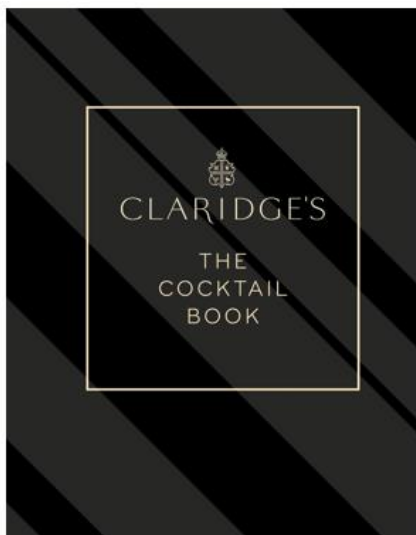




CLARIDGE'S



CLARIDGE'S: THE COCKTAIL BOOK IS UNVEILED

'Claridge's is firmly of the opinion that Cocktail Hour is any hour you please.'

Monday, October 18th – Claridge's, London's legendary Mayfair hotel, has been the celebrated setting for drinks with the great and the good and the Bright Young Things of every generation since 1856. Today, the iconic hotel unveils its first cocktail title: *Claridge's: The Cocktail Book*. With no less than four bars in the hotel and crafting almost 36,000 cocktails every year, from the Claridge's classics to the new favourites, the hotel leads the way for the cocktail-making generation of the future.

Spanning over 150 years of classics and off-menu delights, *Claridge's: The Cocktail Book* includes over 400 recipes from the iconic hotel throughout the years. In true Claridge's style, the book also weaves a colourful story along the way, from the tale of the first-ever cocktail party to the rise of the punchbowl in London society, alongside interludes of cocktail-making expertise from the hotel's award-winning bar team.

Icons such as the Martini, the Brandy Crusta and the White Lady sit alongside newer Claridge's classics including The Flapper – the signature crème de cassis-spiked Champagne cocktail created for the unveiling of the Claridge's Bar in 1998 – and the Saint Remy, an apple-and-quince spin on the Martini which opened Claridge's newest bar The Painter's Room last month. Edited by Director of Mixology

Nathan McCarley-O'Neill and Director of Bars Denis Broci, each recipe in the book has been meticulously tried and tested to ensure that every drink can be perfectly mixed at home.

Nestled among the recipes are tips and tricks on everything one needs to know about the art of cocktail making – from how to host the perfect cocktail party (less mixing, more mingling) and crafting a flawless twist garnish to the absolute necessity of using the correct ice. There are also pages dedicated to iconic tipples – an ode to the Negroni, the history of the Martini and the revival of the much-maligned milk punch – peppered throughout. The book also takes you behind the scenes in 'Claridge's cocktails by numbers', revealing secrets including how many glasses of champagne are served per year (35,425), the most ordered bar snacks (tempura prawns) and the most expensive cocktail ever sold at Claridge's (a £1,000 Old Fashioned made with a 1905 Gibson's Rye Whisky).

From a single 'drinking parlour' in 1856, today Claridge's is now home to four world-famous bars, led by the Claridge's bar itself, designed by the late David Collins. Across the iconic chequered hallway, behind an original Lalique door panel and tucked away like a jewellery box, you will find The Fumoir. Just next door is the bar at Davies and Brook, the Michelin-starred restaurant overseen by Daniel Humm. And last, but certainly never least, is the most recently founded of the quartet: The Painter's Room, a powder-pink hideaway inspired by the murals that hung there in the 1930s. *Claridge's: The Cocktail Book* pays homage to the skills and creativity of all four bars.

Claridge's: The Cocktail Book is edited by Denis Broci and Nathan McCarley-O' Neill, photographed by John Carey and printed by Octopus imprint Mitchell Beazley. It is available now from <https://shop.claridges.co.uk/products/claridges-cocktail-book>, £25.

About the authors

Denis Broci

Denis, Claridge's Director of Bars, oversees the intricate day-to-day running of the Claridge's bars, making sure that the desires of every single guest are singularly satisfied and that, no matter how busy the hotel is, a regular can always be found a perch and perfectly mixed martini.

Nathan McCarley-O' Neill

Nathan, Director of Mixology, is driving Claridge's cocktails into the future: promoting the Claridge's drinks programme around the globe, evolving new bar concepts and demonstrating that, more than 150 years after opening, Claridge's really is the quintessential London spot for a first-rate cocktail.

ABOUT CLARIDGE'S

At the centre of London's Mayfair, Claridge's, part of Maybourne Hotel Group, embodies grand English style, timeless glamour and impeccable, intuitive and highly tailored service. It is London's art deco

jewel, and home to elegant rooms and suites. From London's finest afternoon tea in the Foyer, Michelin star dining from Daniel Humm at Davies and Brook to vintage champagnes and cocktails at Claridge's Bar, all are part of the hotel's unique splendour and charm.

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