

WINTER 2020

THE
LONDON

EDITION[®]

AND
OTHER STORIES

There's something
new about our brunch

Delve into our brand new weekend
menu at Berners Tavern.

PLUS
MEET MATTEO

Who is the Best Young
Sommelier of the World?

*But it's
cold outside!*

Enjoy warmer ways to
stay fit this winter.



As a Canadian living in London for the past 2 years, I consider myself very fortunate to live in a city where I discover something new each day. This also applies to my professional life. I've spent the last decade learning about my guests and anticipating their needs. Working with A-list celebrities and sometimes their roadies, you have to connect with your guests on a very personal level because you become their "on the road" family. The last decade has prepared me to take on this new adventure at The London EDITION and help curate personalized and memorable experiences for our leisure guests.

This issue kicks off a brand new year and decade! However, before we put 2019 to rest, we need to remind ourselves how much the last year has taught us about the world we live in and the impact we all have on it.

On that note, we will explore some eco-friendly activities you can take advantage of either on your own or with friends in London. While we're on the topic of sustainability, we will also cover vintage shopping. Whether you're trying to channel your inner '80s runway model or simply looking for that hidden gem without breaking the bank, this issue will cover London's long loved history of vintage shops and bargain buys.

Have you started your New Year's resolution yet? A popular one we often come across is fitness. Therefore, we decided to make it fun and share some alternative options to ensure you feel motivated and warm throughout the winter months.

After any great workout you need to refuel so why not try out our new brunch menu. In this issue, we will share updates on our weekend offerings and speak with Matteo

Montone our Wine Director at Berners Tavern and World's Best Young Sommelier of the Year winner. His wine masterclasses are definitely a great opportunity to awaken your senses and treat yourself to an evening of exploration.

Finally, the best way to end an evening of wine tasting is to head over to London's theatre district and see what's new in the West End. From actor debuts to the return of classics, there is a play or musical for everyone's taste and we will be reviewing the must see shows of 2020.

Happy reading!

Sandeep
CINA

DIRECTOR OF SALES -
TRAVEL INDUSTRY

Some New Faces

Meet the Team



Stephanie
HARRELL

GROUPS DIRECTOR
THE LONDON EDITION

Having lived here most of my life, I am definitely a seasoned Londoner. I love this city. I love its unpredictable energy; the abundance of culture and feeling the pulse of history and endless opportunities.

I love that there is always something to do here – it is always so full of life – there's so much going on and always somewhere new to visit.

And the food scene... London is a foodie's dream. You can literally get any cuisine and any dish you want in London. And two of the best places in town? Berners Tavern and Punch Room for sure. In our short tenure, these fantastic haunts have already become legendary.



Luiza
CORREIA

SENIOR SALES MANAGER -
TRAVEL INDUSTRY

This year has already started as busy and lively for me. As a great admirer of the cultural scene in London, I kicked-off my year with Mary Poppins, a walking tour of the South Bank and an Oscar-nominated movie marathon in the cinema.

And not to lose the momentum, I already guaranteed my tickets to Pretty Woman - the musical, the Tutankhamun exhibition and a special gig at the Jazz Café in Camden Town.

Here at The London EDITION we are experts in our job, hotel and community to make sure our guests will have the best experience in town. This is a responsibility that is very dear to my heart.



Clara
DURAN-GARCIA

GROUPS EXECUTIVE
THE LONDON EDITION

I have never been a morning person but I have always loved breakfast and somehow there is something shameful about having breakfast at 12pm on a Sunday, so you can imagine my joy when I discovered the wonderful world of weekend Brunch! Let's be honest, no one does Brunch like Berners Tavern.

You could say this is the reason why I decided to join the team... among others. Anyhow, regardless if you're a morning person or not, or you're simply looking for an excuse to catch up with friends on the weekend, make sure to come say 'Hi' to the team and me when you are having Brunch in Berners Tavern!



FITNESS HAS NEVER BEEN SO FUN!



Samuel GIBB

MARKETING EXECUTIVE
THE LONDON EDITION

Keeping in shape is always at the top of everyone's lists for the new year and now more so than ever but with winter still with us for another couple of months, the drive to get outside and be active can be difficult to find. With this in mind, we've set out to find some exciting activities to stay fit without having to brace the elements.

1. PETS YOGA LONDON

*Various Locations
London*

Pretty self explanatory this one! Enjoy the company of small, inquisitive puppies, kittens or baby rabbits as you truly embrace the downwards dog, however, be warned, it has been known that the 'Cuteness Overload' can be too much for some people causing maximum distraction and minimal actual yoga - ideal! Fully recommended for animal lovers and yoga fanatics alike.

