

TRAVEL AND HOSPITALITY

Lebua serves exclusive Chivas blend in yacht-inspired bar high above Bangkok

March 9, 2017



Alfresco 64 – A Chivas Bar at The Tower Club at lebua, Bangkok

By JEN KING

Lebua Hotels & Resorts is welcoming whisky aficionados to one of its Thailand properties to enjoy a libation 64 stories above the streets of Bangkok.

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Guests at the Tower Club at lebua can now enjoy a highball or two 800 feet in the air at the world's highest outdoor whisky bar, Alfresco 64 A Chivas Bar. As a brand routed in curated experiences, the creation of Alfresco 64 further reinforces lebua as a food and beverage visionary within the Bangkok dining scene and the hospitality sector at large.

"Bangkok was the ideal lebua property to introduce this project because Thailand, and particularly Bangkok, is our home base," said Deepak Ohri, CEO of **lebua Hotels & Resorts**. "With this project, we can continue to promote Bangkok as a luxury travel destination to the world.

"Inspiration for the project came from the unconventional and stylish coming together of two iconic luxury brands," he said. "Additionally, inspiration for this project came from observing consumer behavior, in which we noticed that our guests were encouraged to try more and new things.

"Through this project, we are creating a unique whisky drinking experience in an exceptional location with contemporary design."

Libations above the clouds

For Alfresco 64, lebua partnered with spirits brand Pernod Ricard, the distributor of Chivas Regal, makers of Scotch whisky.

Located on the 64th floor of The Tower Club at lebua, Alfresco 64 is an outdoor bar measuring more than 2,000 square feet and situated under the property's golden dome.



View of Bangkok from Alfresco 64

Alfresco 64's bar will be stocked with signature blends from Chivas Regal as well as other premium whiskies. Adding to the exclusivity of the bar, patrons will have the opportunity to enjoy a one-of-a-kind limited-edition Chivas blend made to celebrate the brands' partnership.

Together lebuva and Chivas created the "Chivas Exclusive lebuva Blend." The creation of the limited-edition is significant as Chivas has never before created a blend exclusively for a partner.

The commemorative whisky is limited to only 96 individualized numbered bottles. The blend was led by Chivas' master blender Colin Scott, who selected whiskies distilled in 1985 or earlier to be laid in American Oak casks.

Chivas' bespoke blend for lebuva is a combination of these whiskies that were then blended and stored in First Fill Sherry Butt casks for a nine-year period. The resulting whisky is rich and smooth with an intense flavor profile of rich fruity notes and a sherry character.



Chivas Exclusive lebuva Blend

As for Alfresco 64, the bar's design was inspired by the lines of yacht. Design team DWP worked on the concept to create a space that epitomizes "the luxurious lifestyle of a billionaire."

The bar is divided into three parts: an indoor section, the Heritage Room and the outdoor area.

Alfresco 64's indoor area resembles an opulent yacht cabin with rosewood flooring and sunken seating. The bar continues the yacht theme with large pieces of curved wood and silver metal lines similar to that of a vessel while the front bar evokes a yacht's bridge.

The Heritage Room was created specifically for VVIPs and can be used for private events to whisky tastings.



The Tower Club at lebua's Alfresco 64 – A Chivas Bar

Alfresco 64's outdoor area was designed to resemble the prow of a yacht, and juts out over the side The Tower Club. The outside space includes comfortable seating, teak flooring and a glass railing that allows for unparalleled views of the Chao Phraya River below.

To enhance the whisky-tasting experience further, lebua made sure to select the right glasses and carafes to highlight the hues, intensify the flavors and aromas of the Chivas blends offered.

Alfresco 64 will open March 10, and will be open nightly from 8 p.m. to 1 a.m.

The concept for Alfresco 64 was inspired by lebua's Flute – A Perrier-Jouet Bar, serving Champagnes at The Dome on the top floor of Tower Club. The Pernod Ricard-distributed Champagnes served included Perrier Jouet Blanc de Blancs, Cuvee Belle poque Brut & Rose, among others, all of which were property exclusives in Thailand.

In addition to taking in the stunning views of Bangkok's cityscape, Flute patrons could snack on Petrossian caviar, oysters and visit The Cellar to handpick an artisanal cheese plate.

Whisky ways

Due to the popularity of brown-colored spirits such as whisky and cognac, luxury brands, retailers and hotels have worked to introduce experiential programs to attract connoisseurs.

For example, LVMH-owned travel retailer DFS Group created a space for discovery and participation with the opening of The Whiskey House in Hong Kong International Airport.

Within the experiential store, conceived in collaboration with family-owned distiller William Grant & Sons, consumers will be able to peruse 250 whiskies from 50 different brands, as well as take part in a calendar of events that includes weekly tastings. Airports often draw a captive audience of travelers, and the Whiskey House is positioned as more than a place to buy ([see story](#)).

Also, Scotch whisky-maker Johnnie Walker launched its Johnnie Walker House concept exclusively in British department store Harrods' Wine & Spirits Room.

Launched by the brand's distributor Diageo, Johnnie Walker House is a network of tasting and experiential centers found in duty free zones within busy airports and popular city destinations. Selecting Harrods, a landmark and popular tourist destination in London, has a similar flow of passersby that may bring forth awareness for Johnnie Walker brand and its spirits ([see story](#)).

"Brown spirits are growing in popularity and taking the lead where fine wines have traditionally done," lebua's Mr. Ohri said. "The United States sets luxury world trends, and brown spirits are leading the trend in spirits there right now."

"[Alfresco 64] is a unique partnership born out of a great friendship with a vision to marry service, exceptional products and an exclusive location, lehua," he said. "Our partnership with Pernod Ricard continues to grow, from strength to strength.

"We began with Flute, now we have Alfresco 64 A Chivas Bar, and we look forward to a new exciting project coming in 2018."

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