



W London – Leicester Square Launches Electric Dining Series with Coveted Chef Magnus Reid

From Friday 27th October, W London – Leicester Square will welcome some of the capital's most playful and renowned culinary talents to create a dinner menu combining their unique gastronomic identity with the daring attitude of W Hotels.

Served in the soon-to-open ***The Perception at W London***, overlooking the buzzing streets of Soho below, the roster of emerging and established chefs will deliver an evolving menu set to shake-up the scene, pleasing the taste buds of London's food fanatics and international gourmet travellers alike.

Kicking off the dining series is the highly-acclaimed Magnus Reid, owner of Shoreditch haunt, *C.R.E.A.M* and Hackney favourite, *Legs*, which gained a Bib Gourmand after just four months of opening. With no official cooking qualifications, his past life working in a tattoo studio and a transcontinental upbringing beginning in Australia, Reid's dynamic background and current foothold in the east of the capital will inject a new zest into central London's food offering, challenging the conventional codes of luxury hotel dining.

Magnus Reid said: *"I'm hoping to bring a pinch of east London's casual attitude to the unmistakably vibrant Soho, complementing the glam atmosphere of The Perception and the bustling streets surrounding the hotel. The menu will showcase my passion for quality ingredients, bold flavours and sharp plating perfectly paired with the Head Barman's new killer cocktail menu."*

Reid's menu for *The Perception* remixes Mediterranean, Australian and Modern-European flavours served as snack, small, medium or large plates creating a flexible dining experience that encourages sharing. Guests will savour twisted classics such as burrata with chilli jam and fried garlic and show-stopping larger plates like the parpadelle with crab and chilli or the impressive gilt head bream crudo.

Benjamin Cowtan, Beverage & Food Director at W London – Leicester Square added: *"We are thrilled to launch this unique dining series enabling us to serve an exciting dinner menu, made possible due to the flexibility of the newly designed space. Magnus' passion and attitude fits perfectly with W London's spirit and we are thrilled to welcome him as our first chef in residence, anchoring our position in the London foodie scene."*

The dining series will coincide with the opening of the hotel's exciting new bar concept. Transforming from a laid-back hangout by day to a place to be seen at by night, *The Perception at W London* will ignite the neighbourhood with energy, enlivening guests through its trailblazing interiors and diverse music programming featuring top DJs in collaboration with Mixcloud, producers and tastemakers.

Dinner will be served in an area housing intimate leather booths which will sit snug against the floor-to-ceiling windows overlooking Wardour Street. The show-stopping long sharing table, embellished with British pennies, will be the hot-spot of the house for those looking to keep it fun with groups of friends.

The first menu by Magnus Reid will be available from 27th October until the New Year, Monday – Sunday, from 6pm to 11pm. Later announcements on his next menu and subsequent chefs will be communicated later this year.

#THERUMOURSARETRUE
@wlondonhotel

-ENDS-

Notes to editors

Opening to the public	Friday 27 th October
Address	The Perception at W London, 10 Wardour Street, London W1D 6QF
Area	Soho
Reservation email	popup@wlondon.co.uk
Reservation number	0207 758 1060
Reservation lines open	12 th October 2017
Covers	68
Dining series chef	Magnus Reid
Dining series menu	Available Monday to Sunday, 6PM – 11PM at <i>The Perception at W London</i>
Average p/p	£35 excluding beverages

For further information on this opening and W London - Leicester Square, please contact:

WickerWood on WLondon@WickerWood.com | +44 (0)203 883 5620

For further information on W Hotels Worldwide, please contact:

Stephanie Francis on stephanie.francis@starwoodhotels.com | + 44 (0)207 290 7106

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).