



W LONDON UNVEILS BLOOMING OASIS WITH INTERACTIVE EDIBLE GARDEN AND SPRING COCKTAILS INSPIRED BY RAVINDER BHOGAL'S VEGAN MENU

From Monday 16th April, W London – Leicester Square will bring spring to life with a bold and interactive floral masterpiece to welcome the arrival of a new refreshing cocktail menu at the hotel's bar and lounge, The Perception at W London. Guests will enter a colourful floral world from the hotel's Wardour Street entrance, passing the innovative living wall with a pick-your-own herb and spice garden ready for cocktail aficionados to finish and garnish their drinks of choice.

The new cocktail menu will serve vibrant and visual combinations designed to surprise and delight even the most experienced cocktail lover. Inspired by Ravinder Bhogal's hit vegan menu, guests looking for an entirely vegan night out, can look no further than **Puss in Boots**. Created to be paired with Ravinder's signature Cauliflower Popcorn, this quirky cocktail contains Bacardi 8, Crème de Mure, activated charcoal, blueberry, pineapple, ginger and pomegranate foam. For those feeling patriotic this season and in need of the perfect tittle to celebrate the next royal wedding, enter the **Prince Harry** aptly containing Jagermeister, ginger paste, lime and ginger beer. For the spring/summer purists, **Purple Rain** with Bombay Sapphire, lychee and violette liqueur, violette pearls, elderflower, cranberry and lemon will entertain and slot seamlessly into the most curated social media feeds.

With the floral installations inspired by Ravinder Bhogal's East-African Indian heritage, the display will cover the larger than life W sign at the hotel's entrance with a mixture of red, orange and blue British summer flowers and foliage and a hint of punchy East African flora and fauna. The living wall, located in the W Lounge will house the pick-your-own herb and spice garden with potted coriander, tamarind, basil, chilli and rosemary ready to be picked by guests to stir, finish, garnish and enhance the innovative cocktail creations. The sophisticated cocktail counter at the heart of action will be where guests can mix and mingle and sip whilst under a canopy of luscious foliage creating an oasis of greenery in the epicentre of London's bustling Soho.

Benjamin Cowtan, Beverage & Food Director at W London – Leicester Square added: *"We are incredibly excited to have transformed The Perception at W London into the perfect springtime spot to launch our new killer cocktail menu. Our talented team of bartenders have proved that yet again, there are no limits to cocktail creation ensuring that The Perception continues to lead the way in the capital's cocktail culture."*

W London's floral masterpiece and new cocktail menu will be ready for international jet-setters staying at the hotel as well as thirsty Londoners alike from April 16th 2018. Together with Bhogal's vegan menu being served until the end of June 2018, there will be no better place to celebrate the arrival of the warmer months in true blooming style.

#WinBloom | @theperceptionbar

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Notes to editors

Address	The Perception at W London, 10 Wardour Street, London W1D 6QF
Website	https://www.theperceptionbar.com/
Area	Soho
Opening times	Sunday to Thursday 8AM – 1:30AM

	Friday to Saturday 8AM – 3AM
Seated covers	144
B&F Director	Benjamin Cowtan
Head Bar Man	Ulises Guerrero Galvez

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