

TRAVEL AND HOSPITALITY

One Aldwych blends history and future together for specialty cocktail

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One Aldwych takes guests behind the scenes of The Origin

By BRIELLE JAEKEL

Leading Hotels of the World's One Aldwych London is combining mixology with technology in a futuristic initiative that takes guests on a journey of how a cocktail was created.

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One Aldwych's Lobby Bar is surprising visitors who order The Origin whiskey cocktail with a trip to the Scottish Highlands without having to leave London. Along with a new menu that plays on a "Showtime" theme, One Aldwych has introduced a specialty whiskey cocktail that also comes with a virtual reality experience.

"At a time when people are planning their summer trips to London, One Aldwych has developed an interesting concept for attracting attention," said Ron Kurtz, president of the [American Affluence Research Center](#), Atlanta.

Beverage experiences

One Aldwych is crafting a special experience that guests will likely take away and remember for quite sometime with its The Origin drink, a new addition to its cocktail menu.

Without too much explanation, The Origin is described on Lobby Bar's Showtime Cocktail menu as taking "a trip to the Highlands to discover the tastes and behind the cocktail."

THE ORIGIN

Produced by Pedro Paulo ~ £18

“Take a trip to The Highlands to discover the tastes behind the cocktail”



Dalmore 12 Year Old Whisky
Merlet Cherry Liqueur
Cherry Purée
Fresh Grapefruit Juice
Chocolate Bitters
Lallier Champagne

One Aldwych's The Origin on its Showtime Cocktails Menu

Once ordered, customers will be handed a VR headset, usually to their surprise. A video with sweeping aerial views of the Scottish Highlands is shown.

Viewers are transported to The Dalmore distillery, the whiskey brand of which The Origin drink is made.

After seeing the historic distillery and its grounds in the futuristic video, viewers are then taken back to the Lobby Bar in London. Still with their headsets on, guests can see their drink being made in the video.

When the guests take off the headsets, their drink will be there waiting for them.

The Origin is one of many drinks the Lobby Bar has created for its Showtime Cocktails. The new menu leans on the theme of show business, keeping in theme with the property's proximity to the Theater District.

For instance, the menu itself appears as a classic playbill, with each drink categorized into a different show genre.

Comedies, described as "light and fresh cocktails with a sweet uplifting finish," include drink names such as Dionysus, Fairy Garden Infusion and The Coffee That's Gone Wrong. Each drink name is inspired from classic plays or musicals.



Fairy Garden Infusion, inspired by A Midsummer Night's Dream

Other genres include musicals, satires, dramas and backstage. Fittingly, The Origin is labeled under backstage.

Cocktail creativity

One Aldwych is not the only hospitality brand to put a greater focus on onsite cocktail experiences.

For instance, Fairmont Hotels & Resorts integrated cocktails into its locations by introducing a wide-ranged menu with a new set of artfully crafted barware.

The luxury hotel chain moved further into the cocktail space after the success of its tastemaker-created drink menu and campaign. Fairmont added 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 ([see more](#)).

Also, U.S. fashion label Ralph Lauren expanded its hospitality portfolio with the opening of its first eatery in London.

Ralph's Coffee & Bar is a new concept for the brand, combining elements from Manhattan's Polo Bar and Ralph's Coffee into an intimate space. As consumers are moving from accruing things to seeking experiences, Ralph Lauren moves further into dining are meeting consumers where they want to spend ([see more](#)).

"Their new and very creative cocktail menu will generate social and other media content and publicity," American Affluence Research Center's Mr. Kurtz said. "Most importantly, the menu has a theme that reinforces the appealing feature of the hotel being located conveniently near the theatre district."

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