2. NEW MOTION at LIGHTBOX

*Lambeth Place, Vauxhall,
London, SW8 1SP*

Whether it's HIIT, boxing, dance, strength or yoga, this is the place to be to kick-start your day, week,

month or year! If you've ever wondered what it would be like to workout in a nightclub, you no longer have to. NEW MOTION designs all their classes around epic light displays and in time to live DJ's. In this futuristic, Tron-like setting, these workouts are undeniably cool, but their sessions are no walk in the park (literally quite the opposite). Be prepared for a tough workout but lots of fun.

3. DISCO YOGA

*Various Locations
London*

We've said it before and we'll say it again, when it comes to working out sometimes a distraction (from the actual fitness) is exactly what you need. And DISCO YOGA does just that (see image overleaf as evidence). Whether it's the boogie-licious collection of disco classics providing the soundtrack or the encouraged leotard and leg warmer dress code (they also have spares if you happen to 'forget' yours), there's plenty going on to keep you entertained throughout your class. Better yet, ticket price includes a healthy cocktail so reward all your hard work/boogying with a 'Kale & The Gang' or a 'Disco Inferno'.

4. FIT-SKI at CHEL-SKI

*19 Michael Road,
London SW6 2ER*

Perhaps try a change of scenery as Chel-Ski brings snow-covered mountains to the city, well just off the King's Road to be precise. Chel-Ski offers indoor skiing and snowboarding. Their 'Urban Mountain' offers three customisable slopes with coaching by fully-qualified instructors for all abilities. An hour-long session can burn around 400 calories, but you'll have to go elsewhere for après ski.

5. FLOAT FIT *by AquaPhysical*

*Various Locations
London*

Now if you're looking for something completely different then FLOAT FIT is your next stop. Taking popular gym favourites such as Yoga, Pilates and HIIT and bringing them to the pool (well, on the pool). Using special 'AquaBase' boards members re-enact classic poses or high intensity workouts with the added challenge of balancing on water so be sure to bring your costume. Great fun if you don't mind getting a bit wet but perhaps a miss for those who suffer from sea-sickness.

6. YOGA SLEEP by KX

*151 Draycott Avenue, Chelsea,
London SW3 3AL*

Probably my favourite on this list, YOGA SLEEP (yes that's right - sleep), "provides a profound way of consciously relaxing the physical, mental and emotional layers of tension within your body and mind" or just a great way to de-stress and unwind utilising subconscious exercise. A perfect 'reset' button for those on a busy schedule, this will return you feeling refreshed and provide simple tools to fall into a deep and restful sleep every time.

7. SURROUND GONGS & SACRED CACAO CEREMONY

BASEMENT at

The London EDITION

It wouldn't be right to explore alternative fitness classes without mentioning our in-hotel sessions. Our resident wellness guru, Lani Rocillo, invites you to bathe in the meditative vibrations of gongs as they cleanse your energetic channels and free your body, heart and mind. See more information on our happenings page (pg 14).

The World's Finest

Matteo Montone

It would seem 2019 was quite a year for Matteo Montone, Director of Wine at The London EDITION. Not only did he win GQ's Best Sommelier, he also competed in the Chaine Des Rotisseurs final in Seoul, Korea and was named Best Young Sommelier in the World. Next stop, the galaxy. Not bad for a man of 31 who has only worked in wine for 8 years!

These industry competitions are well kept secrets and have our Food and Beverage professionals jumping through hoops to be crowned best in their field.

Wine wasn't Matteo's first love, but after graduating with a degree in Tourism - he was unsure what to do next. On a whim, he decided to take the Italian Association Sommelier Course and moved to the UK in 2013 to work as a Sommelier at Aqua, in one of London's great landmarks - The Shard. After getting a taste for the role, he worked in a number of prestigious establishments that are internationally recognised for their incredible wine lists, like The Ritz and Locanda Locatelli.

Then it was time for a change and so he joined the team at Berners Tavern, where he rose up the ranks

to become the very first Director of Wine at The London EDITION. A lover of a good Barolo, and a staunch supporter of the English wine movement, Matteo cares little for wine trends or fads.

However, his natural curiosity and enthusiasm for the unusual sees additions like Israeli, Croatian and Indian wines grace the list at Berners Tavern. They say size doesn't matter but Matteo has built up the list to 800 wines, with over 70 available by the glass including rare and fine wines available on our Coravin wine list. As we speak, Matteo is focused on one specific goal - the Master Sommelier diploma, which is held by just 260 Sommeliers around the world.

