Celebrate London Cocktail Week 7-13th October 2013

Tuesday 8 October, 2013

Book the week off work; London Cocktail Week - the biggest drinks festival in the UK - is back and will be basing its main hub in the beautiful Seven Dials area of Covent Garden for the second year. From Monday 7th to Sunday 13th October 2013 get ready to shake, sip and party your way to a fantastic celebration of our capital's unrivalled cocktail culture.

The roads leading from the central sundial monument in Seven Dials will dedicate themselves to all things spirited and the high-end luxury hotels, underground bars, retail spaces, hidden courtyards and exclusive members clubs will be buzzing with cocktail aficionados enjoying a mix of unique and classic drinks. Within the huge choice of boutiques in Seven Dials, spirits brands will be hosting informal, engaging training and sampling sessions, and outside on the streets, there will be some unusual installations popping up to serve sample cocktails - all for wristband wearers.

The Ketel One Hub, a specially created pop-up on 7 Earlham Street within Seven Dials, will continue to be the wristband collection point during the week, and you can also get drinks-making tips from the experts and meet the London Cocktail Week team who can help you plan your time during the festival. This year for the first time, there will also be a wristband collection point in Shoreditch.

Wristbands cost 10 GBP and allow the wearer access to the huge amount of sampling, cocktail demonstrations as well as the Cocktail Tours. The most visible and inclusive part of the festival - over 150 of the best bars across the capital will be throwing open their doors to offer bespoke and unlimited 4 GBP cocktails throughout the week. These partnering bars have been cherry-picked because of their shared dedication to delivering wonderful service, excellent drinks and a great experience - so always fancied that exclusive hotel bar? Never got round to tracking down that elusive speakeasy? Want to visit a brand new venue or revisit an old favourite? Now is your chance.

To buy your wristband go to www.londoncocktailweek.com, for updates follow us @LDNCocktailWeek.

-ENDS-

For more information, exclusive recipes, tips and interviews with the organisers please contact: siobhan@londoncocktailweek.com | 07719527662

For more information on Covent Garden's shopping village, Seven Dials please contact: sevendials@threepipe.co.uk | 02076324800.

EDITOR'S NOTES

About London Cocktail Week: The first London Cocktail Week was in 2010, and has since grown into a festival that includes tens of thousands of people, who travel across the globe to be part of this unrivalled event. London Cocktail Week was the brainchild of Hannah Sharman-Cox and Simon Difford, and is a unique celebration of our capital's unrivalled cocktail culture.

The Cocktail Tours: The most visible and inclusive part of the festival - over 150 of the best bars across the capital will be throwing open their doors to offer bespoke and unlimited 4 GBP cocktails throughout the week to all those wearing a London Cocktail Week wristband. These partnering bars have been cherry-picked because of their shared dedication to delivering wonderful service, excellent drinks and a great experience - so always fancied that exclusive hotel bar? Never got round to tracking down that elusive speakeasy? Want to visit a brand new venue or revisit an old favourite? Now is your chance.

About Seven Dials: Seven Dials, Covent Garden's only Village, brings you seven streets of independent boutiques, heritage brands and indulgent beauty and grooming salons all carefully selected for shoppers of discerning taste. Stores to love in the area include Poste Mistress, Coco De Mer, Orion London, Diesel, Fred Perry, adidas Originals, Murdock London, Unconditional +, Kiehl's, Orla Kiely, Neal's Yard Remedies and Magma. The Seven Dials village is also home to food and drink from around the globe. From traditional English pubs and bustling cafÃ©s, such as Canela and Monmouth Coffee Company to exotic restaurants, 5-star brasseries and restaurants including The Ivy, Hawksmoor Seven Dials and Kopapa, Seven Dials has something to cater for all. Alongside its stylish residents, Seven Dials also boasts a rich heritage; from Dickensian times through to the offices of Monty Python's Flying Circus - be sure to take a look at their famous blue plaque when you're next in the area. Seven Dia ls - Original. Modern. Stylish. www.sevendials.co.uk

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Wristband Collection Times:
London Cocktail Week Ketel One Hub
7 Earlham Street
Seven Dials
London WC2H 9LL

Open for early wristband collection: Wednesday 2nd October-Sunday 6th October, Midday-7pm

London Cocktail Week opening times: Monday 7th October-Saturday 12th October, Midday - 9pm;
Sunday 13th October, Midday-4pm

London Cocktail Week Don Julio Hub
Translate Bar
12-14 Kingsland Road
Shoreditch
E2 8DA

London Cocktail Week opening times: Monday 7th October - Saturday 12th October, 4pm-10pm; Sunday 13th October, Midday-4pm

A wristband costs just 10 GBP - sign up at www.LondonCocktailWeek.com

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