

MEDIA ALERT

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GOING DIGITAL

The Firehouse Debuts Sacramento's First Electronic Wine List

WHO: The Firehouse Restaurant

WHAT: Utilizing the Kindle Fire, The Firehouse recently launched an electronic version of its award-winning wine list. The digital list is the first of its kind to hit the Sacramento restaurant scene.

"We were really sold on the Kindle Fire's usability throughout all age groups," said Paul Marsh, lead sommelier and dining room manager. "With larger fonts and an easy-to-use template, it's been a real hit with guests young and old."

WHEN: The electronic list launched this month, and is available during regular business hours.

WHERE: The Firehouse, 1112 Second Street in Old Sacramento

WHY: More than just eye-catching, the restaurant's new, digital wine list provides guests with an easy-to-read format that's also environmentally friendly.

Reservations are recommended and can be made by calling 916.442.4772 or by accessing the *Reservations* page at FirehouseOldSac.com.

ABOUT THE FIREHOUSE:

Named in Zagat's Top Restaurants, The Firehouse is the most award-winning restaurant in the Sacramento region. Known for the most extensive wine collection in the Central Valley, The Firehouse specializes in delicious cuisine and premium wines, and offers a setting that features storied architecture and design. Housed in a historical landmark in Old Sacramento, the restaurant features weekday lunch services and dinner served daily. Dining options are as versatile as a breathtaking courtyard or one of many exquisite dining rooms, each a perfect space for any meal, regardless of the occasion. The Firehouse is also home to special events throughout the year including weddings and regular wine tastings in Sacramento's only authentic underground wine cellar. For more information about The Firehouse, visit www.FirehouseOldSac.com or call 916.442.4772. Valet parking available.

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