

PRESS RELEASE

COVENT GARDEN PAINTS THE TOWN PINK WITH THE LAUNCH OF THE ROSÉ GARDEN PARTY

26th April 2022

- *Covent Garden's Rosé Garden Party will run from **29th April until 15th May**, serving over 30 rosé wines, exclusive rosé cocktails and rosé themed products*
- *Over 20 of Covent Garden's most loved restaurants will be joining together to offer the very best rosé wine, cocktails and themed menus this Spring, including **Ave Mario, Petersham Nurseries, Frenchie, The Oystermen** and **SUSHISAMBA***
- *Covent Garden will also introduce **6** new pop-ups across the Piazza including **Kocktail x Pasta Evangelists, The Uncommon, Pink Diesel, The Wine Tap Van, Honest Folk & Bubble Bros** all serving rosé themed drinks*
- *The Rosé Garden Party will also showcase exclusive products, offers and complimentary glasses of rosé available at **NARS, Tom Ford, Strathberry, Free People** and **Chestnut Bakery***
- ***Bullards** is launching its very first sparkling rosé, as well as a fruity new gin exclusively in Covent Garden*
- ***Frenchie** will be serving their exclusive Gut Oggau Rosé from a bottle that holds 12 litres of wine and is the last bottle of this size remaining in the UK, plus one of a kind pairing menus will be on offer from Covent Garden favourites **VyTA** and **Floral by Lima**.*

In celebration of the ultimate summer drink, Covent Garden will launch the **Rosé Garden Party**, running from Friday 29th April until Sunday 15th May. Visitors can sip on the best rosé wines London has to offer, and enjoy a plethora of new pop-up spots as well as enjoy rosé pairing and tasting menus, rosé cocktails and limited edition products.

Pop-ups launching on the cobbles of Covent Garden include innovative cocktail brand **Kocktail**, who will bring a Rosé Spritz and Pasta bar to the Piazza in collaboration with **Pasta Evangelists**. The exclusive collaboration space features an alfresco dining spot where visitors can enjoy pasta dishes such as pappardelle in beef shin ragu and lemon and ricotta triangoli, paired with ice cold rosé spritzes, a full menu of delicious cocktails and pasta making masterclasses. Also popping up is **The Uncommon**, a sustainable British wine brand who will host an alfresco dining experience serving a range of rosé and sparkling rosé wines in recyclable tins. **Pink Diesel** will host an airstream bar serving their delicious rosé from the brand's single source vineyard in Provence, whilst **The Wine Tap Van** will be serving rosé in lightweight recyclable kegs rather than glass bottles, to reduce glass waste. **Honest Folk** will be serving a selection of seasonal rosé cocktails and beer, alongside the **Bubble Bros** who are returning to the Covent Garden Piazza with their prosecco and sparkling wine wagon.

In celebration of the Rosé Garden Party, a variety of Covent Garden's restaurants will launch exclusive rosé pairing menus. **Floral by Lima** will introduce a one of a kind Peruvian rosé named *Intipalka Syrah*, derived from the Ica Valley in the heart of Peru, which diners are recommended to pair with delicious scallop ceviche with puka tiger's milk, yellow chilli, tobiko caviar & Jerusalem artichoke. **Frenchie** will introduce an exclusive *Gut Oggau, Winifred 2019* rosé wine, which can be perfectly paired with their limited edition dishes of Chalkstream Trout Tartelette, Cauliflower & Kumquat; Parmesan Gougères,

Hazelnut Craquelin or Foie Gras Pressé with Fresh Peas, Strawberries & Mint. The exclusive rosé will be served from a 12 litre 'Balthazar' bottle which holds the equivalent of 17 regular bottles of wine, and is the last bottle of its kind left in the UK.