After receiving his Court of the Master Sommelier Advanced certification in 2019, Matteo has just one more step to go before becoming a true 'Master' of his craft.

Matteo is a firm believer that great wine should be accessible to everyone - and that there shouldn't be a stigma attached to asking your Sommelier for guidance. After all, a Sommelier loves nothing better than to introduce a guest to a wine they may have not encountered before!

Our Introduction to Wine classes were created with this in mind - and who better to learn from than the World's Best Young Sommelier?



WHEN DID YOU FIRST REALISE YOU WANTED TO WORK IN WINE?

I had just graduated with a degree in Tourism in Milan and was holidaying in Montepulciano with relatives. Even after spending a short time in the region, I realised I had a genuine interest in wine that I could pursue as a career - never guessing I would end up here!

WHAT DOES A TYPICAL DAY LOOK LIKE FOR A DIRECTOR OF WINE?

Every morning I wake up 6.30am with my two young daughters and make them breakfast before sitting to do ninety minutes of studying. This is essential, because the wine industry is so dynamic and I never stop learning. I'm also working towards my Master Sommelier diploma, so this is the perfect time for me to get some revision in. I'll get to work around 11am, and meet some suppliers, who will often present wines that they'd like listed at Berners Tavern - this is my first wine tasting of the day but not the last. Then I catch up on paperwork until around 5pm before briefing my 8 strong Sommelier team for dinner service. I spend a few hours on the



floor because I love to interact with the guests and see how wines are being received and appreciated! Then around 10pm, I go home to my family.

WHAT DO YOU CONSIDER WHEN CREATING A WINE LIST?

The most important consideration when creating a wine list is ensuring that there is something for everyone, whether they want to spend £30 or £18,000 on a bottle. It's my job to make sure there are wines available at every price point - and that every bottle is of great quality!

WHAT IS THE BIGGEST MISUNDERSTANDING PEOPLE HAVE WHEN DRINKING WINE?
That all old wines need to be decanted. This is most definitely not the case! Quite often when you decant an older wine you can lose flavour and aroma.

MOST INTERESTING/MOST SUPRISING FOOD/WINE COMBINATION?

Recently I tried a Morgon matched with smoked eel. I think it was incredible and very unusual. Most sommeliers would pair a white wine with an oily fish like this but



the Morgon's flavour profile has high acidity which cuts through the oiliness of the eel.

WHAT'S THE CURRENT STAND OUT EXPERIENCE OF YOUR CAREER?

Without a shadow of doubt, winning the World's Best Young Sommelier in Seoul in 2019!

IF YOU COULD GIVE ONE PIECE OF ADVICE ABOUT WINE WHAT WOULD IT BE?

Don't chill your Burgundy too much!

WHAT'S YOUR FAVOURITE WINE?

I have many favourites. If money were no object, I'd say Mazis Chambertin Bernstein, a Pinot Noir from Burgundy. On a more modest scale, it would be the El Mago Garnacha from Spain.

WHAT'S NEXT FOR MATTEO?

Although I won World's Best Young Sommelier in 2019, I'm now too old at 31 so eligible for the UK Sommelier of the Year competition in July. Then there's the Master Sommelier exam at the end of the year.



Keep it Vintage *with sustainable fashion*

The vintage clothing scene has always been ahead of the curve in London however, with sustainable fashion turning a tide of former brand-new buyers, this trend of recycling old (yet very stylish) clothing has never been more prominent.

Even if you've never been to London, you'll no doubt heard of *Camden Market*, *Portobello Road* & *Brick Lane*. So it's no surprise that these are the most popular destinations for vintage shopping. Thousands flock to these each weekend for truly unique items dating as far as the early 1900s. However, if you fancy avoiding the bargain-hungry crowds, we've got a few alternatives up our (very vintage) sleeves.

