
The Piccolo

PRESS RELEASE

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MARTIN RESORTS LAUNCHES THEIR NEW LUXURY BOUTIQUE HOTEL, THE PICCOLO, OCTOBER 16 IN PASO ROBLES

Martin Resorts Aims to Elevate the Boutique Hotel Experience to Meet Growing Demand for Luxurious, Authentic Accommodations in Paso Robles Wine Country

PASO ROBLES (Oct. 7, 2019) – Martin Resorts is excited to announce the official opening date of Oct. 16, 2019 for the highly anticipated [Piccolo](#) – Paso Robles’ latest luxury hotel.

The Piccolo is Martin Resorts’ answer to the growing demand for luxury boutique accommodations in Paso Robles wine country, ideally located across from the charming downtown square. The hotel company aims to bring their “Paso Perfected” brand to life by ensuring an impeccable guest experience that blends the sophistication of wine country and the authentic, relaxed Central Coast lifestyle. A key ingredient in their special brand sauce is to bring the authentic local experience into the hotel, from intimate programs in The Piper Wine Lounge with regional winemakers, to bespoke décor and furniture from area artisans participating in their “Meet the Maker” program. They also feature the Central Coast’s only Moët & Chandon vending machine and Paso Robles’ only rooftop lounge.

“The Martin family is so pleased to create a hotel that preserves our unique history and anticipates where Paso Robles is going with its thoughtful contemporary touches,” said Noreen Martin, president and chairman of Martin Resorts. “We couldn’t have done it without the local community’s support and the talent and dedication of our team, under the direction of COO Margaret Johnson. “We’re creating a ‘Paso Perfected’” vibe which brings a new urban sensibility to the region and elevates the hospitality experience while maintaining the authentic rustic charm of wine country.”

Key Hotel Highlights

The Building

While the charming brick exterior nods playfully to its historic sister property, the Paso Robles Inn, the resemblance stops there. Inside, The Piccolo looks optimistically at the future, reflecting the vision of a Paso Perfected. Designed by Ten Over Studio, the 17,000-square-foot, four-story property offers a variety of communal spaces, and sexy, urban loft style rooms with modern conveniences such as fiber-optic Wi-Fi, mobile check-in, keyless entry, streaming services, and electric vehicle charging stations.

The Rooms

The Piccolo boasts 23 Luxury King Rooms and an exclusive two-room suite, The Somm Suite, with floor-to-ceiling windows. Guestrooms feature high tray ceilings, wide-planked dark wooden floors, brick accent walls, locally produced black wrought iron accents, and custom chandeliers. Each room offers Juliet balconies facing the private courtyard or 12th Street, as well as plush beds, 55" TVs with streaming content- powered by Google Chromecast, personal wine fridges and more. To dial up the authentic and sophisticated vibe of Paso Robles, The Piccolo rooms also feature custom touches by local artisans, such as made-to-order chandeliers by Hans Duus, nightstands and dressers by Janine Stone of If You Give a Girl a Saw and air plants by Lauren Dunn of Dunn Gardens.

Communal Spaces

The Piper Wine Lounge

The hotel's open concept design continues into the wine lounge, which provides communal tables for making new friends and reconnecting with old ones. With locally driven wine tasting by featured wineries, guests can take a Paso Robles wine tour without leaving the hotel lobby. Thoughtful touches such as wine lockers lets guests store their favorite finds.

Central Coast's First Moët & Chandon Champagne Vending Machine

The Piccolo boasts the only Moët & Chandon Champagne vending machine on the Central Coast. Also located in the lobby, this luxury amenity features split bottles dispensed with a complimentary flute. Tokens can be purchased from the concierge.

Tetto - Rooftop Bar - A First for Paso

Tetto, The Piccolo's 1,500-square-foot rooftop bar, is the only rooftop lounge in downtown Paso Robles, offering spectacular, unobstructed views of the region. It features a full craft cocktail bar, alfresco bar seating, comfortable lounge areas, and an inviting fire pit – all tucked beneath the shade of a covered trellis.

Courtyard

With spacious brick floors and crackling fires surrounded by intimate seating, the Courtyard offers an inviting California vibe perfect for receptions and other special events. Adorning one of the courtyard walls is a 76-foot custom mural by California artists Hennessy Christophel and Sofia Lacin from LC Studio Tutto. The mural reflects Piccolo's merging of regional culture, history and local nature, with a fresh modern perspective. The Courtyard will also act as a gateway to the sister property, Paso Robles Inn, where guests can enjoy access to the heated pool and Jacuzzi and historic gardens.

Library

Marked by simple yet sophisticated furnishings and locally sourced materials, The Library is a cozy space where visitors can curl up on the couch with a good book and a glass of wine next to the fireplace or

engage in some friendly competition in the inviting game nook. The library offers a collection of books that guests can read while enjoying the space, such as local guides on hiking, history, and food and wine.

Location

The hotel is located at 600 12th Street, Paso Robles, California, just off the historic Downtown City Park, with wineries, restaurants, distilleries, and more just steps from the hotel. It is adjacent to the Paso Robles Inn, a sister property which boasts a renowned steakhouse known for its Sunday brunches.

Easily accessible from Highway 101, The Piccolo is approximately 30 miles from San Luis Obispo County Regional Airport (SBP) and the beaches of Cambria. It's also close to the world-renowned Hearst Castle, Pismo Beach and San Luis Obispo. It offers convenient access to key Paso Robles and Edna Valley wineries, as well as wine country attractions such as Tin City and Sensorio Paso Robles Field of Light.

To learn more about the hotel, visit www.thepiccolo.com.