

ACRON Group Completes \$30 Million Renovation of Sheraton Fisherman's Wharf in San Francisco



Sheraton Fisherman's Wharf, a reimagined destination hotel offering outstanding service and inspired amenities, is pleased to announce the completion of its \$30 million property redesign which includes a reconfigured lobby and bar, upgrades to all 531 guest rooms and suites, and the addition of a Sheraton Club Lounge. Sheraton Fisherman's Wharf is the first and only Marriott property in the area to offer a Club Lounge experience and combined lobby and bar concept to guests. Also part of the renovation is the opening of Northpoint Bar & Restaurant, an extension of the hotel's redesigned lobby experience, where guests are encouraged to sip craft cocktails and local wines and beers while noshing on cuisine that pays tribute to the area's renowned fresh seafood in an inviting and convivial setting.

With architecture by Bull Stockwell Allen and interior design by Looney & Associates, the Sheraton Club Lounge, new public spaces, refreshed guest rooms and Northpoint Bar & Restaurant offer a modern experience for guests and locals, providing a comfortable, inviting and stylish setting to meet and relax. Subtle maritime-themed design elements have been weaved into the interior, drawing upon the historical influences of the surrounding public spaces. Hues of deep blues, vibrant aqua, and muted greys are contrasted with accents of deep-sea greens and chartreuse. Unexpected combinations of varied wood tones and textured tilework add a sleek, clean aesthetic to the overall space, imparting a warm and welcoming first impression to guests.

All guest rooms were renovated with comfort and convenience in mind. Each room was updated with new carpet and paint, case goods, blackout and sheer blinds, seating areas, and flat-screen televisions. Sleek, updated furnishings include dark wood headboards with integrated sconces and large desk areas equipped with electrical outlets and two-line speaker phones. Brass accents and artwork of famed San Francisco landmarks complete the room. All bathrooms have been updated with modern fixtures and three-function showerheads in addition to new vanities and commodes.

"The hotel has undergone a complete transformation," said Bruce Carlton, general manager of Sheraton Fisherman's Wharf. "All of the associates here at the property are excited to offer an elevated guest experience. The completion of the recent renovations, from guest arrival to in-room comfort and amenities, to dining and entertainment, allow us to provide a new level of service and comfort. Our hope is that Northpoint Bar & Restaurant not only becomes a dining destination for our hotel guests, but also a place within our community where locals can frequent regularly to enjoy a great meal and drinks."

Welcoming Amenities

Sheraton Fisherman's Wharf's new Sheraton Club offers Elite Bonvoy Members and hotel guests an exclusive space to retreat, recharge and refocus, all while enjoying superb service from friendly Club attendants. The 1,700 square-foot Club seats more than 80 guests at comfortable banquettes, lounge-style sofas, bistro-style tables, and a special conference desk for larger group meetings. Complimentary amenities include a variety of beverages and snacks during the day as well as nightly hors d'oeuvres prepared by Northpoint Bar & Restaurant's Executive Chef Robert Lyman. California wines are available for purchase. Business Center amenities are also available, making the Sheraton Club the ideal "office-away-from-the-office" for travelers on the road.

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An extension of the hotel's new lobby experience, Northpoint Bar & Restaurant welcomes locals and travelers alike to linger over creative craft cocktails, local brews, and California wines while enjoying locally-inspired dishes created by Chef Lyman. The menu pays tribute to Fisherman's Wharf's world-renowned fresh seafood by highlighting the bounty of the nearby Pacific Ocean and area purveyors while reflecting modern culinary trends. Beyond a selection of flatbreads, fresh salads, and shared plates, signature menu items include a classic San Francisco clam chowder; Dungeness crab bisque infused with sherry and cream; Dungeness crab Cakes with chipotle lime aioli; San Francisco shrimp roll (fresh sourdough roll, savory dill and shrimp salad); and Pan-fried Petrale sole (panko breaded, pan fired sole on a bed of garlic smashed potatoes and broccolini, lemon tarragon aioli, and fired caper berries).

The 2,500-square-foot space provides an array of indoor and outdoor seating options for up to 140 guests, including an 18-seat, U-shaped bar that serves as the restaurant's focal point, and a communal table that seats ten. Main dining tables and high-tops can be found adjacent to the bar while inviting lounge-like seating formations are located next to the registration desk. Outdoors, guests can cozy-up and relax, cocktail in hand, at one of the restaurant's six gas fireplaces set amid a semi-enclosed outdoor living-room-like setting.

Sheraton Fisherman's Wharf is located at 2500 Mason Street, San Francisco, CA. To confirm reservations at Sheraton Fisherman's Wharf please call (415) 362-5500 or visit, <https://www.marriott.com/hotels/travel/sfosi-sheraton-fishermans-wharf-hotel/>

The Players



ACRON Group, a USA and Swiss based Real Estate Owner and Investment Manager, is owner of the fourstar hotel 'Sheraton Fisherman's Wharf' since November 2016. The property has undergone extensive renovation during ongoing operation since 2017 in line with the investment strategy. According to Greg W. Wilson, President and CEO of ACRON Group's USA operations, with the completion of the work, the very well occupied hotel will now develop its full earning power and provide the investor with a very good return. Further, Peer Bender, CEO of ACRON AG and responsible for ACRON Group's operations in Europe, additionally noted that "Together with our operator and Joint Venture-Partner of the hotel, Pyramid Hotel Group, the repositioning of the hotel has been successful and now it has become a very popular accommodation in the central district of San Francisco."



Pyramid is manager, operator and Joint Venture-Partner of the Sheraton Fisherman's Wharf Hotel. Pyramid Hotel Group is a privately held, Boston-based hotel company with more than 100 hotels and 26,000 rooms under management. With over 12,000 employees, Pyramid Hotel Group is now ranked by independent sources as one of the leading hotel and resort management companies in the United States, providing hotel management, asset management, and project management services to a diverse portfolio of hotel assets ranging from select-service properties to world-class resorts. Founded in 1999, Pyramid Hotel Group has an outstanding track record of acquiring limited, full-service and resort properties in Asia, the Caribbean, Ireland, United States, and United Kingdom. Additional information on Pyramid Hotel Group can be found by visiting www.pyramidhotelgroup.com.



Located in one of San Francisco's most storied and vibrant neighborhoods, Sheraton Fisherman's Wharf is central to the city's most iconic sites and attractions including Fisherman's Wharf/Pier 39, North Beach, Chinatown, the Ferry Building Marketplace, Ghirardelli Square, Coit Tower, Hyde Street Pier, Aquatic Park, Port of San Francisco, and the departure point for Alcatraz. Offering outstanding service, inspired amenities, a recently renovated fitness facility, well-appointed meeting and special event venues, and the only outdoor heated pool in Fisherman's Wharf, the upscale destination hotel provides the ultimate in personalized service, comfort, and accessibility whether traveling for business or leisure.