

ABode

Make yourself at home ...

**Andrew Brownsword and Michael Caines announced the re-launch of
The Royal Clarence and the unveiling of ABode Exeter, the first of the ABode hotels,
on Tuesday 27th September 2005**

ABode is a growing collection of boutique hotels that will have a presence in key provincial towns and city centres throughout the UK over the next five years. The concept is the creation of hotelier Andrew Brownsword (owner of The Bath Priory, Gidleigh Park and Sydney House in Chelsea) in partnership with the two Michelin-starred chef Michael Caines (Gidleigh Park, MC at The Royal Clarence). The Royal Clarence was the first of the ABode hotels to re-launch and marked the beginning of a very exciting collection of affordable and exceptional lifestyle hotels.

ABode Exeter (The Royal Clarence), situated in the heart of Exeter on the beautiful Cathedral Yard is the city's oldest and most historic hotel and is the first ABode to launch. The hotel proudly boasts 53 contemporary-styled suites with the traditional values of comfort that guests have come to expect from such a historic property. ABode Glasgow (The ArtHouse) is situated in the historic art district of Glasgow's city centre has 60 bedrooms and re-launched in early December 2005. ABode Canterbury (The County Hotel) is just a stroll from Canterbury Cathedral, has 73 bedrooms and is ideally placed for exploring the ancient city. ABode Canterbury will be the third ABode to launch in September 2006. Andrew and Michael are currently in discussions for other hotels in UK cities.

In keeping with Andrew and Michael's vision, each ABode will combine the best British values of tradition and quality with a contemporary design that will be unique to each hotel. Plumtreemee are behind the design of ABode bedrooms, which all have en-suite bathrooms – many of which are integrated into the bedrooms with wet rooms and enamel baths. All rooms are fully equipped with beautifully handcrafted Vi-spring beds, dressed in the very best linen, comprehensive entertainment systems, which include LCD televisions, personal DVD players and complimentary broadband. Rooms are available in a number of categories including *Comfortable* (executive), *Desirable* (deluxe), *Enviably* (premier) and *Fabulous* (suite).

Michael Caines is at the helm of all ABode food and drink, each hotel will offer a wide range of dining experiences encompassing some or all of the following options: an MC fine dining restaurant, a more informal café bar, a glamorous champagne bar and an MC Tavern. In keeping with the individuality of each hotel, Michael works closely with local suppliers and employs local chefs and front of house staff, to ensure that each ABode hotel has its own

personality, in harmony with its location. In doing so each restaurant/bar/café will become a destination in its own right and a focal point for both local residents and guests.

ABode Exeter (The Royal Clarence) has an MC fine dining restaurant serving some of Michael's classic dishes including: *Risotto of pumpkin and wild mushrooms, Devonshire Ruby Red beef "Rossini" with celeriac and Madeira sauce and Coffee brûlée with pecan praline and chocolate ganache*. The MC Café Bar at The Royal Clarence offers delights such as *paninis, fajitas, exciting fresh salads, tapas and burgers* that can be enjoyed in easy, relaxed surroundings. The MC Café also boasts outside tables in the beautiful setting of the Cathedral Yard. In the evening the Café Bar transforms into a lovely relaxing place to eat and drink with entertainment such as live jazz bands and wine dinners adding to the ambience. The MC Champagne and Cocktail Bar situated next to the restaurant has a sophisticated and stylish feel, with an extensive selection of alcoholic and non-alcoholic drinks and serves champagnes from the finest houses in the region. Adjacent to the hotel is the MC Tavern, an atmospheric traditional city centre pub with a wide selection of local and regional beers.

'Rok' is responsible for the construction of The Royal Clarence and past local projects include the EDF Energy headquarters and Ashford's both in Exeter.

ABode's modern interpretation of a traditional hotel concierge is the 'Oscar', the familiar term used by ABode to describe the concierge. The Oscar gives a warm welcome to guests in a relaxed and friendly manner and personally looks after every guest's needs.

The re-launch of The Royal Clarence as an ABode hotel and the launch of ABode Glasgow in December 2005 marked the start of an exciting partnership between Andrew and Michael and ABode promises to be an exciting addition to the hospitality industry, offering the guest outstanding dining possibilities within stylish comfortable bedrooms at affordable prices.

