



September 2021

**London Cocktail Week Extended: 01-31 October 2021**

**TRADE PRESS RELEASE: HIGHLIGHTS**

**London Cocktail Week - once again extended to the whole month of October 2021 - starts in a week. And with 275 bar partners signed up to take part and a stellar line-up of events - it's clear to see why the festival is the biggest city-wide celebration of cocktails in the world.**

The timetable features unmissable masterclasses and immersive experiences for experts and amateurs alike from seven leading spirit portfolios - Bacardi, Brown-Forman, Diageo, Edrington UK, Moët Hennessy UK, Pernod Ricard UK and Remy Cointreau UK - plus 30 individual drinks brands.

An important part of this timetable is the guest shifts taking place following an outreach by the Festival Founders and Organisers Hannah Sharman-Cox and Siobhan Payne. Their open letter of invitation resulted in bars from all over the UK and Europe making plans to head to London and showcase their skills during the festival. More details will be released as they happen and as flights into London get confirmed.

Hannah Sharman-Cox and Siobhan Payne said "We wanted this year's festival to be a proper celebration - and whilst of course there are still difficulties being faced by those within the hospitality industry, we're hoping that London Cocktail Week will mark a line in the sand and be an opportunity to really look forward!"

With a whole month of activations, the pair have picked out the highlights for members of the trade specifically. The full trade timetable and link to sign up for a free wristband can be found here:

<https://londoncocktailweek.com/trade/>

## COMMUNITY

**Tending to the Tenders** | Lyaness, Southbank | Mondays throughout October

Offering a space for bartenders to relax and recharge, featuring food, cocktails, massages, interactive sessions, yoga, and cinema nights.

<https://londoncocktailweek.com/events/collection/36260/tending-to-the-tenders/>

**London Cocktail Week Main Bar** | Carriage Hall, Covent Garden | 01-24 October

A pop-up bar in the heart of Covent Garden and as part of The Essence House, featuring a full menu of £7 Signature Cocktails as well as guest shifts by some of the UK and Europe's leading bars.

<https://londoncocktailweek.com/bars/36409/london-cocktail-week-main-bar/>

**Douglas Ankrah Tribute Fundraiser** | Vinegar Yard, London Bridge | 25 October

A tribute afternoon to Douglas Ankrah at Vinegar Yard, supported by Passoa and Grey Goose, with all Pornstar Martini proceeds going directly to the Ankrah family GoFundMe.

<https://londoncocktailweek.com/events/36413/douglas-ankrah-tribute-fundraiser/>

## EDUCATION

**Jigger Beaker Glass** | Various locations | Throughout October

Jigger Beaker Glass returns for its fourth year of live seminars and educational workshops with a series of Tastemaker masterclasses, looking at what it takes to start trends that become tradition.

<https://londoncocktailweek.com/events/collection/36345/jigger-beaker-glass-tastemakers/>

**Buffalo Bourbon Empire** | Milroys of Spitalfields | 01-31 October

A month-long celebration of whiskey and cocktails, featuring special tastings for the trade (kicking off with Paul John) as well as NFL screening parties and brunches.

<https://londoncocktailweek.com/events/35872/buffalo-bourbon-empire-trade-only/>

**London Essence Luxury Mixers present The Essence House** | Carriage Hall, Covent Garden | 01-24 October

A fully immersive, multi-sensory experience featuring an intricate series of flavour and aroma tests, designed to uncover your true palate profile.

<https://londoncocktailweek.com/events/35626/london-essence-luxury-mixers-present-the-essence-house/>

**Barley & Beats: A Pub Quiz Inspired By Whisky, Music and Culture** | Black Rock Tavern, Shoreditch  
| Every Thursday throughout October

The ultimate pub quiz about all things whisky, music and culture; hosted by Bulleit Bourbon Brand Ambassador Kirsten Jarin and accompanied by an incredible Black Rock soundtrack.

<https://londoncocktailweek.com/events/collection/36185/barley-beats-a-pub-quiz-inspired-by-whisky-music-culture/>

## PARTIES

**Make it Royale with Alessandro Palazzi** | Callooh Callay, Shoreditch | 10 October

The legendary Alessandro Palazzi will be taking over the lounge at Callooh Callay, serving up his classic take on Champagne cocktails in partnership with Moët & Chandon Champagne.

<https://londoncocktailweek.com/events/36405/make-it-royale-with-alessandro-palazzi/>

**Discarded Disco: After-Party at The World's Most Rubbish Bar** | The Ditch, Shoreditch | 17 October

With Gypsy Disco DJs, broken mirror disco balls, and delectable zero-waste Discarded Disco cocktails crafted by beloved and celebrated bars including The NoMad and The Gate from Glasgow.

<https://londoncocktailweek.com/events/36141/discarded-disco-after-party-at-the-world-s-most-rubbish-bar-with-the-nomad-and-the-gate-takeover-trade-only/>

**Fernet Branca Barback Games** | Village Underground, Shoreditch | 28 October

Bringing together bar teams from across the UK to battle it out in a series of high-octane challenges to win an incredible prize of an all-expenses paid trip to Milan and the honour of designing the 2022 Fernet-Branca coin!

<https://londoncocktailweek.com/events/35870/fernet-branca-barback-games-2021-trade-only/>

**Fiesta No Siesta with Herradura Tequila** | El Camion, Soho | 28 October

An after-shift party in El Camion with pink margaritas, watermelon negronis and lots of fun, hosted by Dani Umoette, Herradura Tequila Brand Ambassador. Running from midnight until late.

