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InterCom® Partners with PlumpJack Resorts to Rebrand The Carneros Inn in Napa Valley



January 12, 2015 - Newport Beach, CA – InterCommunications® has been selected to rebrand the Napa Valley luxury resort, The Carneros Inn, a PlumpJack Resort. Established in 2003, The Carneros Inn is a picturesque boutique hotel tucked amid 27-acres of fruiting vines and rolling orchards in California’s Napa Valley Wine Country. InterCom® will be working in collaboration with PlumpJack Resorts to refresh The Carneros Inn’s brand identity and redefine the hotel’s position as the cornerstone property of the region, showcasing the unique offerings and outstanding amenities that set it apart. In correlation with defining the hotel’s brand story, InterCom’s initial assignment includes designing a new resort logo and creating a new graphic brand identity.

“The Carneros Inn is already a premier property with a loyal following,” said Toni Alexander, President and Creative Director of InterCommunications. “With the addition of PlumpJack’s management expertise, the hotel has a prime opportunity to elevate its brand as a true destination resort that appeals to a broader Bay Area audience in search of a more rural experience where special things happen. More than a boutique hotel, The Carneros Inn has the potential to become a real village centerpiece for the Carneros region. We’re excited about helping them maximize their brand equity.”

The Carneros Inn is located in the heart of Napa Valley's Carneros wine-growing district, just under an hour north of San Francisco via Highway 12/121. The hotel is home to 86 luxurious, freestanding cottages and suites with fireplaces and private outdoor decks overlooking acres of hilly farmland, plus a limited collection of private Courtyard Homes. Guest amenities include two pools with hot tubs, an award-winning spa and boutique, a 3,000-square-foot fitness center, an upscale market and three distinguished restaurants—FARM, the Hilltop Dining Room and the popular Boon Fly Café, named for a Carneros pioneer. Homeowners also have access to The Orchard Private Residence Club. The resort caters to couples on retreat, as well as weddings, meetings and family gatherings.

"The expansion of the hotel's accommodations and facilities allows us to fine-tune The Carneros Inn brand and to embrace its special offerings, like farm-to-table dining, unique culinary programs and even hands-on agrarian opportunities that connect guests with the history and bounty of the land," said Eva Wassermann, Senior Vice President of GEM Realty Capital, Inc. "The resort's rich Wine Country setting lends itself beautifully to a working farm and vineyard experience unlike anything currently offered in Napa Valley."

The Carneros Inn is one of the more recent additions to PlumpJack's prestigious portfolio. PlumpJack's origins began with the founding of San Francisco's popular PlumpJack Wines on Fillmore Street in 1992. Since then, The PlumpJack Group has built a solid, respected brand with a diverse collection of hospitality and lifestyle businesses, including luxury resorts, award-winning wineries, popular restaurants and nightlife venues, catering and retail establishments, as well as the PlumpJack Development Company.

InterCommunications is a full-service branding, marketing and communications company with 30 years of experience in the leisure, lifestyle and real estate industries, including primary homes, second homes in resort communities, hospitality developments, retail centers and mixed-use business centers. For information, please contact Toni Alexander at (949) 644-7520 or visit www.intercommunications.com.