



BROWN'S HOTEL
LONDON
A ROCCO FORTE HOTEL

PRESS RELEASE

UNRAVEL THE MAGIC AND THE MYSTERY OF THE PERFECT NEGRONI. BROWN'S HOTEL INTRODUCES EXCLUSIVE MASTERCLASS WITH COCKTAIL MAESTRO, SALVATORE CALABRESE

In celebration of the Negroni's 100-year anniversary, Brown's Hotel is offering a private masterclass where the secrets of the perfect Negroni will be unravelled with world-renowned mixologist and brainchild behind the Donovan Bar menu, Salvatore Calabrese.

The Negroni, created by Count Camillo Negroni, defined the Dolce Vita era of 1919. Now, after a century, the beloved Negroni has become a worldwide classic. During the exclusive masterclass, Calabrese will take guests on a journey towards creating the perfect Negroni, from the history of the cocktail, followed by a demonstration on how to create the drink with his renowned unparalleled precision. Guests will master the balance between the trio of signature ingredients, finding the perfect blend of one third vermouth, gin and bitters, contributing to the cocktail's delicate marriage between bitter and sweet.

A selection of delectable canapés will also be served throughout the masterclass as the crowned 'maestro' of cocktails, Calabrese, reveals his technique tales, mixology myths and spirit secrets.

Following in Count Negroni's footsteps, guest (now masters of the perfect Negroni) will be able to continue the longstanding legacy and recreate the drink whenever they wish.



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Unravel the magic and mystery of the perfect Negroni:

Date: 8th May 2019

Time: 6.30pm– 8pm in the Niagara Room, Brown's Hotel

Price: £50 per person inc VAT

To book or for further details please contact: Aria Gianquitto

Email: Agianquitto@roccofortehotels.com

Please note there are a limited number of places available.

- Ends -

Notes to Editors:

Brown's Hotel

Brown's Hotel is London's first hotel having opened on Albemarle Street in 1837. Since opening it has become one of London's most illustrious hotels and has hosted esteemed guests, from royals to presidents. Brown's Hotel features the signature Donovan Bar which takes inspiration from its namesake, iconic 1960's photographer Terence Donovan; Beck at Brown's, a restaurant serving Italian fare by renowned three Michelin-starred chef, Heinz Beck and 115 contemporary rooms and suites which strike a perfect balance between style and sophistication, with elegant fabrics and furnishings offset by flashes of colour.

www.roccofortehotels.com/browns-hotel

Salvatore Calabrese

[Salvatore Calabrese](#) is one of the world's leading bartenders and a former President of the United Kingdom Bartender's Guild. He has been making drinks for more than forty years in top hotels, private members clubs and exclusive cocktail bars.



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Rocco Forte Hotels

Established by Sir Rocco Forte and sister, Olga Polizzi in 1996, Rocco Forte Hotels is a collection of 11 individual hotels and resorts. All of the hotels are landmarks, both old and new, occupying magnificent buildings in exceptional locations. Led by a family who has been in hospitality for four generations, the hotels are united by their distinctive approach to service ensuring guests experience the best of the cities and surrounding areas.

Rocco Forte Hotels comprises: Hotel de Russie, Rome; Hotel Savoy, Florence; Verdura Resort, Sicily; The Balmoral, Edinburgh; Brown's Hotel, London; The Charles Hotel, Munich; Villa Kennedy, Frankfurt; Hotel de Rome, Berlin; Hotel Amigo, Brussels; Hotel Astoria, St Petersburg; Assila Hotel, Jeddah. 2019 openings: Puglia, Rome and Shanghai. 2020 sees the opening of Grand Hotel Villa Igiea.

roccofortehotels.com

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