

# THE GODFREY

## H O T E L B O S T O N

**Contacts:**

Emmy Carragher / Dana Fennewald

Wagstaff Worldwide

312.943.6900

[emmy@wagstaffworldwide.com](mailto:emmy@wagstaffworldwide.com)

[dana@wagstaffworldwide.com](mailto:dana@wagstaffworldwide.com)

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### FROM SEED TO CUP: THE GODFREY HOTEL BOSTON PARTNERS WITH COFFEE LEGEND GEORGE HOWELL

*New lifestyle hotel in Downtown Crossing announces café in partnership  
with George Howell Coffee, local small batch coffee roasters' second location*

(BOSTON, MA; April 8, 2015)— [The Godfrey Hotel Boston](#) is proud to announce its partnership with pioneering coffee roasters [George Howell Coffee](#) in establishing a new coffee café, accessible to guests through the adjoining hotel lobby as well as a ground-floor corner street entrance. Reminiscent of George Howell's own Coffee Connection, which first opened in Cambridge, MA in 1974, the café will feature a wide range of sophisticated, yet inviting coffee experiences, such as a European-style espresso bar, hand-poured single estate and micro lot coffee servings, coffee tasting "flights," group education coffee classes, and much more.

"George Howell's deeply rooted dedication to the surrounding Boston community makes this partnership a true collaboration of Boston-inspired elements," says The Godfrey Hotel Boston General Manager Larry Casillo. "We are proud to offer our guests and the local community the finest coffee in the city."

Striving to provide customers with a superlative cup of coffee from seed to cup, George Howell Coffee at The Godfrey Hotel Boston will provide an experience unrivaled by any other offering in Greater Boston. The café will immerse guests into the world of quality coffee in all of its diverse facets—ranging from an expansive offering of brewed coffee drinks, each methodically producing unique results to delight aficionados, to a consumer-friendly interactive retail selection of beans, equipment, and complementary products.

Indulgences offered at the café will include true Grand Cru estate brews, quick-serve coffee for customers on time constraints, and, of course, decadent concoctions aimed to excite the eye as well as the palate – after all, George Howell did introduce the world to the Frappuccino.

“I have always been driven to take the coffee quality experience as far as it will go, and George Howell Coffee at The Godfrey Hotel Boston will be a true showcase of sharing that passionate pursuit directly with Godfrey travelers, and the larger Downtown Crossing neighborhood,” said George Howell Coffee Founder and CEO George Howell.

Lifetime Achievement Award winner of the Special Coffee Association of America, George Howell raised the specialty coffee quality standards to a new level in the United States through his Massachusetts-based company, The Coffee Connection. Since selling The Coffee Connection and its 24 company-owned stores to high-quality popular coffee company, Starbucks, in 1994, Howell has dedicated himself to developing models of economic sustainability for coffee farmers worldwide. Howell continues to bring this international appreciation for coffee back home with George Howell Coffee.

George Howell Coffee at The Godfrey Hotel Boston will open along with the hotel this fall in Boston’s Downtown Crossing neighborhood. Guests interested in learning more about The Godfrey Hotel Boston are invited to visit [www.godfreyhotelboston.com](http://www.godfreyhotelboston.com).

#### **About The Godfrey Boston**

Scheduled to open in fall 2015, The Godfrey Hotel Boston is the second Godfrey Hotel property developed by Oxford Capital Group, LLC., with the award-winning flagship property having opened in February 2014 in Chicago’s River North neighborhood. Oxford is actively evaluating additional locations in a number of major markets around the country. The name Godfrey has a meaning of ‘peace’ and ‘welcome’ to travelers. To make a reservation, please visit [www.godfreyhotelboston.com](http://www.godfreyhotelboston.com). For up-to-date news about the property, follow the hotel’s [Facebook](#) and [Twitter](#).

#### **About Oxford Capital Group, LLC and Oxford Hotels & Resorts, LLC**

Oxford Capital Group, LLC is a national real estate investment, development and management firm. It specializes in high value-added acquisitions, developments and redevelopments with an emphasis on hotels, resorts, conference centers, senior housing and other operationally intensive forms of real estate. Oxford Hotels & Resorts, LLC is Oxford’s hotel management company that specializes in operating, managing and branding distinctive, high design lifestyle hotels. Oxford’s geographic focus includes the nation’s top 24/7 cities including Chicago, New York City, metro Washington D.C., Boston, Los Angeles, San Francisco, and other select markets with unique attributes including Charleston, SC and New Orleans, LA. Oxford and its affiliates have been involved in approximately \$2.5 billion of real estate and private equity transactions, including approximately 13,000 hotel rooms. Included in its hotel portfolio is a growing collection of upscale, upper upscale and luxury lifestyle hotel brands including Cass, Felix, Godfrey, Essex and newly announced luxury lifestyle brand LondonHouse. For information, visit [www.oxford-capital.com](http://www.oxford-capital.com).

#### **About George Howell Coffee**

Established in 2004, George Howell Coffee was founded with the primary focus and passion to continually identify, source and roast the highest quality coffees. George Howell Coffee roasts in small batches to customer orders in Acton, MA, just outside of Boston. Each bean is carefully roasted to highlight the farmer’s craftsmanship and the influence of each crop’s region and climate or “terroir.” The mission of George Howell Coffee and its upcoming Boston cafés is to provide consumers with an excellent cup of

coffee from seed to cup. To this end, George Howell Coffee craft roasts its coffee daily in small batches to guarantee freshness and to maintain strict quality control throughout the entire roasting process.

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