

IN-STORE

Fairmont boosts cocktail culture through collective expertise

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The Sparkling Collins Royale, Fairmont's take on a classic Collins

By STAFF REPORTS

Fairmont Hotels & Resorts is celebrating the art of mixology in its properties through a new global cocktail menu created with the help of expert bartenders.

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To create "Classics. Perfected." the brand appointed Fairmont Tastemakers from within its own chain, asking them to reinvent old classics and new. A hotel's bar is often frequented by both locals and travelers, making a good first impression important to create repeat guests.

Mixing together

Fairmont considers "Classics. Perfected." to be not just a new menu, but a statement on its cocktail culture at all of its properties.

The brand says that its bars have an important place in history, partly due to the deals that have been struck over a drink. The bartenders have also been responsible for driving cocktail trends, but this has typically been a solo process.

This new menu marks the first time that Fairmont has brought together bartenders from across the world to work together to shape its libations. For the next two years, Grant Sceney from Fairmont Pacific Rim, Nader Chabaane from Fairmont Le Chateau Frontenac, Erik Lorincz from The Savoy, A Fairmont Managed Hotel and Tom Hogan from Fairmont Singapore will be the driving force behind the cocktails served at the hotelier's properties.



Fairmont Tastemakers

The menu is split into three sections: classics, revived classics and neats. The selection, developed with Kathy Casey at Liquid Kitchen Food Studios in June, rolled out in the Americas Nov. 23, and will be available globally during the holiday season.

"When people meet for a drink' at one of our hotels - from The American Bar at The Savoy to The Plaza in New York - they expect the crispest gin and tonic and a truly perfect Manhattan," said Jane Mackie, vice president, Fairmont Brand, in a statement. "With this new menu, that is precisely what they will get - along with quality ice and bartender's advice when appropriate.

"The Classics. Perfected. menu was curated by our top bartenders who were charged with helping us to discover and perfect the best old and new classics," she said.

Other hotel brands have used mixology to connect with consumers, regardless of where they are.

Four Seasons Hotels and Resorts is quenching consumers' thirst with a new year-long initiative dedicated to exploring cocktail trends and seasonal ingredients.

Cocktail Quarterly will bring together participating hotels to celebrate a particular cocktail by crafting their own unique version. This global initiative will highlight the individuality of the properties, while uniting Four Seasons under a common theme that will likely appeal to consumers who travel often ([see story](#)).

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