



See it, Feel it, Smell it, Touch it

Engage all your senses with the Zeta Sensory Experience

Media Release

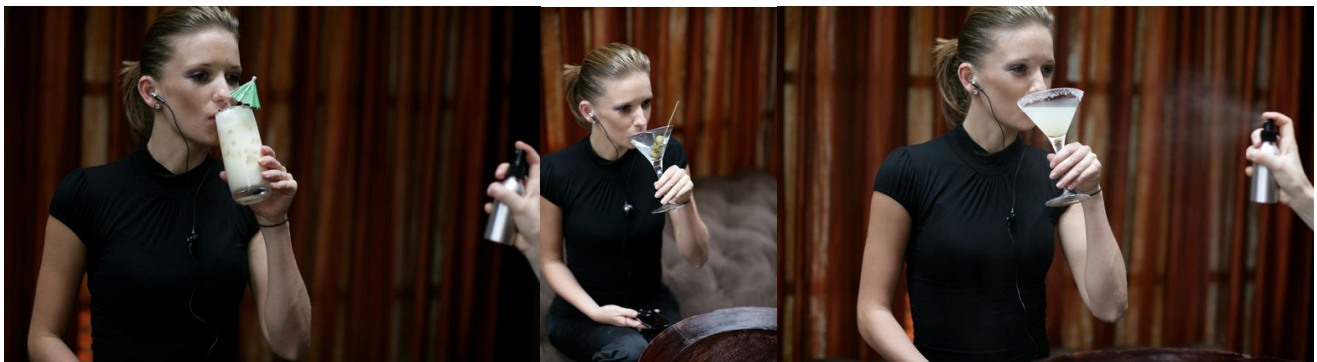
Sydney Australia – 27th August...Zeta, Sydney's first bar to introduce global bar trends such as “airs, foams and misting” to Australia, now awakens your senses with the **Zeta Sensory Experience**. Inspired by the molecular gastronomy movement, the Zeta Sensory Experience takes cocktails to a new level by not just tantalizing the taste buds, but by engaging the other senses to enhance your cocktail experience.

Pioneered in the late 1990's by Heston Blumenthal (Fat Duck, UK) and Ferran Adria (El Bulli, Spain), *molecular gastronomy* enhances the culinary experience by tapping into numerous senses simultaneously – and now Zeta is bringing this philosophy to the bar confirming Zeta's reputation as one of the most cutting edge bars in the Southern Hemisphere.

Leading Mixologist, Grant Collins, explains the Zeta Sensory Experience “the sensory experience takes a cocktail and adds in elements to reach the senses not usually used during a cocktail experience. The person experiencing the drink sits back, sees the drink, feels the glass, closes their eyes - an ipod then plays select tracks that transport you to a destination reminiscent of the cocktail, a fragrant mist is used to engage smell. The overall result is powerful – the cocktail experience is intensified as the palate deconstructs all the ingredients in the drink, the mind is engaged and takes the person on a journey.”

Cocktail connoisseurs can now imagine sitting anywhere from a New York City bar, to a Hawaiian beach, a coastal Caribbean hot spot, or a Havana street bar without leaving the comfortable luxury of Zeta.

For media information, interviews or to test this experience for yourself, please contact Carla Webb or Tanya Lim from Horizon Communication Group on 02 8572 5600 or email carla@horizoncommunication.com.au





Zeta Sensory Experience Cocktails (\$25 each)

Martini

Start with a classic Gin or Vodka Martini teamed with Zeta Fizz Jellies, specifically created to cleanse the palate. Break out the blindfold for approximately 8-10 minutes; add in some Sinatra and Sammy Davis Junior and the mental scene of this classic Martini experience should be set.

Tiki

Sip a tropical Zeta Colada whilst listening to some classic tracks from Don Tiki and Trader Vic's. Wrap on a blindfold (optional) and take in the tunes for approximately 6-8 minutes as an intermittent misting of coconut oil is introduced throughout, said to increase the level of the Tiki cocktail's indulgence.

Daiquiri

Whilst tasting a delicious classic Daiquiri, set the sound system to Cuban Latino tunes, featuring Buena Vista Social Club and the Cuban All Stars. With a blindfold on, the sounds are said to enhance the Daiquiri experience. Cigar smoke mist setting this surreal scene for approximately 10-12 minutes.