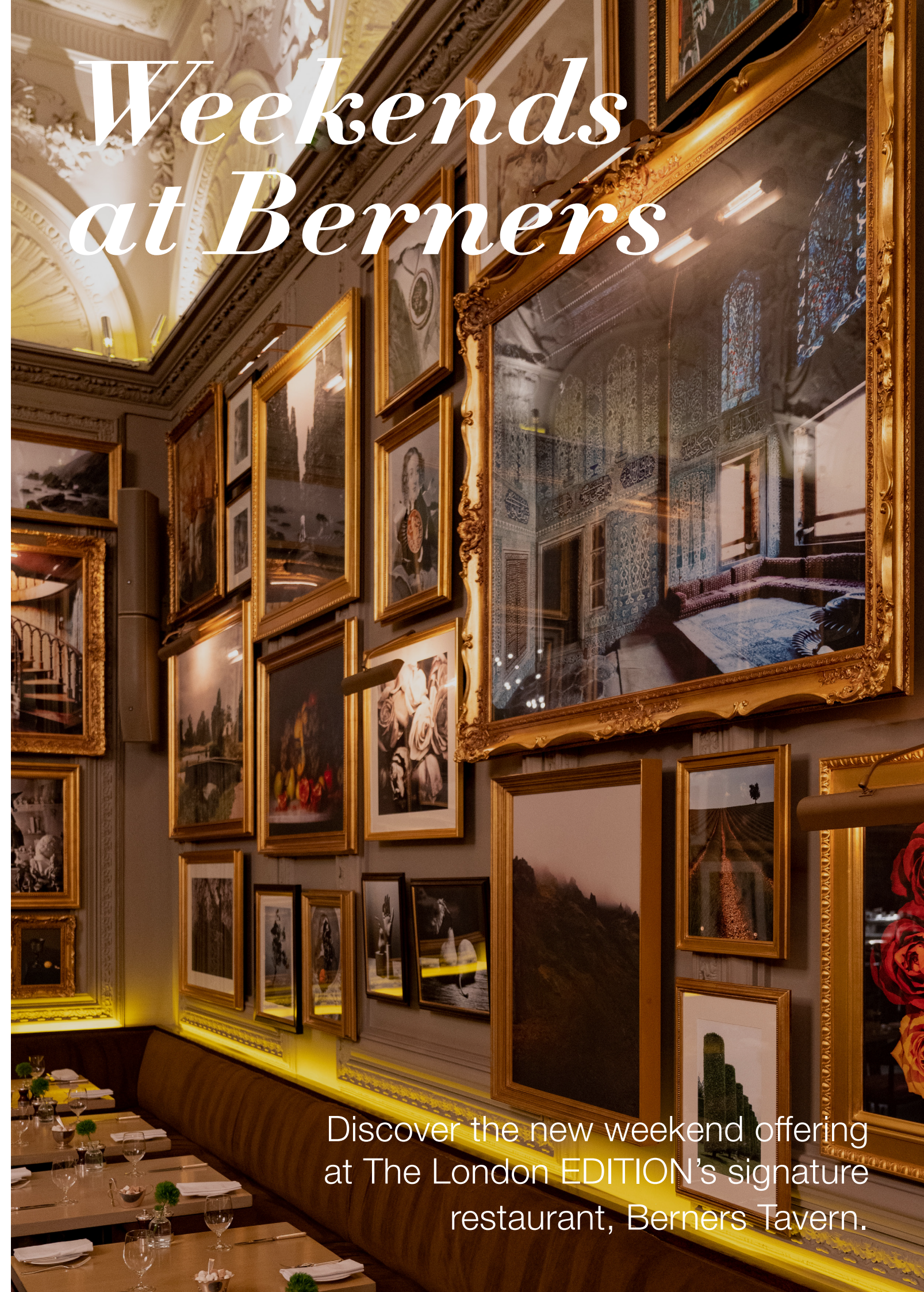
The first point of call would be to look out for the bigger names in London's shopping districts such as *Beyond Retro* & *Rokit*, both boasting various stores across the capital and each with a great selection of everything. These outlets are a great way to begin your retro revolution but in London (as with most things) there is always more to discover.

Why not drop by *Alfie's Antique Market* (London's largest indoor market) in Marylebone and try on timeless gems that you've only ever seen in the movies before dining at its rooftop kitchen with fantastic views over west London? Feeling adventurous? Then perhaps try exploring *Blitz*. This East London giant will be sure to bring out your eccentric side with not

only their selection of clothing but also reclaimed furniture, bikes, books, posters, luggage and more. Or literally step back in time at *Absolute Vintage* where their vast array of footwear is second to none with some items costing as little as £20 a pair!

And if you find something you simply must have but doesn't quite fit, fear not as Hackney store, *Paper Dress Vintage*, specialises in vintage alterations – better still, hang around until sundown when this unique boutique miraculously turns into a bar and occasional music venue.

With shops continuing to pop up all over the capital, no longer does looking good mean having to look like everyone else.



Weekends at Berners

Discover the new weekend offering
at The London EDITION's signature
restaurant, Berners Tavern.



