



## **SOHO WELCOMES THE ULTIMATE POWER PICK ME UP AS BREAKFAST LAUNCHES IN THE PERCEPTION AT W LONDON**

For a morning packed with a punch, the work-hard, play-hard Londoner need look no further than breakfast at The Perception. Served in the convivial atmosphere of the W Lounge, complete with floor-to-ceiling views over Soho's iconic Wardour Street, a mix of indulgently healthy dishes as well as traditional and twisted breakfast staples will kick-start every morning plating a perfect balance of style and sustenance.

The newly launched à la carte menu features delicious twists on the almighty egg; prepared fried with mozzarella, basil and sourdough, (Shakshuka), or poached and served on a waffle with smoked ham and melting cheddar cheese. For the purists, the breakfast staple equally comes boiled, scrambled, as an omelette or a Benedict with lashings of freshly made hollandaise sauce.

A vibrant chia seed breakfast bowl with almond milk, banana, hemp seeds and dried fruit and a hot bowl of quinoa, tender broccoli and sweet potato with a ginger yoghurt dressing are on offer for the health-conscious. Whilst Paleo blueberry muffins, handmade power bars packed with nuts, seeds and berries along with tasty superfood sandwiches will help kerb cravings until lunch.

Not forgetting the sweet-toothed morning foodies, indulgent red velvet pancakes topped with walnuts, yoghurt and honey compliment a colossal spread of fresh breads, whole-wheat croissants, cereals, yoghurts and seasonal fruit. For those needing to nurse the effects of night-before antics or who simply need a pick-me-up for the day ahead, chilled hand-blended smoothies bursting with berries, carrot, ginger, turmeric, mango and honey are on stand-by along with an extensive offering of freshly brewed coffees and T2 tea's.

Whether guests are looking to amplify their daybreak ritual, conduct colourful morning meetings out of the office or entertain colleagues during the most important meal of the day, breakfast at The Perception has it covered.

Breakfast is served Monday – Friday from 6:30AM – 10:30AM and weekends 7AM – 11AM at a price of £24 per person for the full buffet breakfast experience inclusive of one hot dish from the à la carte menu. Alternatively, guests can order off the à la carte menu with dishes starting at £10.

**@WLondonHotel**

**ENDS**

### Notes to editors

Address  
Website  
Available

The Perception at W London, 10 Wardour St., W1D 6QF  
<https://www.theperceptionbar.com/>  
Monday – Friday from 6:30AM – 10:30AM  
Weekends from 7AM – 11AM

Booking

[theperception@whotels.com](mailto:theperception@whotels.com) | +44 (0)207 758 1060

**For further information on W London – Leicester Square**, please contact:

WickerWood on [WLondon@WickerWood.com](mailto:WLondon@WickerWood.com) | +44 (0)203 883 5620

**For further information on W Hotels Worldwide**, please contact:

Stephanie Francis on [stephanie.francis@marriott.com](mailto:stephanie.francis@marriott.com) | + 44 (0)207 290 7106

#### **ABOUT THE PERCEPTION AT W LONDON**

Attracting bold Londoners and discerning, international travellers alike, The Perception at W London ignites the neighbourhood with electric energy, transforming from a laid-back hangout by day to a place to be seen at by night. Overlooking the hustle and bustle of the streets of Soho from the first floor of W London – Leicester Square, The Perception showcases bold interiors and a diverse cultural programming accompanied by killer cocktails and a dining series featuring some of London's most renowned culinary talents. The Perception at W London also offers Retox Brunch - the city's most punchy Sunday brunch, Tea Total – a tipsy twist on the traditional afternoon tea, a vibrant breakfast offering and a Work from W package perfect for those always on the go.

#### **ABOUT W LONDON – LEICESTER SQUARE**

Sophisticated and quirky, glamorous and decadent, W London - Leicester Square crystalizes the quintessential dual personality of the British soul. Opening its doors in 2010 and overlooking the bright lights of Soho below, the sleek hotel features 192 luxurious guest rooms including nine suites, two WOW Suites and one Extreme WOW Suite. Featuring custom-made furnishings and stylish accents unique to London, each room offers the latest in cutting-edge technology and the most advanced entertainment systems in the industry. With an innovative cocktail menu, a unique dining series and a line-up of the hottest DJs, the hotel's stylish public spaces serve as a chic urban playground for discerning travellers and local insiders. Red carpet-ready services are provided by celebrity therapists at the Away® Spa and state of the art fitness facilities can be found at FIT. W London - Leicester Square also offers creative meeting spaces and an exclusive and iconic Whatever/Whenever service - a 24-hour 'Insider' concierge that provides whatever guests want, whenever they want it (as long as it's legal).