

IN-STORE

Ritz-Carlton creates nighttime cocktail destination in Charlotte

February 18, 2015



Perfect Pear Punch from the Ritz-Carlton, Charlotte's Punch Room

By STAFF REPORTS

The Ritz-Carlton, Charlotte in North Carolina is boosting its nightlife appeal with the opening of The Punch Room.

[Sign up now](#)

Luxury Daily

This “intimate after-hours sanctum,” opened on Valentine's Day, serves high-concept cocktails along with premium and cult wines in a space that only allows for 37 guests at a time. This new outlet in the hotel will help Ritz-Carlton attract and connect with local residents, while also adding to the experience of its guests.

Drinking buddy

The Punch Room is headed by mixologist Bob Peters, who has won awards and has been recognized for his use of rare local ingredients, including fruits, herbs and vegetables. Mr. Peters is also active on social media, with 13,000 Instagram followers looking to him for photos of inventive cocktails and beverage inspiration.

The mixologist also promoted his new job on social media, and these loyal fans may seek out Mr. Peters as he starts at the Ritz-Carlton.



Instagram post from Bob Peters

On the menu at the establishment are cold and hot spirit-based punches, and the bar will serve small plates including hummus, sliders and foie gras.

The Punch Room is situated on the 15th floor of the Ritz-Carlton, Charlotte and will be open from 5 or 6 p.m. from Wednesday through Saturday. Each night, a portion of the seating will be reserved for hotel guests, but the bar will not take reservations, instead enabling consumers to line up for first come, first serve entry.

Dining experiences extend beyond food, a concept that The Ritz-Carlton has explored with other unique cocktail establishments.

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.

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 ([see story](#)).

© Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your [feedback](#) is welcome.