

## The collaboration introduces BERO's premium non-alcoholic selections across participating Thompson Hotels' bar programs, reflecting the brand's continued focus on modern, elevated hospitality

**NEW YORK, January 27** – [Thompson Hotels](#), a part of Hyatt's Lifestyle Group, is redefining modern hospitality with premium, wellness-forward experiences designed for how guests live today. The brand has announced a nationwide collaboration with [BERO](#), the premium alcohol-free beer founded by global icon Tom Holland, for a year-long collaboration centered on intention, presence, and celebration.

Rooted in shared cultural values of intention and elevated experiences, the collaboration reflects a belief that the most meaningful moments happen when people are fully present. Launching through Thompson Hotels, the collaboration introduces BERO as a premium non-alcoholic beer that allows guests to stay at 100% without sacrificing quality, flavor, or enjoyment.

From Dry January activations to upcoming BERO product launches, and year-round programming tied to relevant cultural moments, BERO will become the non-alcoholic beer of choice across Thompson Hotels. Integrated seamlessly from check-in to community-driven moments, the collaboration offers guests an elevated alternative designed for a balanced, wellness-forward lifestyle.

"Guests today want more than just a stay; they seek experiences that align with how they live," said Amar Lalvani, President & Creative Director, The Lifestyle Group, by Hyatt. "Collaborating with BERO gives Thompson Hotels the opportunity to meet the need for premium non-alcoholic options, elevating everything from morning meetings to late-night celebrations through curated menus, immersive programming, and bespoke brand moments, all while staying true to Thompson Hotels' culture-driven approach to hospitality and allowing guests to engage on their own terms, without sacrifice."

"BERO is built on the idea that enjoyment doesn't require tradeoffs," said John Herman, CEO and Co-Founder of BERO. "Thompson Hotels share our belief in thoughtful, inclusive experiences, and together we're creating moments that feel elevated, social, and intentional every day of the year."

The year-long collaboration will span product integration, signature events, and collaborative content, kicking off with a Dry January activation in Austin. Guests can expect a dynamic calendar of launches, in-market activations, and immersive experiences across Thompson Hotels throughout 2026.

You can learn more at <https://www.hyatt.com/thompson-hotels/en-US/our-story/thompson-bero-moments>.

*The term "Hyatt" is used in this release for convenience to refer to Hyatt Hotels Corporation and/or one or more of its affiliates.*

### About Hyatt Lifestyle Group

Hyatt's Lifestyle Group, led by President & Creative Director Amar Lalvani, oversees Hyatt's lifestyle and hospitality innovation portfolio, including The Standard, Thompson Hotels, Bunkhouse, Andaz, and other experience-led global brands.

### About Hyatt Hotels Corporation


Hyatt Hotels Corporation, headquartered in Chicago, is a leading global hospitality company guided by its purpose – to care for people so they can be their best. As of September 30, 2025, the Company's portfolio included more than 1,450 hotels and all-inclusive properties in 82 countries across six continents. The Company's offering includes brands in the *Luxury Portfolio*, including **Park Hyatt**®, **Alila**®, **Miraval**®, **Impression by Secrets**, and **The Unbound Collection by Hyatt**®; the *Lifestyle Portfolio*, including **Andaz**®, **Thompson Hotels**®, **The Standard**®, **Dream**® Hotels, **The StandardX**, **Breathless Resorts & Spas**®, **JdV by Hyatt**®, **Bunkhouse**® Hotels, and **Me and All Hotels**; the *Inclusive Collection*, including **Zoëtry**® **Wellness & Spa Resorts**, **Hyatt Ziva**®, **Hyatt Zilara**®, **Secrets**® **Resorts & Spas**, **Dreams**® **Resorts & Spas**, **Hyatt Vivid**® **Hotels & Resorts**, **Sunscape**® **Resorts & Spas**, **Alua Hotels & Resorts**®, and **Bahia Principe Hotels & Resorts**; the *Classics Portfolio*, including **Grand Hyatt**®, **Hyatt Regency**®, **Destination by Hyatt**®, **Hyatt Centric**®, **Hyatt Vacation Club**®, and **Hyatt**®; and the *Essentials Portfolio*, including **Caption by Hyatt**®, **Unscripted by Hyatt**, **Hyatt Place**®, **Hyatt House**®, **Hyatt Studios**®, **Hyatt Select**, and **UrCove**. Subsidiaries of the Company operate the World of Hyatt® loyalty program, ALG Vacations®, Mr & Mrs Smith, Unlimited Vacation Club®, Amstar® DMC destination management services, and Trisept Solutions® technology services. For more information, please visit [www.hyatt.com](http://www.hyatt.com).

## About BERO

Born in London, crafted in America, and enjoyed worldwide, BERO is the most premium non-alcoholic beer on the market and is co-created by Tom Holland and John Herman for those who never settle. With supreme ingredients and remarkable taste, our beer makes sure nothing gets in the way of savoring every moment. Because you're already chasing a life enriched – we're simply here to make it exceptional. Expect Nothing Less. Learn more at [www.berobrewing.com](http://www.berobrewing.com).

**Media Contact:** Maggie Trungale, The Lifestyle Group, Hyatt, [maggie.trungale@hyatt.com](mailto:maggie.trungale@hyatt.com)

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