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ABode Exeter (The Royal Clarence) Fact Sheet

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Website:	www.ABodehotels.co.uk www.michaelcaines.com
Owners:	Andrew Brownsword and Michael Caines
Food and Beverage Director:	Michael Caines
Operations Director:	Nick Halliday
General Manager:	Julien Wilkinson
Re-launch:	Tuesday 27 September 2005
Interior Designer:	Plumtree-Mee
MC Fine Dining Restaurant	
Head Chef:	Simon Dow
Capacity:	70
Opening Hours:	Midday – 2.30pm/7pm – 10pm (Mon-Sat)
Average spend:	Lunch £18pp, Dinner £46pp
MC Café Bar	
Capacity:	80 with additional 50 outside in the summer
Opening Hours:	10am – 10pm food served (Mon – Sun)
Average spend:	Lunch £6pp, Dinner £8pp
MC Champagne Bar	
Capacity:	40
Opening Hours:	11am-11pm (Mon-Sat) Midday – 6pm (bar food menu served)
MC Tavern	
Opening Hours:	11am – 11pm (Mon-Sat) Midday – 10.30pm (Sundays)
Room Rates (from)	Comfortable £125 Desirable £140 Enviably £165 Fabulous £225
PR consultants:	Sauce Communications Studio G1 Shepherds Building West Rockley Road London W14 ODA London 0207 751 1000 Bristol 0117 9503304

Michael Caines

Born in Exeter in 1969 and adopted into a large and loving family, Michael gained his passion for food from his mother who he used to enjoy helping in the kitchen. Says Michael, "I grew up in a large family, and my love of food and cooking came from the big family meals we always shared together, prepared by my mother, who was a wonderful cook. My father loved to grow vegetables and fruit in our garden, and so I grew up appreciating the flavours of the freshest foods, picked that day and simply prepared."

Michael attended Exeter Catering College where his precocious talent was already evident, earning him the accolade 'Student of the Year' in 1987. He subsequently spent an influential three years under his mentor Raymond Blanc at Le Manoir aux Quat'Saisons in Oxfordshire, before moving to France for a further couple of years, learning his profession under the guidance of such superstar chefs as the late Bernard Loiseau in Saulieu and Joël Robuchon in Paris.

Michael returned to Britain in 1994 to take up the position of Head Chef at Gidleigh Park. Gidleigh's restaurant was already rated amongst the most prestigious in the country so the position represented a massive challenge and opportunity. Yet, only two months into the job, Michael suffered a terrible car accident in which he lost his right arm. Remarkably, he was back in the kitchen part time within two weeks, and full-time after just four. With the support of Paul and Kay Henderson and an unwavering belief in his own ability to overcome obstacles, he returned to the kitchens of Gidleigh Park more focused and determined than ever to pursue his dream of reaching the top of his profession. Michael has created a style that is uniquely his own, at once classic yet also highly innovative, a fact recognised with the award of a second Michelin star in 1999. In 2001 he won Chef of the Year at the prestigious Cateys Awards. Michael founded Michael Caines Restaurants Ltd in 1999 and the next year opened his first signature restaurant Michael Caines at The Royal Clarence Hotel in Exeter. Michael Caines at the Bristol Marriott Royal, Bristol followed in July 2003.

Andrew Brownsword

Andrew Brownsword built a very successful publishing business based on greetings cards and associated gifts that was regarded as an industry pace-setter in design and innovation. The Andrew Brownsword Collection, Andrew Brownsword Gifts and the Gordon Fraser Gallery was acquired by Hallmark Cards in 1994 and after four and a half years as Chief Executive of Hallmark in Europe, Andrew left to focus on other business pursuits. Andrew has interests in Bath Rugby, hotels, property, health foods, the Paxton and Whitfield cheese business and the Snow+Rock sports business. Andrew has an affinity with the city of Bath and has helped sponsor numerous local charities and organisations – Bath Festivals, RUH, Princes Trust, Holburne Museum, Bath Abbey to name but a few.