

TRAVEL AND HOSPITALITY

Fairmont is putting more stock into cocktails

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Fairmont's new cocktails

By BRIELLE JAEKEL

Fairmont Hotels & Resorts is integrating cocktails into its locations by introducing a wide-ranged menu with a new set of artfully crafted barware.

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The luxury hotel chain is moving further into the cocktail space after the success of its tastemaker-created drink menu and campaign. Fairmont is adding a wide range of new cocktails to its menus as well as events, programs and barware, which can be purchased, for an extra luxurious experience.

"Fairmont cocktail culture extends far beyond the savoring of specially crafted cocktails at our storied bars and lounges," said Brett Patterson, vice president of food & beverage, Americas at [Fairmont Hotels & Resorts](#). "It's about cocktail excellence, evolution and guest exploration at our hotels and at home.

"Our new selection of barware and cocktail offerings are designed to give guests the tools they need to truly elevate their cocktail repertoire," he said.

Sipping success

Fairmont introduced a new campaign and menu in which it asked famous bartenders who have won awards to collaborate on recipes. The hotel brand introduced the top of the line cocktails to its locations worldwide for a push further into artisan cocktails.



Fairmont partners with alcohol brands

The latest leg of the campaign means that new barware is coming to Fairmont locations. But visitors will be able to recreate the luxurious cocktail sipping experience at home if they wish, by purchasing the barware and accessories.

A wide range of glass cocktail glasses such as rocks, double old-fashioned, coupe, martini and collins glass as well as champagne flute are available for purchase at the Fairmont store and online. The prices range from \$24 to \$32.



Fairmont's new collins glass

Other bar accessories are available such as a bottle of tonic, package of bitters and a birdy shaker.

Fairmont's [online hub](#) dedicated to cocktails is accessible online for consumers who are interested in learning about recipes and other cocktail-related information. There will also be cocktail-learning events such as Fairmont's Chicago event on Dec. 8 that will show guests how to craftily create cocktails.

Fairmont recent history

French hospitality group AccorHotels recently finalized its acquisition of FRHI Hotels & Resorts, owner of the Fairmont, Raffles and Swisstel brands, for \$2.7 billion.

On July 12, shareholders at the general shareholders meeting approved a transaction involving Qatar Investment Authority (QIA) and Saudi Arabia's Kingdom Holding Company (KHC) resulting in Accor's acquisition of FRHI. AccorHotels' global platform and digital expertise and FRHI's expertise in operating and marketing luxury hotels suggests mutual benefit ([see more](#)).

Similarly to the new beverage theme, Fairmont Hotels & Resorts recently feted the Duke and Duchess of Cambridge's tour of Canada with an afternoon tea inspired by the monarchy.

Available across select Canadian properties this October and November, Fairmont's "A Royal Champagne Afternoon Tea" included a menu developed by the former personal chef to HRH Queen Elizabeth II, Princess Diana and Princes William and Harry. Adding the input of a royal insider lends authenticity to Fairmont's tea, allowing guests to try some of the royal family's favorite foods ([see more](#)).

"Using great barware and high quality ingredients are two of the most important elements to making delicious cocktails at home," said Erik Lorincz, Fairmont Tastemaker and founder of BIRDY. "Once guests have those basics they can start to explore and experiment with new recipes, techniques and tastes to hone their craft and impress their guests."

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