

IN-STORE

## The Ritz-Carlton Berlin mixes cocktails with perfume at Fragrances bar

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*Exterior of The Ritz-Carlton, Berlin*

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By STAFF REPORTS

The Ritz-Carlton, Berlin, is giving guests a sensory experience with the newly opened Fragrances bar, which serves Diageo-based beverages inspired by iconic scents from Armani and Yves Saint Laurent.

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Fragrances claims to be the first of its kind worldwide, inviting consumers to not only taste, but touch and smell their cocktail through a corresponding work of art. As hotels continue to differentiate themselves with experiences, having unique dining options is one way to make a lasting impression.

### Signature scent

At the entrance of Fragrances, guests are greeted by art installations which include 15 of the drinks, their ingredients and the spirits included are laid out, allowing guests to pick out their cocktail by feel and smell.

The beverages come in creative containers, including reconfigured birdhouses.

To complete the experience, the kitchen at the hotel has created food pairings for each cocktail. For instance, the "Macaron Énorme" with vanilla and raspberries corresponds to

the Signorina drink, which is an homage to Ferragamo's scent of the same name.



*Promotional image for The Ritz-Carlton's Fragrances*

For guests who want to immerse themselves more fully in fragrance, Ritz-Carlton is offering a Luxury Perfume Weekend room package through the end of the year. It includes an overnight stay, a trip to the Frau Tonis Parfum manufacturer and 50 ml of a personalized eau de parfum, as well as a fragrance cocktail and breakfast.

Perfume is personal, so inviting guests to create their own signature scent is a memorable experience.

For example, Four Seasons Buenos Aires, Argentina, is offering guests the opportunity to create their own signature scent.

The Extraordinary Experience will give guests the opportunity to learn about and create perfume with an Argentinean perfumer. Many consumers enjoy incorporating educational aspects into their trips, so this opportunity to also learn the basics of a trade will likely seem appealing ([see story](#)).

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