AFTERNOON TEA AWARDS 2017 WINNERS ANNOUNCED

Tuesday 18 July, 2017

The best places in Britain to enjoy a sumptuous afternoon tea have been named in the Afternoon Tea Awards 2017, sponsored by AfternoonTea.co.uk, Newby and Buyagift.

Four awards were presented:

- Best Traditional Afternoon Tea – Hotel Café Royal
- Best Contemporary Afternoon Tea – The Mirror Room at The Rosewood
- Best Themed Afternoon Tea – Churchill Afternoon Tea at The Wellesley
- Best Children's Afternoon Tea – Millennium Hotel London Mayfair
- Best Tea Service – Fortnum & Mason

Some of the finest hotels and restaurants from around the UK took part in the awards, which recognise the best in afternoon tea service and creativity.

A team of independent judges, including internationally renowned pastry chefs, restaurant managers and food journalists, looked at all aspects of the afternoon tea experience, from arrival to departure, with a strong focus on the food, drink and service.

In addition to the top awards, 45 venues were awarded a Highly Commended or Commended 'Award of Excellence', in recognition of aspects of service that exceeded the judge's expectations.

The awards were presented by Martha Collison, the youngest ever contestant on 'Great British Bake Off', in a ceremony at London's Grosvenor House Hotel on 17th July. This year's awards were sponsored by Newby, the UK's premier fine tea company, and Buyagift, the UK's leading provider of experiences and days out.

Keith Newton, Managing Director of AfternoonTea.co.uk said "This year we had venues throughout the UK participating and the standard was extremely high. Our customers now view these awards as a mark of quality, in an increasingly popular and expanding afternoon tea marketplace".

Hotel Café Royal - Best Traditional Afternoon Tea

The judges said: "From the opulent interior to the flawless service, Cafe Royale brings timeless elegance to the tradition of afternoon tea. The food has a traditional approach with innovative touches that showcase the creativity of the chefs behind the scenes without losing sight of the classics".

The Mirror Room at Rosewood London - Best Contemporary Afternoon Tea

The judges said: "The staff were incredibly attentive, unobtrusive and very well presented…the sweet selection was interesting and crafted with skill…I truly enjoyed the whole experience"

Best Themed Afternoon Tea – Churchill Afternoon Tea at The Wellesley

The judges said: "The food showed skill and an attention to detail…sandwiches soft, moist and with different flavour to match the filling. Filo pastry cigar was something to remember…extremely light and crunchy with a sweet bitter cacao taste. The technicality of the chefs gave the extra touch"

Best Children's Afternoon Tea – Millennium Hotel London Mayfair

The judges said: "The maitre d' presented each of the children with a teddy bear in a queen's guard uniform and they were completely delighted…there was a nice balance between sweet and savoury items…the children felt relaxed".

Best Tea Service – Fortnum & Mason

The judges said: "The Tearista experience at Fortnum & Mason is the perfect partner to afternoon tea for those who want to learn a little more about tea. The staff are exceptionally knowledgeable, providing an interesting and engaging journey through the different types of tea.

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The judges also awarded the following Highly Commended and Commended “Award of Excellence” to recognise aspects of the afternoon tea service that exceeded their expectations.

The following venues received a ‘Highly commended’

Highly Commended

The Montague on the Gardens

Coworth Park

Claridge's

The Milestone Hotel

Palm Court at the Langham Hotel

Millennium Hotel Mayfair

Conrad London St James

Sheraton Grand London

The Lowry Hotel - Manchester

The Savoy

Mandarin Oriental London Hyde Park

The Stafford Hotel

Lainston House

Swan at The Globe

The Midland Hotel, Manchester

The English Tea Room at Browns Hotel

Corinthia Hotel

Ormer at Flemings Mayfair

The following venues received a ‘Commended’

Commended

The Wellesley

Intercontinental Park Lane

The Arch London

The Edgbaston Boutique Hotel – Birmingham

Rubens at The Palace

Ham Yard Hotel

Hush Mayfair

The Dorchester Hotel

Radisson Blu Edwardian The Berkshire

Hanbury Manor

Egerton House Hotel

R Chocolate

Fortnum & Mason

The Landmark London

Flemings Drawing Room

The Landmark Hotel

Chesterfield Mayfair Hotel

The Capital Hotel

Caledonian Hotel Edinburgh

The Lanesborough Hotel

May Fair Kitchen

The Georgian Restaurant at Harrods

The Berwick Lodge Hotel

Grosvenor House Hotel

Gleneagles Hotel

K West

Castle Howard – Yorkshire

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#afternoonteaawards

AfternoonTea.co.uk is the UK's most popular website for finding the perfect Afternoon Tea, with free online booking, real-time availability and instant confirmation at over 400 venues nationwide. http://www.afternoontea.co.uk

#afternoonteaweek – 14th to 20th August 2017

Afternoon Tea Week is a celebration of one of the nation's favourite traditions. Whether enjoyed in a 5-star hotel, or as a home baked treat, the British love the combination of savoury and sweet treats, accompanied by some of the 165 million cups of tea we drink each day in the UK.

Newby Teas is the most awarded international brand in high-end luxury tea. The company is committed to the preservation not only of the character of tea itself, but also its history and culture. At Newby, only the finest leaves from a variety of tea gardens, picked at their most prime season, are selected. Newby is proud to have won 100 international taste awards including more than 35 from the prestigious Global Tea Championship. With offices around the world, Newby's fine teas and tisanes can be found in five-star hotels, Michelin-starred restaurants, high-end stores and esteemed heritage venues across the globe. Proud to share tea's history and support cultural causes, Newby curates the largest private collection of antique tea wares in the world. www.newbyteas.com

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