



Hotel Zetta x Well + Away Launch Property-wide Wellness Experience

(December 10, 2016) - Viceroy San Francisco and Well + Away are collaborating on a property-wide wellness transformation of [Hotel Zetta](#). Designed by Well + Away exclusively for Viceroy's SoMa property, wellness initiatives include a transformation of guest room minibars into healthy *VitalBars*, five signature Well + Away-crafted guest rooms and regular mindfulness events for visitors and locals. This new wellness focus is meant to keep all of Hotel Zetta's guests energized throughout any stay, with healthy options to balance jetlag or stress, or as a perfect foundation for an urban wellness retreat.

The VitalBar

To help guests power through city adventures, marathon meetings, jetlag or even 3am munchies, the *VitalBar* has replaced traditional minibars in each of Hotel Zetta's 116 rooms. Snacks within are nutrient-packed upgrades from standard minibar fare. Mostly organic, local, vegan and gluten-free, healthy *VitalBar* nibbles have been curated to maximize taste and satiate cravings sweet and savory. An accompanying *naughty drawer* will have a selection of playful minibar throwbacks includes Snickers and Mexican Coca-cola. The following is a selection of what will be inside:

- VitalBar contents
- Aloha Protein
- Aloha Berry Greens
- Tasty Brand Superfruit Gummies
- Tasty Brand Vanilla Cookie Sandwiches
- Jackson's Honest Chips
- Moon Juice Maca Mesquite Walnuts
- Il Morso caffeinated squares
- Rawxies Chocolate Chip Cookie Dough Heart Bar

Well + Away Pure Rooms

Five Well + Away guest rooms will be outfitted with environmental elements and amenities for the best quality rest. Sustainability focused, mostly local partners include:

- Casper mattress, pillows and California-sourced linens
- Dyson Pure Hot+Cool Link purifiers
- Muse meditation headband and cushion
- Non-toxic cleaning products including laundry detergent and surface cleaners by Method
- Cuyana organic Turkish robe
- Cora organic tampons

Upcoming Mindfulness Events

Well + Away has curated regular community and guest wellness events that will focus on fitness, yoga and mindfulness through a series of classes, panels and pop-ups. January's event will be a meditation and intention-setting workshop in January.

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