



PRESS RELEASE



THE BLOOMSBURY CELEBRATES NEW LIMITED EDITION TANQUERAY BLOOMSBURY GIN WITH LAUNCH OF EXCLUSIVE COCKTAIL MENU AND INTERACTIVE MASTERCLAS S THIS NOVEMBER

This Autumn, Diageo Reserve announced the launch of a new limited edition, Tanqueray Bloomsbury Gin, in celebration of the brand's rich heritage. To mark this, Tanqueray has collaborated with The Bloomsbury, a Doyle Collection hotel, to create a gin-based cocktail menu designed by Tanqueray Brand Ambassador, Tim Homewood, and The Bloomsbury's Head Bartender, Joel Miguel. The Bloomsbury Tanqueray Cocktail Menu will be available throughout November and December at Landseer Bar and Dalloway Terrace, the hotel's new all-day dining concept. A series of interactive cocktail masterclasses will also be held at the hotel's Landseer Bar throughout November, giving gin enthusiasts the opportunity to try their hand at cocktail craft whilst sampling the limited edition Tanqueray Bloomsbury Gin.

The menu will offer a choice of five cocktails, including The Bloomsbury Gibson, which has been created by The Bloomsbury's award-winning head bartender, Joel Miguel, and combines Tanqueray Bloomsbury gin and rhubarb liqueur with a rosemary sprig and cocktail onion garnish. The menu also lists twists on classic gin cocktails by Tim Homewood, based on the limited edition Tanqueray Bloomsbury and Tanqueray No. TEN gin, and includes a Bloomsbury 50:50 Martini, Celery Collins, Tanqueray No. TEN French 75 and the Tanqueray No. TEN & Tonic.

Tanqueray Brand Ambassador Tim Homewood comments, "Serving the Tanqueray Bloomsbury cocktail menu at The Bloomsbury perfectly complements the heritage story of this very special limited edition gin. The historic London neighbourhood was once home to Tanqueray, and these cocktails will delight gin lovers and cocktail fans alike."

Exclusive Tanqueray cocktail menu available from November to December will celebrate the heritage of gin in its historic home of Bloomsbury, London

Masterclasses to give gin enthusiasts the opportunity to try their hand at creating Bloomsbury Tanqueray Menu cocktails throughout November

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During the masterclasses, Joel will take his students on a tour of the cocktail menu; talking them through the theory and history of the cocktails, before inviting them to jump behind the bar to mix, shake, stir and taste four cocktail creations of their choice from the menu. Individuals, couples and groups can take part, making them the perfect activity for groups of friends as well as corporate entertainment and incentives. Following the masterclass, guests will be entitled to a complimentary cocktail if they choose to dine on Dalloway Terrace, the hotel's new all-day dining restaurant.

The new limited edition Tanqueray Bloomsbury Gin pays homage to the history of the gin brand, and harks back to the beginnings of Tanqueray when its distillery was located in Bloomsbury, known as the home of gin. In 1880 Charles Waugh Tanqueray created a new recipe, which Tanqueray's recently retired Master Distiller, Tom Nichol, has drawn inspiration from to create this new exceptional gin, which is strong in juniper flavour with clear notes of cassia bark, as his very last gift to the brand: "I wanted to make something that was completely different from our other limited editions and with this gin I do feel we have achieved that. It is very inspirational to work with an original Tanqueray family recipe, and for it to taste this good."

The exclusive Tanqueray Bloomsbury Cocktail Masterclasses are available from 12- 4pm on Thursdays and Saturdays in November, priced at £45.00 per person. Masterclasses last for approximately 90 minutes, and include instruction, making and tasting of four cocktails, as well as accompanying canapés. Bookings must be made a minimum of one week in advance, and are subject to availability. Masterclasses are available for individuals, couples, and groups of up to 10. Masterclasses can be booked directly with the hotel, by calling 020 7347 1241 or emailing bloomsburymasterclass@doylecollection.com

FOR MORE INFORMATION VISIT:

The Bloomsbury

The Bloomsbury is a Grade II listed neo-Georgian building designed in the 1930s by Sir Edwin Lutyens – the greatest British architect of his age - and comprises 153 spacious rooms and suites all modelled using contemporary bold fabrics. The building retains many of its original architectural features including the magnificent stone entrance steps and doorway, double height lobby and the book lined Seamus Heaney Library, named after the late Nobel Laureate who was a regular guest. www.doylecollection.com/bloomsbury Join the conversation at The Bloomsbury on Twitter, Facebook and Instagram, and see adventures across The Doyle Collection's home cities by searching #sliceofthecity

The Doyle Collection

The Bloomsbury is a member of The Doyle Collection, the Irish-owned luxury international hotel group that comprises eight hotels in five cities around the world. These design-led properties provide modern havens for modern day travellers, as well as stylish bars and restaurants for local consumers. For more details please visit www.doylecollection.com

Tanqueray

TANQUERAY London Dry gin, TANQUERAY No. TEN gin, TANQUERAY RANGPUR gin and TANQUERAY STERLING vodka together create the renowned portfolio of TANQUERAY, where perfection and craftsmanship maintain a history that reaches back 175 years. www.tanqueray.com

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