<https://londoncocktailweek.com/events/36289/fiesta-no-siesta-trade-only/>

## **Welcome To Snake Island | Chameleon, Mayfair | 31 October**

A party to introduce Axia Greek Mastiha to the London trade; sure to be a wild ride with complimentary drinks and superstar DJs: Horse Meat Disco and VERY special guest, details to follow.

<https://londoncocktailweek.com/events/35608/welcome-to-snake-island-trade-only/>

## **LAUNCHES**

### **BrewDog Distilling Co's Brand New Portfolio | BrewDog Seven Dials, Covent Garden | 7 October**

The first ever tasting of BrewDog Distilling Co's brand new spirit portfolio of rum, vodka and gin in the LCW Lost Forest bar. Hosted by director of distilling, Steven Kersley.

<https://londoncocktailweek.com/events/35857/brewdog-distilling-co-s-brand-new-portfolio-launch-trade-only/>

### **Horse With No Name | PRICK, Victoria Park | 06-09 October**

To mark its recent UK launch, A Horse with No Name has partnered with London's first cacti and succulent boutique, PRICK, to create a series of unique workshops to master the art of cactus-grafting and cocktail-making.

<https://londoncocktailweek.com/events/35807/cocktail-cactus-grafting-workshop-with-prick-ldn-horse-with-no-name/>

## **AND OF COURSE - £7 Signature Cocktails for those with a London Cocktail Week Wristband**

Alongside the timetable of events, 275 hand-picked venues from London's highly celebrated bar scene will be serving special Signature Cocktails for just £7 all month long to those wearing a wristband. Wristbands are £15 for consumers, free for those who work in hospitality and are valid all month long.

Following its successful debut in 2020, London Cocktail Week at Home will also be part of the programme, with a selection of the £7 Signature Cocktails available for nationwide home delivery via The Drinks Drop.

## **FESTIVAL HOTEL PARTNERSHIP : SEA CONTAINERS LONDON**

Sea Containers London are offering an industry-only rate of £150+VAT per room Sunday – Thursday with a higher room rate of £199+VAT for Fridays and Saturdays in October. Please book via your company email address using the code DSLDNC.

-Ends-

**For more information:**

**Hannah Sharman-Cox & Siobhan Payne**

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### **NOTES TO EDITORS**

London Cocktail Week began in 2010 and is the biggest cocktail festival of its kind in the world. To date, the festival has welcomed hundreds of thousands of guests, inspired a new generation of Londoners to demand better drinking experiences and injected millions of pounds of revenue directly back into the London hospitality trade. London Cocktail Week was named within the top 20 most defining moments of the London bar scene over the last 20 years by Cocktail Credentials and won “Best Drinks Event” at The Drinks Business Awards. On an international stage, the festival has become a blueprint for multiple Cocktail Weeks across the world and is universally recognised to be the best example of a cocktail festival globally.

### **About Hannah Sharman-Cox and Siobhan Payne**

The duo behind London Cocktail Week and consultants, contributors and connectors for the drinks industry, Hannah Sharman-Cox and Siobhan Payne are two of the leading faces of the global cocktail scene. Via their consultancy brand HANDS London, the pair work on almost all elements of brand building for both a trade and consumer audience, bringing their vast knowledge of the brand, bar and consumer landscape in the UK. They are internationally managed by Global Bartending, the world’s first dedicated Drinks Industry Talent Agency.

### **Covid-19 Statement**

In 2020, 98% of attendees said that London Cocktail Week felt like a Covid-safe way to explore the city and we’re committed to ensuring this level of confidence once again! The festival continues to offer one of the safest ways to socialise this year, as everything can be taken completely at each person’s own pace and within spaces guests feel entirely comfortable in.

In the event of a full lockdown, the festival will postpone or pause in line with Government advice. If that happens, tickets will be fully transferable.

## **London Cocktail Week 2021 Partners**

### **Portfolio Partners:**

Bacardi, activating with Aberfeldy, Angel's Envy, Bacardi, Bombay Sapphire, Craigellechie, Grey Goose, Oxley, Noilly Prat, Patron, Santa Teresa 1796, St Germain

Brown-Forman UK, activating with Chambord, El Jimador, Fords Gin, Herradura, Jack Daniel's family of brands, Slane Irish Whiskey, Woodford Reserve

Diageo, activating with Belsazar, Bulleit, Johnnie Walker Black Label, Ketel One, Singleton 12, Tanqueray No. Ten, Tanqueray London Dry, Tanqueray Blackcurrant Royale, Tanqueray Sevilla, Talisker

Edrington UK, activating with Brugal, Courvoisier, House of Suntory (Roku, Toki, Haku), Laphroaig, Maker's Mark, The Macallan

Moët Hennessy UK Ltd, activating with Ardbeg Wee Beastie, Belvedere, Eminente, Hennessy, Moët & Chandon, Volcan, WhistlePig, X by Glenmorangie

Pernod Ricard UK, activating with: Beefeater, Jameson, Monkey 47, Horse with No Name Remy Cointreau UK, activating with Cointreau, Metaxa, Mount Gay, Passoa, Remy Martin, The Botanist

### **Individual Brand Partners:**

Appleton Estate, Axia, BrewDog Distilling Co, Boatyard, Brockmans Gin, Beluga, Buffalo Trace, Bumbu, Canaima, Diplomatico, Discarded, Everleaf, Frapin Cognac, Four Pillars, Fernet Branca, Gelston's Irish Whiskey, Grand Marnier, Hendrick's, Hine, Illegal, Intune Drinks, London Essence Co., Luc Belaire, Martin Miller's, McQueen and the Violet Fog, Monkey Shoulder, Mirabeau Rosé Gin, Monin, Muyu, Paragon, Perrier, Ramsbury, Reyka, Santiago de Cuba, Schweppes, Silent Pool Distillers, Stranger and Sons, Wild Turkey