



PRESS RELEASE

Contact:

Rachael Romig, Marketing Director

610-698-6366

rromig@vivagoodlife.com

FOR IMMEDIATE RELEASE

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VIVA CASTLE PUB NOW OPEN IN HISTORIC READING COUNTRY CLUB

Expanding Upon 84 Years of Beauty & History

READING, PENNSYLVANIA, November 16, 2015 – After two and a half months of renovations, the ViVA Castle Pub opened to the public at 11:00am offering ViVA's signature Euro-Mediterranean cuisines and drinks at its new location at the Reading Country Club. The Reading Country Club, a Tudor-style castle opened in 1931, is the perfect home to the Castle Pub's new exterior & interior design interweaving the past, present, and future to come for the club.

The new ViVA Castle Pub at the Reading Country Club offers a new restaurant grand entrance, an expanded bar and dining area including 285 seats (with 30 at the expansive bar), six 70" high-definition TVs, and new Four-Seasons room. The existing architecture of the Reading Country Club was kept intact with ViVA's additions. "It is truly an honor to assume responsibility for such an important landmark to the community. A team of over 25 local businesses worked every day to offer the Reading Country Club back to Exeter Township with the original beauty that they love but with some very special touches added," said Jeffrey Hettinger, ViVA President & CEO, "We are very excited to offer a new dining experience at the ViVA Castle Pub. And, since the entire Reading Country Club is open to the public, everyone can enjoy meals at the Pub."

As of September 1, 2015 ViVA Restaurants & Catering Group assumed stewardship of the club, executing all previously booked private events, wedding receptions, and golf outings. The 2nd story of the club offers a Grand Ballroom with Kings & Queens Halls accommodating up to 400 guests. Other changes to the club include a new banquet grand entrance, the upkeep of the upstairs back patio, and in spring 2016 the roof of the Castle Pub's Four-Seasons room will be transformed into a new cocktail hour space extending from the Grand Ballroom.

The Reading Country Club not only showcases the ViVA Castle Pub and castle's special event spaces but is also home to an artistically landscaped 18-hole par 71 golf course. Both the golf course and the Reading Country Club have been open to the public with no membership fees for years and ViVA will continue to offer this to all who visit. The ViVA Castle Pub will be open daily at 11am with reservations requested and call-ahead seating welcome at 610-779-1000.

ViVA Restaurants & Catering Group owns ViVA Bistro & Lounge, open since 2003 in Wyomissing Square. The Bistro and the new ViVA Castle Pub offer the same cuisine inspired by countries such as Spain, France, Italy and Greece. ViVA Catering was founded in 2011 with the acquisition of the Green Valley Country Club and has expanded to cater to partner venues in the Berks County area now including the Reading Country Club.

About ViVA Restaurants & Catering Group

ViVA Restaurants & Catering Group, family owned, operates the award-winning ViVA Bistro & Lounge in Wyomissing Square & new ViVA Castle Pub at the Reading Country Club, which is open to the public. ViVA's catering division caters to the exclusive event venues the Green Valley Chateau & Tent in Sinking Spring, Reading Country Club in Reading, and numerous partner venues throughout Berks County. ViVA's unique Euro-Mediterranean cuisine combines the finest French, Italian, Greek & Spanish recipes & inspirations for a completely unique culinary experience, and has been awarded "Best of Berks" in several categories including Best Overall Restaurant, Best Dining Deal, Best Bar & Restaurant for Cocktails, Best Happy Hour, Best Caterer as well as numerous wedding awards over the years. To learn more about ViVA visit www.VivaGoodLife.com.

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