

**Award-winning drinks expert, Olly Smith introduces
new non-alcoholic cocktail menu at The Mayfair Townhouse**



Full of flavour without the booze, Olly's cocktails will not disappoint...

London, June 2024: Luxury neighbourhood hotel, [The Mayfair Townhouse](#) has announced a new collaboration with Olly Smith, much-loved presenter and drinks expert, to curate an exclusive collection of eight non-alcoholic cocktails for the hotel's celebrated The Dandy Bar. Catering to the booming low-and-no alcohol audience, The Mayfair Townhouse's new menu promises all the fun of cocktail night, minus the hangover.

Multi-award-winning drinks expert, TV personality, author, podcast host and columnist, Olly Smith is one of the UK's most-loved figures in the world of food and drink. His new collection of alcohol-free cocktails crafted exclusively for The Dandy Bar is exciting, delicious, and pays homage to his travels and childhood.

The **English Garden Spritz** is inspired by fond memories of summers in Olly's childhood garden. This scented bubbly gem is brought to life with elderflower cordial, Seedlip Garden, a squeeze of lime and Fever Tree tonic water, finished with a fresh slice of cucumber. The **Sumatran Sunrise** is a gently bitter and zesty cocktail which takes Olly back to his days living in Sumatra, Indonesia where ginger and cloves were signature flavours of everyday life. A ginger & clove infusion will be mixed with Botivo, apple juice and aquafaba to create a grown-up tartness as well as an exotic fragrance. Also inspired by travels around the globe, the **Mango Colada** is a celebration of all things Mauritian, a vibrant and creamy blend of coconut, freshly squeezed pineapple juice, lime juice and mango puree, garnished with a slice of mango and a pineapple leaf.

Commenting on this collaboration, Olly Smith says, "*no- and low-alcohol drinks have for too long endured a reputation for being as joyful as stagnant rainwater. But no longer do they have to be anything like this: the bounty of low and no-alcohol alternatives is ever-increasing, and we are finally moving in the right direction. With hugely talented and creative mixologists, The Dandy Bar at The Mayfair Townhouse is the perfect place to spotlight this.*"



The Dandy Bar is the heart and soul of The Mayfair Townhouse, with a vibrant sense of style, stunning decor, and striking artwork. Silk pleated lampshades, seating covered in printed velvets and leathers with marble, brass and high gloss timbers adorn the seductively lit room. Bold in style yet understated in nature, The Dandy Bar is a cosy, intimate sophisticated cocktail bar offering a space to relax from the bustling streets of Mayfair.

Paul Rafferty, General Manager of The Mayfair Townhouse adds, “*Our namesake pays homage to the marvellous lifestyle that defines Mayfair. Where style intersects with surprise, The Dandy Bar stands as the beating heart of The Townhouse. With its theatrical, dimly lit ambiance, it offers a space where patrons come to see and be seen in the heart of Mayfair. Bold in style yet understated in demeanour, we embody the essence of a private club without the need for membership. Drawing inspiration from today's British Dandy actors, The Dandy Bar serves up the finest classics while crafting imaginative narratives through its expressive cocktails.*”

Room Rates: From £380.00 per night B&B), based on double occupancy.

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THE MAYFAIR TOWNHOUSE is a high-end neighbourhood hotel overlooking London’s Green Park. Curious, engaging, witty - The Mayfair Townhouse delivers the unexpected and redefines what it means to be a London hotel. Part of Iconic Luxury Hotels, this is the fifth hotel in the portfolio and offers an unexpected new personality from what the brand is traditionally known for - think: Oscar Wilde meets Alice in Wonderland. A carefully stylish, imaginative home for the modern traveller - the essence of the new Townhouse invites discerning travellers who appreciate an intuitive, perceptive level of service and a guest who above all, has a refined palette for curiosity.

At the heart and soul of the Townhouse is the aptly named Dandy Bar, inspired by the dandy characters of Mayfair’s past and present, The Dandy Bar is a theatrical, subtlety lit, sophisticated bar where you will find eclectic signature drinks and an extensive curated list of cocktails, that can be enjoyed throughout the day, paired with smaller shareable plates. The Dandy Bar has the essence of a private club, without the frills of membership. Free from the constraints and traditions of a regular hotel, there is no room at The Mayfair Townhouse that has not been thoughtfully curated. The hotel bridges the gap between ritzy high-end lavish hotels and the corporate enterprise properties that currently stand in Mayfair.



ABOUT ICONIC LUXURY HOTELS

Iconic Luxury Hotels was founded in December 2016 and is an expanding hotel company with an international focus. The collection of owned and managed hotels comprises an eclectic mix of properties each of which celebrates distinctive architectural style, cultural heritage, and natural surroundings. Each property has its own character, traditions, and stories but they share a common commitment to delivering outstanding experiences.

The current portfolio includes some of the world's most famous hotels from Cliveden House, one of England's finest country estates, to the Hotel Excelsior in Italy which is the home of the Venice International Film Festival. The other UK hotels comprise the Chewton Glen, an English estate on the South Coast; The Lygon Arms, a 14th Century Coaching Inn in the Cotswolds; 11 Cadogan Gardens in Chelsea, one of London's most prestigious residential neighbourhoods; The Mayfair Townhouse which sits in the heart of exclusive Mayfair; and the newest addition to the collection The Chelsea Townhouse, which opened its doors in September 2023. Later this year we will see the opening of the luxurious Palm House Hotel, in Palm Beach, Miami, Florida.

Iconic Luxury Hotels is part of L+R Hotels, a family-owned global hotel investment and management company with an extensive portfolio of more than 115 hotels, with 23,000 bedrooms across the UK, Europe, the US, and the Caribbean. With an evolving collection, ranging from select service hotels in Europe's most sought-after cities, to opulent, five-star assets and breath-taking leisure resorts, many of which are in the world's most exclusive locations, including Barcelona, Grand Cayman, Ibiza, London, Los Angeles, Mallorca, Monte Carlo, Turks and Caicos, Venice and more.