



HOTEL VALENCIA RIVERWALK CITRUS RESTAURANT NOW FEATURES RESPONSE CODE

Hotel Valencia Riverwalk's very own Citrus Restaurant is now featuring the new Cellar Key marketing platform. Citrus is the first restaurant in Texas to showcase this 2D technology and is thrilled to partner with Republic Beverage Company.

Cellar Key, launched by Lion Nathan Wine Group, is a 2D interactive icon that offers digital access to distinguished wines by connecting the user to different wineries through the use of a Smartphone QR barcode. QR, short for Quick Response, is almost 10 years old, but is just now catching on in the United States. A QR code is a box of dots that gives advertisers a new way to interact with customers. Smart-phone users download an application that uses the phones' camera to read the code. Each barcode is different depending on the wine and allows access to the Wine's brand site. Partnering with Scanbuy, they are now featured on six different wines including *Argyle Pinot Noir* and *Vintage Brut*, *St Hallett Faith Shiraz* and *Poacher's Blend*, *Wither Hills Sauvignon Blanc* and *Argento Malbec*.

"We are thrilled to feature QR (Quick Response) codes in our Citrus Restaurant and feel this newly innovated feature allows our customers to not only be exposed to impeccable food, but also allows them to feel more engaged; further elaborating on sophisticated dining." Amy Trench, Director of Sales and Marketing. "Here at Hotel Valencia Riverwalk, we are all about experience with our modern designs and Mediterranean influences and now with the use of QR codes, we are taking the experience to the next level."

Quick Response codes are now featured amongst a variety of wines including *Argyle Pinot Noir* and *Vintage Brut*, *St Hallett Faith Shiraz* and *Poacher's Blend*, *Wither Hills Sauvignon Blanc* and *Argento Malbec*. The Hotel plans on extending this feature on to all dishes presented on the Citrus menu in the future. This is an exciting time for the Hotel and we are inviting you to come to Citrus Restaurant and witness the dining experience of your life.

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