



CONTACTS: AnnMarie Kemp, akemp@cronin-co.com
Hannah Buckingham, hbuckingham@cronin-co.com
Cronin
860-659-0514

BRIAD GROUP HOLDS “TOP-OFF” CELEBRATION FOR AC MARRIOTT BRIDGEWATER

Bridgewater, NJ, June 7, 2019 – AC Hotels by Marriott, an upscale lifestyle hotel, celebrated a major construction milestone yesterday with a “top off” party marking the completion of the property’s roof. Conveniently located off of Route 202 and I-287, the hotel is minutes away from the Bridgewater Commons Mall and features a walkway to Zinburger Wine & Burger Bar, a boutique burger restaurant. AC Marriott Bridgewater will be the brand’s first property in New Jersey and will employ approx. 100 people. The property is owned and managed by Briad Lodging Group, LLC, the hotel division of Livingston, New Jersey-based The Briad Group and will debut Briad’s newest dining concept The Bradford Fine Spirits & Tapas – a unique rooftop experience. The hotel is expected to open later this year.

Bridgewater Mayor Daniel Hayes and City Council President Christine Henderson Rose joined Briad executives Rick Barbrick, president and co-CEO and Brad Honigfeld, founder and co-CEO, along with the hotel’s managers and team for the exclusive celebration which was held next door at Zinburger.

“As we get closer to the opening of the hotel, we’re excited to introduce AC by Marriott not only to Bridgewater but to the entire state,” said Barbrick. “Our modern rooms will offer guests all the essentials for home while The Bradford will provide an enjoyable and unique respite for guests offering signature cocktails and tapas-style small bites.”

AC by Marriott Bridgewater features sophisticated, European-inspired design and offers 146 modern guest rooms with sleek furnishings, open closet systems and hardwood floors. Guests can enjoy all of the essentials needed for a smart and convenient stay including European-inspired breakfast options for purchase, a 24-hour fitness center featuring a Peloton® Bike, mobile check-in/check-out and complimentary advanced Wi-Fi. The property also offers more than 1,000 square feet of private, flexible meeting space equipped with the latest audio-visual technology.

Briad Lodging Group was formed in 1997, when Briad became a Marriott franchisee. Five years later, the company added Hilton to its portfolio. Since obtaining these franchise rights, Briad has developed more than \$400 million in real estate, concentrating on focused-service and extended stay hotels, including the Courtyard, Residence Inn, Springhill Suites, TownePlace Suites, Hilton Garden Inn and Homewood Suites brands. During the past decade, Briad has developed, operated and managed 34 properties and has built more than 3,800 hotel rooms in the tri state area alone.

About The Briad Group

The Briad Group®, headquartered in Livingston, NJ, is one of the fastest growing hospitality companies in the U.S. The Briad Group's® entities are: licensed franchisees for Wendy's, T.G.I. Fridays®, Marriott, Hilton and a licensee for Zinburger Wine & Burger Bar.

###

|