



NOVELA

COCKTAILS WITH CHARACTER





Serving cocktails with character, Novela is a book-themed bar where literary references present themselves in intriguing ways. With its chromatically classified vintage book collection, Novela offers a compelling setting that juxtaposes old and new, classic and contemporary.

The cocktail program comes courtesy of bar stars Kate Bolton and Alex Smith, who collaborated on a menu of spirit-driven libations and a historically inspired punch-on-tap program that honors the original recipe of citrus oil from freshly zested fruit, sugar, spice and spirit.



Located in the Yerba Buena district of San Francisco only a few blocks from the Moscone Center and Union Square, Novela is conveniently surrounded by the city's finest hotels including the St. Regis, the W Hotel, the Four Seasons, the Westin and the Palace.

Novela's management team and staff are highly trained and passionate about providing an exceptional experience. Combined, our artisanal hand-crafted cocktails, decadent and stylish decor, location and superb service make Novela the ideal venue for your next event.

Partial Client List

ADOBE
ALLIANZ GLOBAL INVESTORS
AMAZON
APPIRIO
ARUP
BANK OF AMERICA
BARRACUDA
BIRST
BLUE SHIELD OF CALIFORNIA
DELOITTE
DEMANDBASE
EBAY
FACEBOOK
GEORGE P. JOHNSON
GOOGLE
INSIDEVIEW

LIVEFYRE
MCAFFEE
ORACLE
OUTCAST AGENCY
SALESFORCE
SEPHORA
SCRIBD
SYCOMP
TAPSENSE
TICKETWEB
TRULIA
TWITTER
UBER
VIRTUSTREAM
WARNER BROTHERS
WELLS FARGO

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Venue Specifications

- 3200 square feet
- 300-350 standing capacity
- 100 seated capacity
- 2 semi-private spaces for smaller events
- 2 full service bars
- Natural light during daytime hours or can be blacked out
- Decadent and modern décor
- Open floor plan with plush seating and atmospheric lighting
- Wireless connectivity
- Coat check room and service
- Easy access via Mission Street and Annie alley
- Ample parking garages in the immediate area or valet parking available
- Close to the Financial District, major hotels, and world-class restaurants
- Located only a few blocks from the Moscone Center, AT&T Park, Embarcadero and Union Square





Venue Capabilities

- Preferred catering partner featuring seasonal and local menus
 - *Prices and menus provided upon request*
 - *Outside catering welcome for additional fee*
- Catering prep space in the kitchen with counters, sink, walk-in refrigerator, ice machine and more...
- Easy load-in and load-out via Annie Street alley side entrance
- A/V capabilities including 2-HDTV 50" flat screens, 1-HDTV 60" flat screen, 2 projector with 92" screen with ability to run images, logos and video
- Full service event production including:
 - *Live band, entertainment and DJ booking*
 - *Additional staffing including photographers, videographers, greeters registration, security and more.*
 - *Décor and floral design*
 - *Valet & transportation service*
 - *Audio/Visual and rentals*



Semi-Private Spaces

Hemingway Room

*Dedicated full service bar capacity:
10-15 seated, 25-30 standing*

Fitzgerald Room

*No dedicated bar. Servers only. Capacity: 20-30 seated,
60-70 standing. 2 - 55 inch flat screen HDTV's*

Multiple Branding Opportunities

1 Main Large Projector Wall

1 Large Drop Down Projector

(3) 55" Flat Screens TV's

Branded cocktail menus





Preferred Catering Partners

Local, Sustainable, Seasonal and Organic
Call for menus and quote

A.G. Ferrari Catering
Bi-Rite Catering
Jessica Lasky Catering
Left Coast Catering
Work of Art Catering

