

The Vineyard, a luxury 5-star hotel in Newbury, Berkshire, upholds its strong family values as it embarks on a new chapter with Apex Hotels



Images can be found [here](#)

(27th January 2025) In October 2024, [The Vineyard](#), a luxury five-star [PoB Hotel](#), became part of the esteemed [Apex Hotels](#) group after 26 years under the ownership of Sir Peter Michael and his family. This decision reflected Sir Peter Michael's desire to preserve the hotel's strong family ethos, passing it from one family to another. By joining Apex Hotels, The Vineyard continues its legacy of family values and commitment to excellence. The transition to Apex Hotels will also bring new opportunities for growth as the group intends to invest heavily into The Vineyard, with plans for a refurbishment of the bedrooms, public spaces and spa facilities, further boosting The Vineyard's position as Berkshire's leading luxury hotel.

Judit Balonka, Deputy General Manager comments: *"We are truly excited about The Vineyard's new chapter with Apex Hotels. The transition has been seamless, and we're thrilled to be part of a group that shares our commitment to excellence. This partnership brings fresh opportunities for innovation and enhances the exceptional experience we've always offered. We look forward to elevating The Vineyard to even greater heights as we embrace the future with Apex Hotels."*

Since its opening in 1998, The Vineyard has long been celebrated for its outstanding service, innovative dining experiences, luxury accommodation and world-class wine collection, boasting an impressive collection of over 30,000 bottles of wine from both the New and Old World. As a proud holder of a One Key distinction by the MICHELIN Guide in 2024, The Vineyard is known for its unwavering excellence in service. With the launch of its pioneering dining offering [The Tasting Room](#) in October 2023, created by Chef Tom Scade, The Vineyard has since been associated as the perfect retreat for gourmards and the culinary curious alike. As The Vineyard embarks on this new chapter, guests can expect the same exceptional service, outstanding accommodations, and unparalleled wine offerings that have become synonymous with the property.

New for 2025, The Vineyard will be the proud host of [The Spectator Wine Club](#) event series, as well as adding a variety of offerings to the hotel's 2025 calendar of events including a specially curated Mother's Day lunch with Champagne and a delightfully romantic [Taste of Valentine's](#) package, perfect for couples and wine lovers.

The Vineyard joins 12 other hotels across a UK wide and varied portfolio, including vibrant city centre hotels and rural resorts. Since the brand's inception in 1996, Apex Hotels has grown into one of the UK's leading independent hotel groups, attracting tourists and corporate guests from across the globe. The company has acquired a range of new hotels in recent months as it continues to grow and diversify its portfolio. These include Pine Trees country house hotel in Pitlochry, acquired in July 2023,

Meldrum House Country Hotel & Golf Course in Aberdeenshire, which the group bought in April 2024 and the DoubleTree by Hilton Dunblane Hydro, which was acquired in November 2024.

As well as offering consistently high standards for business and leisure guests, Apex Hotels has a committed approach to environmental and sustainable tourism practices and is one of the few independent hotel groups to hold Silver Green Tourism Awards in all city centre hotels and Gold Green Tourism Awards for its Bath and Dundee properties. Likewise, The Vineyard team are incredibly passionate about maintaining sustainable practices, following receiving an ECOSmart Accreditation (Silver Award), The Vineyard teamed up with Climate Care to reduce greenhouse gases and all single use plastic bottles were replaced with glass. The hotel also has two EV charging points and the building is constructed largely from sustainable or reclaimed materials, further maintaining the ethos of sustainable practices shared by Apex Hotels and The Vineyard.

The Vineyard's integration into the Apex Hotels group will allow the hotel to build upon its legacy of excellence while benefiting from the shared values of its new owners such as strong family ownership, commitment to sustainable and its drive to delivering high-quality service. Much like The Vineyard, Apex Hotels is devoted to offering guests an exceptional experience with an emphasis on family-oriented values.

Angela Vickers, CEO of Apex Hotels comments: *"We have respect for what Sir Peter Michael and his family have achieved at The Vineyard over the years and, as a family business ourselves, we recognise the dedication, hard work and passion that goes into creating a first-class venue such as this. We look forward to taking on the reins of this fantastic hotel and wish Sir Peter and his team all the best for the future."*

For Sir Peter Michael and his family, the decision to pass The Vineyard to Apex Hotels was driven by a deep desire to ensure that the hotel remains under the stewardship of another family-run business that shares their commitment to personal service and family-oriented hospitality.

- ENDS -

For media enquiries, please contact Paul Charles / Anastasia Mackaness-Mills / Rosie Burrill / Megan Williams via TheVineyard@pc.agency, or call +44 (0)20 7768 0001

HOW: Room rates start from £295 per night for a luxury double room, or £336 including breakfast. For more information, please visit <https://www.the-vineyard.co.uk/>

About The Vineyard

Eat, sleep and drink wine in this unique 5-star hotel situated in Newbury. Unlike any other stay in the surrounding area, this exclusive luxury hotel offers experiences that will satisfy any guest. From the outstanding selection of wines from all over the world, to the heavenly spa, every aspect oozes opulence. The Vineyard offers 49 charming rooms that are comfy, cosy, and coated in super-soft linens and antique furnishings to guarantee a wonderful stay. From intimate gatherings of just 16 guests to lavish banquets and weddings, The Vineyard has played host to various occasions. Whatever brings guests here, the Vineyard will provide exceptional hospitality, leaving guests eager for their next visit. For more information, please visit here: <https://www.the-vineyard.co.uk/>

About Apex Hotels

Apex Hotels, a family-owned hospitality business founded by Norman Springford, owns 12 hotels across a UK wide portfolio, including vibrant city centre hotels and rural resorts. Norman opened his first property in 1996, Apex Grassmarket Hotel, in the heart of Edinburgh's Old Town. Since then, Apex Hotels has grown into one of the UK's leading independent hotel groups, attracting tourists

and corporate guests from across the globe. The company has acquired a range of new hotels in recent months as it continues to grow and diversify its portfolio. <https://www.apexhotels.co.uk/>. For all press enquiries please contact James Walter: James.Walter@apexhotels.co.uk.

About The PC Agency

The PC Agency is one of the world's most sought-after luxury travel PR and trade marketing consultancies. Firmly independent and passionately proactive, we deliver high-impact consumer, corporate, crisis and digital campaigns for luxury travel and tourism brands. Our team of 40 experts advise distinctive luxury hotels, airlines, tourism boards, tour operators and luxury cruise lines, providing in-depth strategic insight, PR, trade marketing, digital and events support. Founded by former BBC News presenter and Virgin Atlantic director, CEO Paul Charles was named 2022 and 2023 winner of the TravMedia PR Professional of the Year Award. The PC Agency team has been recognised for seven years running as The Most Influential Travel PR Consultancy in the annual PR Week Powerbook and has also been shortlisted for Best PR and Trade Consultancy at the TTG Awards. For more information please visit our [website](#) or our social media channels as follows: [LinkedIn](#) / [Instagram](#) / [Twitter](#).