Award-winning British spirits brand **Bullards** will be relocating their successful Covent Garden pop up to a permanent new home on Henrietta Street and launching its very first sparkling rosé, providing Covent Garden visitors with an exclusive taste experience in the brands' new boutique. **Ave Mario** will bring a piece of Italian summer to diners, decorating its terrace with Spring florals, and inviting visitors to sample Italian rosés, including the organic *Bardolino Charetto* from Lake Garda and a *Terre Siciliane* from Sicily. Covent Garden staple **Petersham Nurseries** is also offering a taste of France and Italy's finest, hosting a mini Festival in its idyllic courtyard, with **The Petersham**, **La Goccia** and **The Deli** serving signature rosé wines. For visitors with a sweet tooth, **Chestnut Bakery** will create a limited edition dessert, a Strawberry Lemonade Cheesecake, alongside a bespoke exterior floral installation. Exclusively for the Garden Party, luxury French tea emporium **Mariage Frères** will be serving a 'Rose in Love' patisserie, which consists of a pistachio cream and crispy pistachio praline dressed in a delicious orange blossom gel with powdered pearls scented with their Rose de Siam® Blue Tea. They will also be adding a limited edition Covent Garden cocktail to their menu, of Bleu Tea flavoured with rose and red fruits, strawberry vodka and champagne rosé.

Mixologists across Covent Garden have created a range of delicious rosé-infused cocktails, especially for the Rosé Garden Party. The **SUSHISAMBA** team has created a signature rosé beverage for diners to enjoy, *The Rosé Samabatini*, created with *Whispering Angel*, Vestal Blended Potato Vodka, rose petal liqueur, lychee and yuzu, alongside the restaurant staple, *Sake Spritz* including rosé wine and St Germain elderflower liqueur gently spritzed with Mio sparkling sake and grapefruit oils. Leading the trend of sparkling rosé wines, **The Oystermen** will be serving rosé from the Hattingley Valley by the coupe, whilst **VyTA** will offer a special 20% discount to patrons on *Stilrosé Wine* when dining in Covent Garden. **Dirty Martini** will offer a bottle of sparkling rosé, *Le Dolci Colline Prosecco Rosé*, for only £25 during Happy Hour, which runs until 8pm weekly from Sunday to Friday and until 6pm on Saturday.

Covent Garden's beauty and lifestyle stores will also have an exciting range of activity taking place to celebrate all things rosé. **Tom Ford** will be adorning their boutique with roses in celebration of their recent 'Rose Trilogy' private blend fragrance launch, and throughout the Garden Party, complimentary glasses of rosé champagne will be offered with makeup and fragrance services held in the boutique. The **NARS** boutique will launch its brand new Afterglow collection, the perfect combination of blushes and pinks to match the colours of rosé wine. Bohemian lifestyle brand **Free People** will host a Sip & Shop pop-up for shoppers to enjoy the exclusive Free People x Amie wine collaboration every Friday, Saturday and Sunday throughout the Party whilst Royal favourite **Strathberry** will be giving shoppers a 10% discount with every purchase as well as a complimentary glass of rosé bubbly, from 29th April to 1st May.

For a glass of rosé and retail therapy, Covent Garden has a mix of boutiques across fashion, beauty and lifestyle in a pedestrianised open-air shopping environment. Rosé inspired fragrances, clothing and beauty can be purchased from boutiques including, **Diptyque**, **Ganni**, **Paul Smith**, **DECIEM**, **Chanel**, **Dior**, **L'Occitane** and many more. The estate's bars and restaurants will continue to offer weatherproof drinking and dining for visitors, with over 1000 outdoor dining seats across 55 restaurants, with heaters and umbrellas for the comfort of diners. Global and independent restaurants offering both outdoor and indoor drinking and dining options include **SUSHISAMBA**, **The Oystermen**, **La Goccia**, **Frenchie**, **Cora Pearl**, **Mariage Frères**, **La Goccia**, **The Ivy Market Grill**, **The Petersham**, **Da Henrietta** and more.

For further information on new openings, experiences, shopping and dining visit [Coventgarden.london](https://www.coventgarden.london)

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Capco Covent Garden:

Covent Garden is a leading retail and dining destination and is one of the most vibrant estates in the heart of central London. The area is now home to a wide variety of British, global and independent brands including Chanel, Tom Ford, Tag Heuer, Vashi, Glossier, Ave Mario, Balthazar and SUSHISAMBA, with upcoming openings from Peloton and Reformation. www.coventgarden.london

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