicon Valley, CA, is enticing its techy neighbors to stop by for post-work cocktails on a weekly basis.

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Beginning on Thursday Oct. 22, Four Seasons will debut its weekly BYTEights program at its in-house bar and restaurant Quattro for guests who are on business or living in the area and are looking for networking or nightlife options near technology company's calling Silicon Valley home. Hotels often curate localized events to incorporate their surroundings within the perimeter of their properties, giving guests and locals a taste of local flavor and culture.

### Bytes at the bar

During BYTEights, guests will "unwind from the grind" to the music mixed by DJ Kenfused, a local San Francisco DJ, in the Quattro bar. Four Seasons' aim for BYTEights is to provide its guests with an alternative nightlife venue for those interested in a more sophisticated night out in Silicon Valley.

Four Seasons will provide VIP valet parking and special nightly rates on Thursdays to entice locals to stay the night, and possibly add extra incentive for corporate planners looking to host an event. As added incentive for guests, Four Seasons will be encouraging the use of the hashtag #BYTEights for an opportunity to win prizes from the hotel such as weekend stays and dinner at Quattro, among others.

While attending BYTEights, guests will enjoy specialty tea-infused cocktails for two and sweet and savory snacks.



*BYTEights cocktails at Four Seasons Silicon Valley, CA*

The weekly nighttime programming will begin at 8:30 p.m. and will wrap at 11:30 p.m. BYTENights will occur each Thursday from Oct. 22 until Dec. 17, with the exception of Thanksgiving on Nov. 26.

In a statement, Quattro general manager David Farah said, "We witnessed an overwhelmingly positive reception for our Chronicle Nights series this summer. Moving to Thursday will lend to a fun, yet relaxing and sophisticated atmosphere to encourage guests to kick off the weekend early. By bringing out a DJ spinning Buddha Bar and other chill music vibes along with playful cocktails and food, I have no doubt this will be the new IT spot for Thursday nights."

Four Seasons often turns to its bars and restaurants as a community-building space by hosting various cocktail- and happy hour-themed events.

For instance, Four Seasons Hotels and Resorts is quenching consumers' thirst with a new year-long initiative dedicated to exploring cocktail trends and seasonal ingredients.

Cocktail Quarterly will bring together participating hotels to celebrate a particular cocktail by crafting their own unique version. This global initiative will highlight the individuality of the properties, while uniting Four Seasons under a common theme that will likely appeal to consumers who travel often ([see story](#)).

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