Seabreeze

The waves crashing, water lapping at the shore and other sounds of the sea are designed to improve the cocktail experience of sipping on a Seabreeze. Blindfolded for approximately 4-6 minutes with an occasional mist of sea spray, the experience is said to mentally transport you to a tropical paradise.

Liquid Nitrogen Martinis

Experience a classic Martini as never before made with liquid nitrogen and served on a platter in a bite size portion. As the nitrogen charge cube is consumed the martini is absorbed through the walls of your mouth creating a unique sensation (48 hours notice required to book this experience).

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Notes to Media

About Hilton Sydney

Hilton Sydney has proved its place as Australia's number one hotel for fine dining, rest and play, winning an unprecedented number of titles both nationally and internationally:

- Rated in the Top 5 for Best Australian Hotel - *Luxury Travel Magazine Gold List, 2008*
- Award of Excellence – glass *Wine Spectator, 2007*
- glass awarded 'One Hat' - *Sydney Morning Herald Good Food Guide, 2007*
- Regional Wine List of the Year – glass *Restaurant and Catering Awards, 2007*
- Rated in the Top 3 Hotels Overall in Oceania - *HotelClub Hotel Awards 2007*
- Bar of the Year – Zeta, *HM Awards for Hotel and Accommodation Excellence, 2007*
- Best Hi-Tech Hotel - *HM Awards for Hotel and Accommodation Excellence, 2007*
- Health Club Facilities of the Year – LivingWell Premier Health Club, *Australian Hotels Association, 2007*
- Best Hotel Restaurant – glass *National AHA Awards, 2006*
- Best Bar Presentation and Service – *Zeta National AHA Awards, 2006*
- Best Re-Developed Hotel *National AHA Awards, 2006*
- Best New Hotel *National HM Awards for Hotel and Accommodation Excellence, 2006*

Hilton Sydney opened its doors on July 15 2005 following a 30 month and AUD\$200 million rooftop to basement reconstruction to produce a complete re-think on hotel form and function. The hotel is home to:

- *glass*, a French style "brasserie" headed by esteemed Australian chef Luke Mangan.
- Zeta bar – a spin off from award-winning Zeta London at Hilton Park Lane
- Marble Bar - Sydney's favourite Heritage-listed watering hole
- Street-side casual eatery, Caffé Cino
- LivingWell Premier Health Club - the biggest hotel-based health club in Australia and the largest and most luxurious club in the Sydney city centre
- Four dedicated levels of event and conferencing space totaling 4000 square metres and a capacity for 3000 delegates

The Hilton Sydney offers packages that guarantee to seriously spoil the both of you, including the Zeta Experience (\$399), Romance package (\$449), and glass Experience (\$549) To book or to hear more about other inspiring offers, please call Hilton Sydney on +61 (0)2 9266 2000 or visit www.hiltonsydney.com.au

ABOUT HILTON HOTELS CORPORATION

Hilton Hotels has 9 properties in Australasia including the Hilton Sydney, Hilton Melbourne Airport, Hilton on the Park Melbourne, Hilton Adelaide, Parmelia Hilton Perth, Hilton Brisbane, Hilton Cairns, Hilton Auckland and the Fiji Beach Resort and Spa, managed by Hilton. Properties in the early stages of development include the Hilton Melbourne South Wharf (Convention Centre Hotel) and the Hilton Surfers Paradise Hotel and Residences. Hilton Hotels Corporation is the leading global hospitality company, with more than 3,000 hotels and 500,000 rooms in 76 countries and territories, including 100,000 team members worldwide. The company owns, manages or franchises a hotel portfolio of some of the best known and highly regarded brands, including Hilton®, Conrad® Hotels & Resorts, Doubletree®, Embassy Suites Hotels®, Hampton Inn®, Hampton Inn & Suites®, Hilton Garden Inn®, Hilton Grand Vacations®, Homewood Suites by Hilton® and The Waldorf=Astoria Collection®. The Hilton Family of Hotels adheres to founder Conrad Hilton's philosophy that, "It has been, and continues to be, our responsibility to fill the earth with the light and warmth of hospitality." The company put a name to its unique brand of service that has made it the best known and most highly regarded hotel company: be hospitable®. The philosophy is shared by all brands in the Hilton Family of Hotels, and is the inspiration for its overarching message of kindness and generosity. For more information about our company, please visit www.hiltonworldwide.com, and to learn more about our be hospitable philosophy, please visit www.behospitable.com.