

ONEALDWYCH

A SENSORY JOURNEY OF SCENT A COCKTAIL COLLABORATION BETWEEN TWO COVENT GARDEN CREATIVES - ONE ALDWYCH AND FLORAL STREET -



(September 2021) – **One Aldwych**, London’s cultured, independent hotel, has partnered with its Covent Garden neighbour, the sustainable **Floral Street Fragrances**, on a creative new cocktail concept.

This collaboration is part of a new curator programme offered by the hotel – featuring Floral Street founder Michelle Feeny – to provide guests with an immersive, insider experience of London and to shine a light on some of the creative spirits that give Covent Garden its soul. In One Aldwych’s historic Lobby Bar, previously the printing press for The Morning Post newspaper, guests can, from today, experience ‘**A Sensory Journey of Scent**’.

Inspired by Floral Street’s ‘clean’, modern floral scents, One Aldwych’s master mixologist, Pedro Paulo, has created a unique new drinks list, comprising seven cocktails and two mocktails, all powered by flowers. The sensory experience starts with the menu, where alongside each drink option, a pink dot can be pressed to release the fragrance it has been inspired by. A far cry from a QR code.

The vegan menu, which is gluten, dairy and sugar-free with each drink under 100 calories, will be available until summer 2022. The list features the **Wonderland Peony** (£18) showstopper, a fruity mix of pineapple infused Havana Club 3 Años rum, Muyu Vetiver Gris liqueur, blueberry cordial and Hennes English sparkling wine. Along with a sparkling **Electric Rhubarb** (£18), a mix of daisy infused Plymouth gin, Campari, ginger, lemongrass, citrus, and Perrier-Jouët Brut Champagne and the mystical **Ylang Ylang Espresso** (£18) of Absolut Elyx vodka, June flower liqueur, coffee liqueur, cold brew coffee, CBD and coconut sugar. Alcohol-free options include the **Wild Vanilla Orchid** (£14), a botanical blend of Everleaf Mountain, grapefruit juice, blue flower cordial, peach, and jasmine soda with a hint of vanilla and the **Chypre Sublime** (£14), an exotic mix of Everleaf Forest, ginger Kombucha, elderflower and Crodino.

In addition to this new cocktail list, One Aldwych guests can experience an exclusive scentschool™ at Floral Street, which is a short five-minute walk from the hotel, exploring a world of vibrant colours, mood boosting smells and sustainable storytelling. Guests can embark on a journey to discover award-winning vegan perfumes while relaxing with a glass of fizz as part of the private scent consultation. One Aldwych

guests will also receive a 20% in-store discount and a gift of a Discovery Set – a scent wardrobe of eight mini sprays to discover your favourites. **Bookable at £20 per person.**

For more information, please visit www.onealdwych.com and www.onealdwych.com/the-curators/.

XXX

Stays at One Aldwych start from £480 per night in a Classic Room.

www.onealdwych.com | Tel: 020 7300 1000

reservations@onealdwych.com | One Aldwych, London WC2B 4BZ

PRESS INFORMATION:

onealdwych@the-mcollective.com

Lucinda Buxton | Emma Howard-Smith | Sonam Shah | Elena Ferguson

Editor's Notes:

One Aldwych – Covent Garden's cultured, independent hotel - a true modern oasis, privately-owned, standing proud within the distinctive, stand-alone, triangular building, former home of the great Morning Post newspaper, at the point where the City meets the West End. With stunning spacious, clean, contemporary interiors by Fabled Studio and Robert Angell, embellished with Art Nouveau flourishes inspired by the building – and spirited English touches – warm, welcoming and a little unconventional. The result is an exquisite, expressive, original style as befits a truly independent London hotel. One Aldwych has two stylish restaurants - Covent Garden's neighbourhood restaurant, Indigo, is the home of simply delicious dishes by Chef Dominic Teague, using ingredients from the best British independent producers - while the informal Eneko Basque Kitchen & Bar is the vision of Michelin-starred Spanish chef Eneko Atxa. Other facilities include the Lobby Bar, The Library, 30-seat Screening Room and Health Club with 18-metre / 59-foot chlorine-free swimming pool, spa and gym.

Pedro Paulo – One Aldwych's Food & Beverage Operations Manager. His accolades include Best UK Bar Manager 2019, Best International Bartender at the Lisbon Bar Show 2016, 2013 United Kingdom Bartenders Guild National Competition winner, 2012 Galvin Cup winner and 2013 Bols around the World Bartending Championship runner up. In March 2017, *Pedro was named one of "The Hot 100" by Harper's Wine & Spirit magazine, noting "key players who are unafraid to innovate and take risks"*.

About Floral Street: An independent, 'clean', British brand launched in November 2017 by founder Michelle Feeney, an entrepreneurial game-changer in global beauty. Passionately committed to eco-responsibility, they offer vegan and cruelty free fragrance and scented home products presented in reusable, recyclable, refillable or biodegradable packaging. Master perfumer, Jérôme Epinette, known for his mastery of sustainable natural raw materials, has created the award-winning Floral Street perfumes with ingredients that are traceable from source to scent, or synthesised by the iconic fragrance house, Robertet. With their heart in Covent Garden, they are now available in 19 countries including the US, Canada, Australia, Europe and South Africa.