Location

662 Mission Street between 2nd & 3rd

NEARBY PARKING

Fifth & Mission Parking Garage

415.982.8522 x18 // 833 Mission Street

Hearst Parking Center

415.989.4000 // 45 Third Street

Paramount Parking

415.341.1410 // 680 Mission Street

SFMOMA Garage

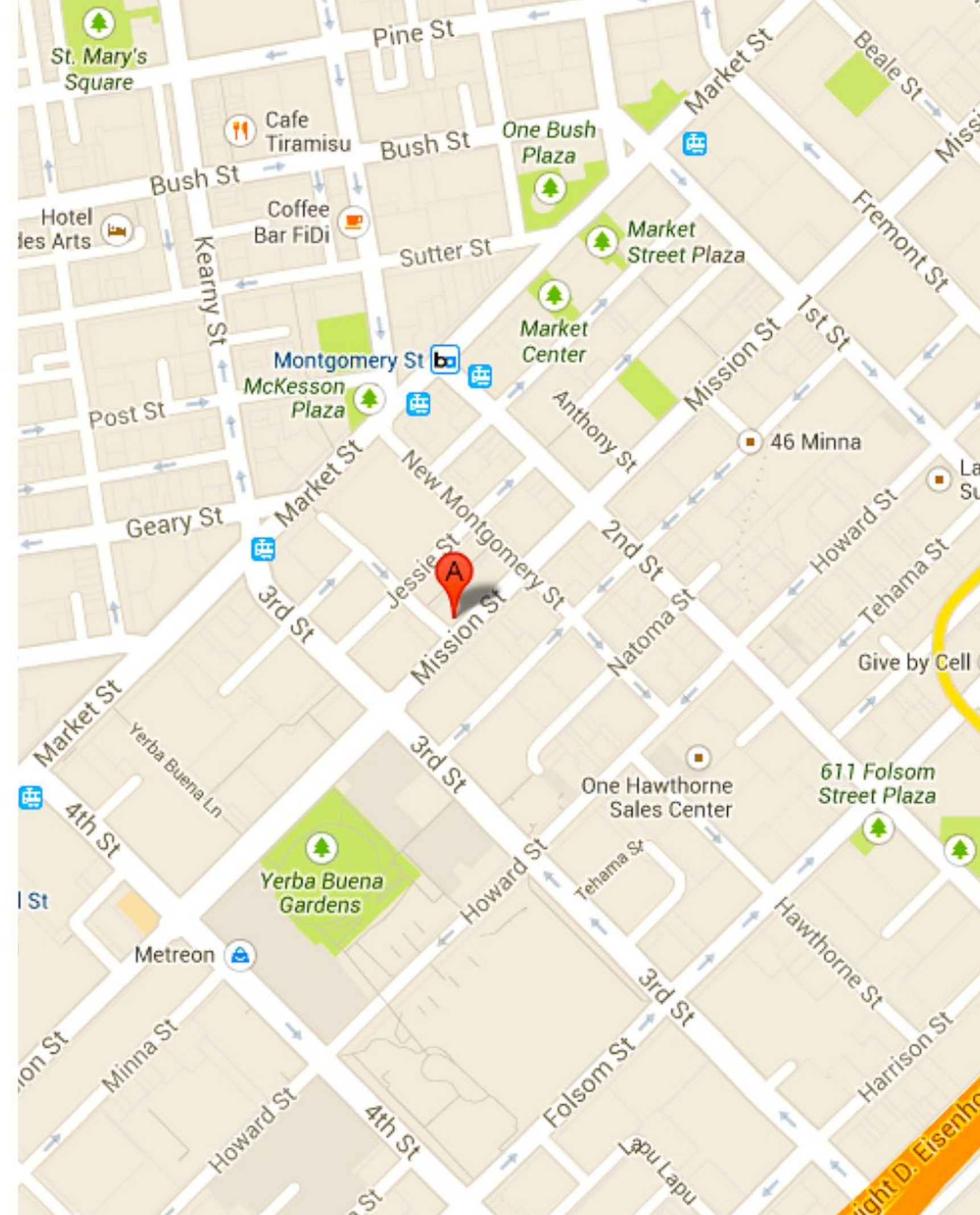
