

IN-STORE

New York's Ritz-Carlton Battery Park celebrates 10 years with themed promotions

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By KAYLA HUTZLER

New York's Ritz-Carlton Battery Park hotel is celebrating its 10th anniversary by inviting previous guests and newcomers to create lifetime memories through a series of events and a special anniversary package.

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The hotel is looking to emphasize the Battery Park hotel's track-record of service, its ability to create memories of a lifetime and the company's new brand message of "Let us stay with you." The upcoming events include a special St. Valentine's Day dinner and a drink special focused around the number 10.

"Well, it's a very important day for us because when we opened in 2002 it was a very challenging time in the downtown area and the hotel was initially delayed because of the terrible attacks [of Sept. 11, 2001]," said Nicole LaValette, director of sales and marketing for the [Ritz-Carlton Battery Park](#), New York.

"Since then, the downturn area has really thrived and the hotel has become a staple of Lower Manhattan and we are very happy to have been part of the re-emergence of downtown," she said.

Decade in

Ritz-Carlton's Battery Park location will be turning 10 on Jan. 29 and is starting the party with select \$10 cocktails throughout the year.

Starting Jan. 29 through the end of February the hotel's bar will be featuring its signature Libertine cocktails for the promotion.

The drink consists of citrus vodka, Midori, Curacao, pineapple juice, sour mix and a sugar stick shaped like the Statue of Liberty.

After February the promotional cocktail will change to a drink more appropriate for the relative season, per Ritz-Carlton.

Additionally, the Ritz-Carlton Battery Park will be offering a themed Valentine's Day dinner, given the anniversary's closeness to the holiday.

The dinner will comprise 10 courses, one for each year that the Battery Park property has been open.

The Ritz-Carlton Battery Park will also showcase the work of its new head chef, James Dangler, who has specially created the menu for the event focusing on fresh and seasonal ingredients, per Ms. LaValette.

Tickets for the dinner are \$110 and include a glass of Champagne.

Rekindle the flame

The Ritz-Carlton Battery Park will also be offering a package for couples looking to celebrate their own anniversaries.

In line with company's new brand platform of "Let us stay with you," the Battery Park location has designed an "All About You" package for couples.

The main feature of the package is that head chef Mr. Dangler will work to recreate the couple's wedding menu.

Additionally, guests taking advantage of the package will receive a liberty suite with club access that features views of Battery Park and the Statue of Liberty, a telescope for viewing the harbor, and a kitchen and pantry area.

Guests will also find monogrammed bath robes, long-stemmed roses and an engraved bottle of Champagne with flutes in their room, all of which they are invited to take home with them.



The package costs \$1,510 per night for a couple that was not married in the Ritz-Carlton Battery Park location. Couples that were married in the property during the last 10 years will be able to book the package for only \$1,010.

The Ritz-Carlton Battery Park is also encouraging guests to create new anniversaries by offering a special incentive for couples who book a wedding in the near future.

The first 10 weddings booked this year will receive a complimentary wedding brunch for all guests who stay at the hotel for the party.

“It is all one big celebration and to say thank you to our guests and clients for supporting us over the last 10 years and expressing our enthusiasm for the next 10,” Ms. LaValette said.

“We’ve done a lot to keep the hotel fresh such as a full room renovation in 2008 and 2009,” she said. “This anniversary is an opportunity to show guests the past and the future of the hotel’s record of service excellence.”

Final Take

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