

## **PRESS RELEASE**

### **Max and Erma's Opens 4<sup>th</sup> Restaurant in Tidewater**

**FOR IMMEDIATE RELEASE.....Norfolk, Virginia**  
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The newly renovated Doubletree Hotel at the Virginia Beach Convention Center has opened a Max & Erma's restaurant to serve the Convention Center and the greater beach area.

The Max & Erma's concept was founded in 1972 in Columbus Ohio and features delicious fresh food in a casual, fun & family friendly atmosphere. The menu includes gourmet hamburgers, salads, steaks and pastas along with a complete sundae bar in a bathtub and hot from the oven chocolate chip cookies. Adult libations are available including an extensive wine list. The new Max & Erma's will seat 184 people including bar seating and will feature an outdoor patio in the spring and summer that will accommodate 40. This latest store features the new prototypical décor that Max and Erma's is developing across the country. The new décor fits a "beach look" with memorabilia of the 50's including a half jalopy hanging on the wall. Max and Erma's is great place to come and enjoy the best food and drink near the new Virginia Beach Convention Center and is the first "branded" restaurant in the oceanfront area.

The Doubletree Hotel has just completed a \$5,000,000 dollar renovation of all of its public space, conference center and guest rooms. Guest rooms feature the inviting Doubletree Zen décor from CF Kent along with the signature Doubletree "Sweet Dreams" bedding package and Neutrogena toiletries.

The Doubletree's sister property, the Airport Hilton on Military Highway in Norfolk also features a brand new Max & Erma's that opened in November 2006. Both Hotels are owned and operated by Harmony Hospitality, Inc. Harmony owns and operated 8 hotels in Tidewater including 2 hotels in Williamsburg, and is developing the new Hampton Inn and Suites on Northampton Boulevard and Military Highway in Norfolk.

Both Max & Erma's are open for breakfast lunch and dinner seven days a week. Private parties are welcome. For reservations and information for the new Virginia Beach location call 757-425-1198 check out our website at [www.virginiabeach.doubletree.com](http://www.virginiabeach.doubletree.com) or visit us at 19<sup>th</sup> Avenue and Pavilion Drive just west of the new convention center!

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