

IN-STORE

Langham Place touts Maserati chauffeur service through pre-ordered cocktail

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By JOE MCCARTHY

Langham Place Fifth Avenue, New York is targeting busy consumers with its new Maserati Quattroporte chauffeur service promoted with an exclusive cocktail available through November.

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The Quattroporte offer centers on a \$176 eponymous cocktail that is followed up by a ride home in the property's new model. To hammer home the exclusive nature of the offer, interested guests must order the cocktail 24 hours in advance.

"The inspiration was the car itself," said Louise O'Brien, regional director of public relations in North America for [Langham Hospitality Group](#), New York. "When we got the new model, we wanted to do something to celebrate.

"Also, the Maserati is normally available to guests on a first-come-first-served basis," she said.

"So we wanted to incentivize people to try something new at Measure restaurant with the guarantee of the car's use. Because the Maserati is one of our most popular features at the hotel, this seemed like a fun way to do it."

Maximum speed

The Quattroporte cocktail features an ounce of Aperol, Amaro Nonino and Plymouth Gin, which is then stirred and strained into a flute of Krug Champagne.



Quattroporte Cocktail

Served at the property's Measure restaurant, the cocktail is priced at \$176 because the Quattroporte model's maximum speed is 176 miles per hour.



Maserati Quattroporte model

Guests who are interested must pre-order the cocktail and chauffeur service due to the vehicle's first-come, first-served availability. Since the vehicle can be reserved by guests regardless of the cocktail, those interested must stake a claim before someone else does.

The property has been heavily promoting the cocktail offer and the ensuing coverage on its social media pages.



Langham Place, Fifth Avenue shared a link.
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Langham Place Facebook page

New scenes

Langham Place has previously linked up with other luxury brands to drive traffic.

For instance, the hotel partnered with Magellan Jets to provide business travelers with weekend day-trips to any of Magellan's destinations.

Guests chose from any of Magellan Jet's destinations and received a Magical Magellan Summer package. Buffering the transition from summer to fall with a package likely appealed to luxury consumers looking to squeeze in a few final trips before the season ended ([see story](#)).

Also, Swedish mattress manufacturer Duxiana is generating additional exposure by providing luxury therapeutic beds for Langham Place, Fifth Avenue in New York.

All 214 of the hotel's guest rooms and suites contain either a king- or queen-sized Duxiana bed. Duxiana is able to promote its limited-edition products by giving hotel guests a trial of the beds during their stay.

In addition to aligning its image with the status of these brands, Langham Place is able to draw on new groups of consumers.

"We have had lots of interest in the cocktail, but we don't release guest purchasing activity so I can't tell you more than that," Ms. O'Brien said.

Final take

Joe McCarthy, editorial assistant on Luxury Daily, New York

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