

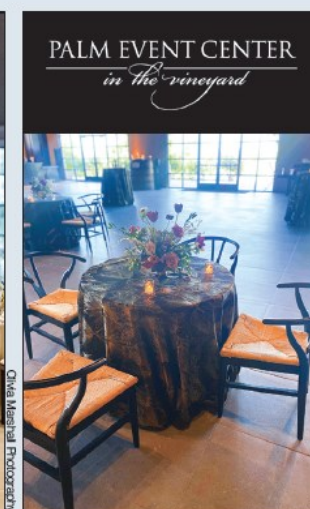
Business Connection



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Event venue newly remodeled for holiday parties

The Palm Event Center in the Vineyard has been a Pleasanton fixture since 2004. The event venue, located at the gateway to Livermore Valley Wine Country off Isabel Blvd, features extensive grounds, a retreat-like atmosphere, and spacious interiors.

Remodeled earlier this year, the Palm has now taken on a new,

stylish look. The main ballroom has been redesigned to feature contemporary lighting, a lounge area, and a new focal wall with niches and the warm glow of candlelight. Stacks of barrels and tea lights have been curated around the space. In addition, a sleek bar of iron, quartz, and concrete now sits next to new

windows. The barrel room has also been refreshed with a lighter wall color and pyramid-stacked wine barrels, lending it a sophisticated air.

Beets Hospitality Group, the operator and caterer of the venue, hired local design firm DAHLIN for the re-envisioning. The goals were to invest back into the property and to give the community a

beautiful space worthy of elevated events that are usually held in more well-known wine regions, such as Napa and Sonoma.

The Palm is now taking reservations for holiday parties and galas for 2023 and 2024. Winter events at the Palm also include amenities such as an outdoor fire pit, patio market lights, twinkle lights, and heaters. These inclusions allow

guests to enjoy the wine country ambiance year-round and add décor to any party. Estate-grown wines and fine-dining cuisine cap off a spectacular event experience for companies to host supporters, employees, or clients.

For more information, visit the Palm Event Center online at www.palmeventcenter.com or call 925-426-8666.