

April 2018

APEX WATERLOO PLACE JOINS BREWGOODER'S FIGHT TO PROVIDE CLEAN WATER TO ONE MILLION PEOPLE

Apex hotels has joined the fight to provide clean water to one million people, whilst providing an excellent craft beer to its guests and visitors in Edinburgh.

The family owned hotel group have partnered with Brewgooder, the craft beer label that provides 100% of its profits to clean water projects around the world, to install the first beer tap of its kind in Scotland's capital.

The new beer tap, available at Elliot's Bar and Restaurant within Apex Waterloo Place, will not only provide customers with a crisp and refreshing lager, but for each keg sold means that two people will be provided with clean water for a minimum of five years.

The clean water lager, made with crystal malts and a unique blend of Sorachi Ace and Saaz hops is the ideal beverage for those keen to enjoy a great taste, whilst supporting a fantastic cause and is set to be a huge hit for discerning drinkers within Edinburgh.

David Steele, Apex Waterloo Place deputy general manager, said: "We are always keen to work with local suppliers, and Brewgooder not only provides an excellent product, but supports such a good cause - it was an easy decision to become the first company in Edinburgh to provide the new well head fount. We can't wait for guests and visitors alike to try the taste of Brewgooder and help make a difference to the lives of people around the world."

Alan Mahon, Brewgooder Founder, said: "Apex Hotels has been a big supporter of ours since we started. It was only right that they were the first hotel to get on board with the

well head fount in Edinburgh. We look forward to helping provide many people with clean drinking water through this partnership.”

The Brewgooder lager is now available at Apex Waterloo Place and costs £5.10 per pint. For more information on Brewgooder visit www.brewgooder.com.

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NOTES TO EDITOR

Apex Hotels is one of the UK’s leading independent operators of four-star contemporary hotels. Headquartered in Edinburgh, the group operates 10 hotels in London, Edinburgh, Glasgow, Dundee and Bath.

Whatever the reason for your trip to Edinburgh, Apex Waterloo Place Hotel has accommodation covered. This timeless hotel, with beautiful Georgian features, is the perfect place for couples’ escapes, family trips and business travel.

Hotel portfolio:

Apex Grassmarket, Edinburgh 31-35 Grassmarket, Edinburgh, EH1 2HS	Apex City Quay Hotel & Spa, Dundee 1 West Victoria Dock Road, Dundee, DD1 3JP
Apex Haymarket, Edinburgh 90 Haymarket Terrace, Edinburgh, EH12 5LQ	Apex City of London, London 1 Seething Lane, London EC3N 4AX
Apex City of Edinburgh, Edinburgh 61 Grassmarket, Edinburgh, EH1 2JF	Apex London Wall, London 7-9 Cophthall Avenue, London EC2R 7NJ
Apex Waterloo Place, Edinburgh 23-27 Waterloo Place, Edinburgh, EH1 3BH	Apex Temple Court, London 1-2 Serjeants’ Inn, London EC4Y 1LL
Apex City of Glasgow, Glasgow 110 Bath Street, Glasgow G2 2EN	Apex City of Bath Hotel, Bath James Street West, Bath, BA1 2DA

FURTHER INFORMATION

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