415.348.0971 // 147 Minna Street

Jesse Square Garage

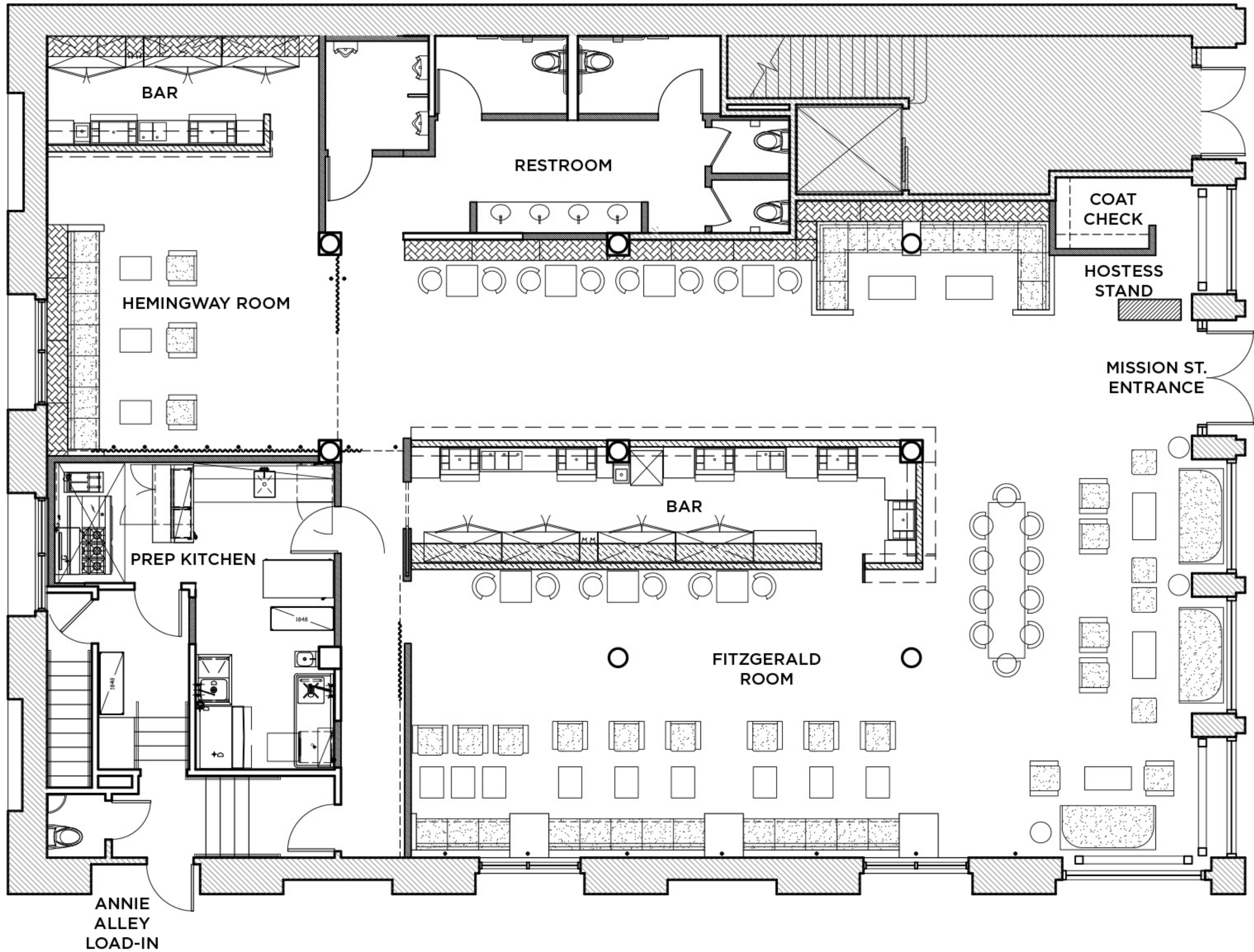
415.978.9634 // 223 Stevenson Street

Regis Hotel Garage

415.248.4000 // 125 Third Street



Floorplan





Contact

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Pricing and availability provided upon request