

FOR IMMEDIATE RELEASE

The Willard InterContinental and Château d'Esclans to Host Rosé Romp *An Inaugural Addition to the Programming of the Nation's Greatest Springtime Celebration*

Washington, DC (February 10, 2017)—The Willard InterContinental Washington, DC in partnership with Château d'Esclans, a prestigious estate and winery in Provence, France, will host its inaugural Rosé Romp on Saturday, April 1 from 1pm to 5pm. An official event of the National Cherry Blossom Festival, the Rosé Romp honors Japan's gifting of the cherry blossom trees to the city, while also celebrating the winery's most iconic rosé wines. This elegant premier event will take place on the hotel's outside terrace, replete with real cherry blossom trees, and feature all you can eat and drink, an exclusive 'Art Walk' with cherry blossom inspired artwork by local DC artists, and live music.

Guests are invited to dress in their most festive rosé attire as they sip delicious wines including **Château d'Esclans** wildly popular Whispering Angel Rosé, seasonal local beers, and other selections. "The idea to collaborate with the National Cherry Blossom Festival has been on my mind for many years, but as the rosé market continues to grow and Whispering Angel celebrates its 10th vintage, it is time to turn the vision into reality," said winemaker **Paul Chevalier**.

Under **Sacha Lichine**'s leadership, Château d'Esclans now leads the luxury rosé category with Whispering Angel, Rock Angel, Les Clans and Garrus wines, the most exclusive rosé wines in the world. From the onset of his acquisition of Château d'Esclans in 2006, Lichine immediately set out to change the global perception of blush wines as unsophisticated and overly sweet, often closely associated with American white Zinfandel throughout the 1980s and 1990s. Born into winemaking as the son of acclaimed Bordeaux winemaker and writer Alexis Lichine, Sacha applied the wisdom and skills honed during his experience by investing in vinification technology and recruiting expert oenologist Patrick Léon. Whispering Angel – a benchmark for the delicate, fresh style of rosé that Sacha made famous – has grown into one of the most widely enjoyed rosés in the world, and shows no signs of slowing down.

Rosé Romp attendees will also be able to enjoy a variety of springtime inspired food stations by **Executive Chef Peter Laufer** and his team, including seared scallops on minted saffron couscous, salmon and pesto pinwheel on orzo pasta, and seared beef tenderloin on brioche toast with sauce béarnaise; as well as a seafood ice bar and a decadent dessert display sure to please one's sweet tooth.

Entertainment will include an interactive 'Art Walk', featuring an exclusive presentation of cherry blossom inspired artwork from established and emerging artists from around DC, and live music by the **Bachelor Boys**, a premium five piece band.

All-inclusive tickets are \$89.00 per person through March 1, when ticket prices will increase to \$99.00. To purchase a ticket, please visit <https://roseromp.eventbrite.com> call 202-628-9100 for more information.

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About the Willard InterContinental Washington, D.C.

A most celebrated historic Washington D.C. hotel, the Willard InterContinental Washington D.C., has been the focal point for elegant dinners, meetings, and social events for more than 150 years. An iconic institution, the Willard has hosted almost every U.S. president since Franklin Pierce in 1853. Located in the heart of our nation's capital, two blocks from the White House, the Willard InterContinental, recently named one of the "Top 10 Best Hotels in Washington, DC 2017" by U.S. News & World Report, offers 335 spacious and elegantly appointed rooms that exude a unique blend of contemporary luxury and historic charm. For more information, visit <http://washington.intercontinental.com>.

U.S. News & World Report Best Hotels in Washington, D.C. (2017)

The 10 Best Hotels in Washington, DC by Condé Nast Traveler (2017)

The Best DC Hotels for a Bachelorette Party by Brides Magazine (2017)

10 Hotels that Go All-Out for Christmas by CNN (2016)

Recommend Vendor by Washingtonian Bride & Groom Magazine (2016)

10 Best Hotels in Washington by Travel & Leisure Magazine (2016)

Lux "Hotel & Spa Award" 2016 (2016)

Washington DC's "Top 40 Hotels | 2016" by the editors of UltimateHotels.com.

U.S. News & World Report Best Hotels in Washington, D.C. (2016)

Top 50 Hotels for Weddings by Brides Magazine (2016)

The Best Venues in America: The South by Brides Magazine (2016)

Trip Advisor's *2016 Certificate of Excellence* by Trip Advisor (2016)

Trip Advisor Greenleader – Bronze Level Recipient (2016)

The 10 Best Washington, D.C. Wedding Hotels by Trip Advisor (2016)

The 10 Best Washington, D.C. Business Hotels by Trip Advisor (2016)

The Best Business Hotels in Washington, D.C. by Five Star Alliance (2016)

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