



THE LANGHAM
London

PRESS RELEASE

'UNFOLDING AND EXPLORING' Artesian at The Langham, London Unveils New Cocktail Menu



2nd July 2014 – The Langham, London is delighted to announce its innovative new cocktail menu at Artesian, winner of multiple accolades and awards. Created by the multi-award winning team lead by Head Bartender, Alex Kratena, together with Simone Caporale, the new menu will further consolidate Artesian's position as leaders of the international bar scene.

The theme of the menu is 'Unfolding and Exploring', allowing guests to 'unfold' new experiences and 'explore' unusual ingredients including ash, gem-stones, larch, leather mushrooms and parsnip. Just as a fashion house launches an annual collection, Artesian launches an innovative menu each year. In the 'Unfolding and Exploring' menu, each drink is coded according to character and depth with both alcoholic and non-alcoholic cocktails listed together. As Kratena states: "*A great dish does not necessarily contain meat, so why should every cocktail contain alcohol?*"

Key signature serves include:

VODKATINI WAITING TO BECOME MANHATTAN

When does a Martini become a Manhattan? The Vodkatini Waiting to Become Manhattan is the ultimate martini with Alex and team using 'supersonic' to energise Ketel One Vodka with gemstones and stirring in Vermouth. Contains **Ketel One Vodka**, gemstones and **Vermouth**.

DIGIDIVA

Who said cocktails can't be made in 3D and change flavour as you drink them? A mixture of **Absolut Elyx, Sherry, Cypress, Aqua di Cedro**, and seasonal botanicals.

WILL OF THE WOODS

What if you could taste the forest? Served in a wooden drinking bowl, the Will of the Woods contains **Glenlivet, Vermouth**, larch, mushrooms, citrus and honey.

SELFIE COMPATIBLE

Some cocktails are made to be inhaled... the Selfie Compatible uses the pioneering 'Le Whaf' device to vaporise the cocktail containing **Ron Zacapa 23, Floc De Gascogne, Verjus, Beer and Bitters**.

CAMOUFLAGE

Served in a gleaming brass pineapple, the symbol of hospitality, the Camouflage contains **Tanqueray No.TEN, Americano**, sandalwood, carrot and **Kombucha**.

<http://london.langhamhotels.co.uk/>

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

To 'Unfold and Explore' further, please contact:

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NOTE TO EDITORS

Artesian, winner of 'World's Best Bar' for two consecutive years, Artesian launched in 2007 and has received numerous accolades including 'Most Influential European Bar' and 'Best European' Bar trophy at Cocktails and Spirits Awards, Paris, 'World's Best Hotel Bar' at the highly regarded Spirited Awards. Tales of Cocktail. <http://www.artesian-bar.co.uk>

Diageo is the world's leading premium drinks business with an outstanding collection of beverage alcohol brands across spirits, wines and beer categories. These brands include Johnnie Walker, Crown Royal, J&B, Buchanan's, Windsor and Bushmills whiskies, Smirnoff, Cîroc and Ketel One vodkas, Baileys, Captain Morgan, Tanqueray and Guinness. Diageo is a global company, with its products sold in more than 180 markets around the world. The company is listed on both the New York Stock Exchange (DEO) and the London Stock Exchange (DGE). For more information about Diageo, its people and its brands, visit www.diageo.com. For Diageo's global resource that promotes responsible drinking through the sharing of best practice tools, information and initiatives, visit www.drinkaware.co.uk.

Inkorporate is a London based product design agency that work with leading drinks brands from around the world. We're made up of drinks industry experts, creative and industrial designers and network of specialist manufacturing facilities. Since 2006 we have designed, developed and manufactured some of the most well received pieces of brand communication in the industry; unique and seductive point of sale, equipment, serves and gifts. Inkorporate have worked in partnership with the Artesian for over three years, and have created many of the innovative serves for their cocktails.

For additional information, call [44 \(0\) 207 422 7530](tel:442074227530), email wes@inkorporate.co.uk, or visit www.inkorporate.co.uk

About Langham Hospitality Group

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.

Our Properties:

EUROPE:

The Langham, London

PACIFIC:

The Langham, Auckland
The Langham, Melbourne
The Langham, Sydney

ASIA:

China

The Langham, Xintiandi, Shanghai
The Langham, Haikou, Hainan (2015)
The Langham, Shenzhen

Langham Place, Beijing Capital Airport
Langham Place, Dalian (2016)
Langham Place, Datong (2014)
Langham Place, Guangzhou
Langham Place, Ningbo
Langham Place, Qingdao (2014)
Langham Place, Xiamen (2014)

88 Xintiandi, Shanghai

Eaton Luxe, Nanqiao, Shanghai
Eaton Luxe, Xinqiao, Shanghai
Eaton Luxe, Qingdao (2014)

NORTH AMERICA & CARIBBEAN:

The Langham, Boston
The Langham, Huntington, Pasadena, Los Angeles
The Langham, Chicago

Langham Place New York, Fifth Avenue

Eaton Chelsea, Toronto

Hong Kong

The Langham, Hong Kong

Langham Place, Mongkok, Hong Kong

Eaton Hong Kong

India

Eaton Smart, New Delhi Airport Transit Hotel