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Hilton Worldwide Expands Partnership with The Coffee Bean & Tea Leaf® to Bring Guests New Selection of Specialty Drinks

Premium beverage options will be available through room service, lobby cafes, and at banquets, meetings and events in Hilton hotels across the U.S.

MCLEAN, Va.--(BUSINESS WIRE)-- Coffee and tea drinkers, rejoice. Today, [Hilton Worldwide](#) (NYSE: HLT) announced an expanded partnership with The Coffee Bean & Tea Leaf®, the oldest and largest privately held specialty coffee and tea retailer in the United States. Guests at Hilton Hotels & Resorts, Curio – A Collection by Hilton, DoubleTree by Hilton and Embassy Suites by Hilton properties in the United States can select and discover brewed beverage flavors they love. Together, Hilton Worldwide and The Coffee Bean & Tea Leaf will deliver high-quality beverages through a partnership grounded in shared values of community, environmental responsibility and support of developing countries.

This Smart News Release features multimedia. View the full release here:
<http://www.businesswire.com/news/home/20150928005759/en/>

Hilton Worldwide proud to expand The Coffee Bean & Tea Leaf® partnership to offer guests new selection of specialty beverages (Photo: Business Wire)

Now, guests can enjoy specialty drink combinations in participating

properties' lobbies, restaurants, lounges and gourmet markets – including Herb N' Kitchen, Made Market and E'Terie serving stations – as well as through brewed-to-order room service and at banquets, meetings and events.

“Whether at an event, walking through the lobby on-the-go, or relaxing in the room, our guests can now enjoy their favorite coffees and teas throughout their stay with us,” said Rob Palleschi, global head, full-service brands, Hilton Worldwide. “We’re proud to partner with The Coffee Bean & Tea Leaf and look forward to giving our guests the premium beverages they love at properties across our network.”

Additionally, when patrons purchase a beverage, they will also be contributing to The Coffee Bean & Tea Leaf’s “Caring Cup” initiatives, which support charities, foundations and schools around the world.

“Our team travels far and wide to select only the top one percent of Arabica beans and the finest hand-picked, whole leaf teas from international estates,” said John Fuller, President and CEO for The Coffee Bean & Tea Leaf. “We are proud to share our rich heritage and the world’s most vibrant flavors with Hilton’s guests.”

The Coffee Bean & Tea Leaf currently operates several family-friendly cafes inside Hilton Worldwide U.S. properties. The four-year partnership provides Hilton's full-service properties an opportunity to offer guests quality beverage options while driving business value.

About The Coffee Bean & Tea Leaf®

Born and brewed in Southern California since 1963, *The Coffee Bean & Tea Leaf®* is the oldest and largest privately-held specialty coffee and tea retailer in the United States. Embodying a passion for connecting loyal customers to one another with carefully handcrafted products, the company is known for sourcing and providing the finest ingredients and flavors from around the world. For more than 50 years, *The Coffee Bean & Tea Leaf®* has demonstrated a passion for product innovation epitomized by *The Original Ice Blended®* drink. The company has grown to be an international icon and currently has nearly 1,000 stores in close to 30 countries. Please visit CoffeeBean.com for more information.

About Hilton Worldwide

Hilton Worldwide (NYSE: HLT) is a leading global hospitality company, spanning the lodging sector from luxury and full-service hotels and resorts to extended-stay suites and focused-service hotels. For 96 years, Hilton Worldwide has been dedicated to continuing its tradition of providing exceptional guest experiences. The company's portfolio of twelve world-class global brands is comprised of more than 4,440 managed, franchised, owned and leased hotels and timeshare properties, with more than 730,000 rooms in 97 countries and territories, including Hilton Hotels & Resorts, Waldorf Astoria Hotels & Resorts, Conrad Hotels & Resorts, Canopy by Hilton, Curio – A Collection by Hilton, DoubleTree by Hilton, Embassy Suites by Hilton, Hilton Garden Inn, Hampton by Hilton, Homewood Suites by Hilton, Home2 Suites by Hilton and Hilton Grand Vacations. The company also manages an award-winning customer loyalty program, Hilton HHonors®. Hilton HHonors members who book directly through preferred Hilton channels have access to benefits including free standard Wi-Fi, as well as digital amenities that are available exclusively through the industry-leading Hilton HHonors app, where HHonors members can check-in, choose their room, and access their room using a Digital Key. Visit news.hiltonworldwide.com for more information and connect with Hilton Worldwide at www.facebook.com/hiltonworldwide, www.twitter.com/hiltonworldwide, www.youtube.com/hiltonworldwide, www.flickr.com/hiltonworldwide, and www.linkedin.com/company/hilton-worldwide.

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Sarah Lipman
Hilton Worldwide
+1 703 883 5315
Sarah.Lipman@hilton.com
news.hiltonworldwide.com

or

Meghan Patke
Wagstaff Worldwide for The Coffee Bean & Tea Leaf
+1 323 871 1151
meghan@wagstaffworldwide.com

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