



THE LANGHAM
London

PRESS RELEASE

WORLDS BEST BAR - ARTESIAN AT THE LANGHAM LONDON – LAUNCHES INNOVATIVE NEW COCKTAIL MENU.



Artesian, the multiple award-winning bar at The Langham, London has launched a new bespoke and innovative ‘butterfly’ cocktail menu. Designed by Head Mixologist Alex Kratena and his team, the menu is playful and interactive and allows guests to choose progressive cocktails and unusual flavour combinations.

Presented in a circular satin aluminium folder, cocktails are listed on a flavour wheel that is colour-coded according to the descriptive style and flavours of each cocktail rather than simply a list of ingredients.

The menu is inspired by the extensive travels of the Artesian team and features six flavour combinations: Woody and Deep; Oriental and Floral; Fresh and Sexy; Rich and Aromatic; Fruity and Refreshing; Delicate and Delicious.

Each cocktail portrays a hidden story – *Forever Young* features in the Fresh and Sexy spectrum of the menu and is inspired by the novel “The Picture of Dorian Gray”, which was conceived by Oscar Wilde during a dinner held at the Langham on 30 August 1889. The cocktail is elaborately served in a silver vessel hidden behind a mirror and scented by opium

incense, its ingredients a blend of Grey Goose vodka, Martini Extra Dry, Eucalyptus, Maraschino and Citrus.

The Super Panda cocktail is from the Oriental and Floral flavour option and is made with Botran rum, Kamm & Son ginseng spirit, Mango, Citrus and Almond. Its theatrical presentation includes a balloon filled with the scent of tangerine, as the weight of the glass presses the balloon the drinker is enveloped by a citrus aroma.

Kratena explains: "Cocktails should not only be delicious and also engaging. Working from this principle you can innovate and push boundaries to conjure up bold and unusual flavours and visual creations that entertain. Our butterfly menu allows drinkers to hand select their individual choices, it's like having a professional perfumer chose your perfect scent."

The Langham's tradition for innovation dates back to 1865 when the hotel originally opened as Europe's first 'Grand Hotel' and boasted a 365 foot deep well which originally supplied all the fresh water for the guests, the inspiration for bar's name - Artesian. This stunning David-Collins designed bar that has become the glamorous watering hole and social hub for chic Londoners.

Artesian has received numerous accolades in the last two years. This year Kratena received 'Bar Personality of the Year Award' by *Imbibe Magazine* and in 2012 he won 'International Bartender of The Year'. Artesian also scooped 'Best European Bar' trophy at *Cocktails and Spirit Awards, Paris*, 'World's Best Hotel Bar' at the highly regarded *Spirited Awards 2012, Tales of Cocktail, New Orleans* as well as 'The World's Best Bar' by *Drinks International Magazine*.

Post a photo of Artesian's new cocktails with #artesianwheelcocktail before the 31st August 2013 for the chance to win a £100 gift voucher to spend in the bar.

<http://www.artesian-bar.co.uk>

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As the wholly-owned subsidiary of Great Eagle Holdings, Langham Hospitality Group encompasses a family of distinctive hospitality brands which include hotels, resorts, residential serviced apartments, restaurants and spas, located on four continents. The Group currently owns and/or manages 16 hotels under The Langham, Langham Place, Eaton and 88 Xintiandi brands with more than 24 hotel projects currently either confirmed or in a developed stage of negotiation from China through Asia and India to the Middle East. North America remains a focal point for our development with over 2,000 rooms planned to be added in 2013 to our existing portfolio. For reservations, please contact a travel professional or access the website at www.langhamhotels.com.

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