

## **WOODINVILLE VILLAGE ANNOUNCES LUXURY HOTEL ANCHOR IN WOODINVILLE WINE COUNTRY**

### **Italian Inspired Hotel Varenna To Be A Wine and Culinary Destination**

**Woodinville, Wash.** (October 15, 2007) – MJR Development, a high-profile commercial and residential development company, is excited to announce that they have signed a letter of intent with Branded Lodging Company to create an Italian inspired luxury destination hotel, called Hotel Varenna, in the middle of Woodinville Village - a \$200 million Tuscan-like mixed-use development in the heart of Woodinville Wine Country. Branded Lodging Company, lead by Patrick McFarlan, previously with the Four Seasons Olympic Hotel in Seattle, Wash, and Willows Lodge in Woodinville, Wash., is a Seattle-based hospitality management company that develops and manages unique lodging destinations.

Inspired by the stunning villas and beautifully sculpted gardens of the hill-side Italian village located on the shores of the picturesque Lake Como, Hotel Varenna will include a destination restaurant, culinary amphitheater, 14,500-square feet of ground level retail, 7,000-square feet of meeting space and an outdoor "Piazza" venue. The hotel will surround a cobblestone town center with European-styled shops, all a short stroll from retail, restaurants, wine tasting rooms and operating wineries.

Each of the 100 guest rooms and suites will be over 480-square feet and designed to be comfortable and romantic. They will include an indoor/ outdoor fireplace, a unique Japanese deep soaking tub, glass enclosed showers and amenities to achieve today's lifestyle expectations. Hotel Varenna's destination 75-seat restaurant will focus on rich and flavorful Northern Italian cuisine paired predominately with Washington state wines. The 50-seat culinary amphitheater will have production and broadcast capability and feature dueling kitchens for "Iron Chef" exhibition-styled cooking demonstrations and competitions. Culinary and wine education with an emphasis on Washington state food and wine products will be the major focus of the venue.

"Washington state has more than 15.7 million acres of farmland without a destination culinary center to celebrate this \$28 billion industry," said Patrick McFarlan, developer and manager of Hotel Varenna. "Hotel Varenna will anchor Woodinville Village, Woodinville Wine Country and the western end of the Washington Wine Highway. This destination will appeal as a romantic retreat and an enlightening place to meet and celebrate the wine and culinary wealth of Washington state. We believe that the future of tourism in Washington state is culinary, wine and agritourism and we will develop a hotel, restaurant and culinary center that will complement the demand for these lifestyle products."

The \$45 million Hotel Varenna, which is scheduled to open in the summer of 2009, is being designed by Seattle's SKB Architects, with overall project management by CB Richard Ellis.

"Woodinville Village will be an exceptional culinary and wine destination in the Pacific Northwest, and we knew that it would take a very special hotel partner to stay consistent with our vision," said Mike McClure of MJR Development. "Hotel Varenna will provide a place of luxury and a unique dining experience that will be one-of-a-kind, and will add to the culture, lifestyle and amazing atmosphere that helps define this legacy destination."

Woodinville Village will be anchored by local boutique wineries including DeLille Cellars and Brian Carter Cellars. In addition to the production wineries inside Woodinville Village, world-renowned Chateau Ste. Michelle and Columbia are nearby. Washington State is currently the second largest premium wine producer in the United States with over 500 wineries, as well as the second in the nation for all grape production. Woodinville

Village will be a gathering destination to feature wines, as well as the state's more than 230 agricultural commodities, being the number one producer of apples, pears, sweet cherries, red raspberries, hops, lentils, sweet corn and Concord and Niagara grapes

Upon completion, Woodinville Village will be an upscale neighborhood that will appeal to those who enjoy community and appreciate a lifestyle of fine dining, wine tasting, and a unique, sophisticated environment. The pedestrian-friendly streets will create an interactive village that will feature on-site wineries, high-end restaurants, upscale boutiques featuring delicacies such as gourmet cheese and chocolate stores, a recreational facility, both general and specialty retail stores, a gourmet grocer, office spaces, a boutique hotel and residential living. The layout of the village will include the following:

- An 840,000-square foot, mixed-use development opening in 2009
- A central open-air plaza with a wine tasting bar and surrounding restaurants
- On-site production wineries and tasting rooms
- The Sun Spa – 10,000-square feet of spa luxury
- A weekend Woodinville Farmers Market during the summer months
- Over 100,000-square feet of specialty retailers
- A gourmet grocer
- 260 residential condominiums

Woodinville Village is located 12 miles from downtown Seattle in the Sammamish River Valley, within one of the highest income and education demographic regions in the Northwest. The community will be consistent to the character of European villages, with three floors of residential units above retail stores. The spacious, luxurious condos will feature high-end amenities and sprawling decks with views. The buildings will vary in height from one to four stories, and storefronts will carry their own unique personality, similar to villages that have stood through generations. By mixing residential units with retail spaces, Woodinville Village will maintain vitality both day and night.

### **About Branded Lodging Company LLC**

Branded Lodging Company LLC was founded in 1998 as a marketing-driven partnership specifically to develop and manage unique, sustainable community-centric lodging experiences that integrate, complement and enhance each location's special "sense of place". Co-founders Patrick McFarlan and Jim Wilmer each have more than thirty years' experience in operating and marketing financially successful hotels, resorts and inns. The partner's proven track record includes pre-opening and repositioning of hotels, inns and resorts in North America, Central America and the Caribbean. McFarlan spent the last four years at Willows Lodge developing the Lodge and Woodinville into a world class wine and culinary destination.

### **About MJR Development**

Founded in 1991, MJR Development is a real estate development firm committed to making real estate dreams a reality for their clients. MJR has developed numerous commercial and residential developments throughout Washington. This includes mixed-use developments such as Tiara de Lago, a luxury condominium project in downtown Kirkland, and Madison-Lofts, a high-end loft development in Seattle. MJR has also developed numerous office buildings including Lakeview Place in Kirkland, where MJR offices are currently located. MJR is also known for quality government office projects, such as the largest building in Poulsbo, Creekside Center. All MJR projects have been Class A buildings that users are proud of and that are sought after in the community. This is accomplished through inspiring a talented team with vision, drive and passion to surpass expectations. For details on additional MJR projects, visit [www.mjrdevelopment.com](http://www.mjrdevelopment.com).

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