Shula
SPITAL

FOOD & BEVERAGE
MARKETING MANAGER

If you find yourself meandering around Oxford and Regent Streets on a Saturday or Sunday, don't forget about Berners Tavern, tucked in a side street away from the hubbub.

Located around the corner from vibrant Theatreland and shopper's paradise, we think it'll be easy to persuade you to drop in and say hello!

Whether you're an earlier riser or enjoy some extra time in bed after a long week at the office, we've got something you'll love - it could be brunch and a Bloody Mary before a Saturday matinee, a Champagne

Afternoon Tea or a leisurely Sunday roast, accompanied by a robust glass of red wine. It could be all three! Settle in for a minute or two while we share exactly what's on offer.

WEEKEND BRUNCH
We're firm believers that breakfast is the most important meal of the day and love nothing more than to indulge in a decadent brunch after a long lie in on the weekend. That's why we've updated our menu to include a selection of new dishes, some old favourites with a fun Berners Tavern twist.

Think beetroot - cured, home-smoked salmon, served in a croissant with scrambled eggs - or maybe you fancy a completely vegetarian full English breakfast, complete with grilled halloumi, white pudding, portobello mushrooms, tomatoes, sautéed spinach and eggs.

Don't worry though, we've still got the likes of crushed avocado on toast and eggs Benedict for the die hard fans amongst you. Wash it down with juice that's packed full of fresh fruit and you've got breakfast fit for a King (or Queen)!

BLOODY MARY TROLLEY
While you're joining us for breakfast, keep your eyes peeled for a visit from our Grey Goose Bloody Mary trolley.

After years of experience we have learnt that this is the one drink you like customised to your exact tastes - and we've got many, MANY condiments that you can choose from in over a hundred permutations - whether you like yours spicy, salty or smoky.

Choose from our mixed spice blends or create your own with options like kimchi chilli, paprika and soy sauce - to mention just a few.



AFTERNOON TEA
If you've got more of a sweet tooth, then our weekend Afternoon Tea may tempt you further - three layers of treats from our talented pastry team.

On the bottom section, you have a selection of savoury delights which include a toasted crumpet with brown shrimp and caviar and an English mustard and cider cured ham croissant. One level up is the coffee and caramel macaroon, apple and cinnamon tart and a chocolate and hazlenut sponge. It's almost too gorgeous to eat - almost!

Will you work your way up or start on the top with the crowning glory - warm scones with the traditional jam and clotted cream accompaniments? In Devon, the cream is spread first, and the jam atop it - but in Cornwall, the jam is spread first - here's your chance to judge which way you think it's best.



SUNDAY ROASTS
The grand Sunday Roast is somewhat of a custom, where you gather together in the afternoon with your closest friends and family for a feast to discuss and deliberate over the weeks' events. It's often ranked as one of the greatest British traditions, and families often fight over which is the best element of the meal - is it the crunchy roast potatoes, gravy or Yorkshire puddings?

Here at Berners Tavern, we offer something for everyone and all of our meat is sustainably sourced from high welfare British herds and flocks, whether it's Dingley Dell pork belly, Buccleuch Estate roast beef loin, Creedy Carver chicken or lemon sole. We love Yorkshire puddings and know you do too - so on Sundays, these are unlimited. End the week on a high note!



TAP TAKEOVER
For those of you that haven't had the chance to complete the Bermondsey Beer Mile - which is the unofficial but nevertheless remarkable stretch of artisanal breweries and tap houses in London - we've made it a little easier for you. In recent years, there has been a huge influx of London based breweries creating beers influenced by the rich culture and history of our city, taking up residency in arches beneath railways - so to honour this, we've invited a rotating cast of them to take over our beer taps. Each month, we will have a guest beer available on draught at Berners Tavern, including beers from the likes of Brixton Brewery, Anspach and Hobday and One Mile End Brewery. It gives the chance to get outside your comfort zone and try something totally new, chosen especially for the season. Expect Saisons in Spring and Bitters in winter!

From Eco Worrier to Eco Warrior

Nowadays, it's hard not to be eco-conscious and 2020 looks like the year to embrace your inner-green-fingered-plastic-free-zero-carbon-emission-self.

Luckily for us, London is leading the way with environment sustaining projects and we've found a couple of easy ways you, and your groups, can get involved in making London, and the world, a greener place.

PLANT A TREE

Community tree planting projects such as TREES FOR CITIES are great for teambuilding or group day out. With numerous projects all over the capital, these a fantastic opportunity to see unique parts of the city with the added knowledge you're changing spaces for the better.

GO 'PLOGGING'

Derived from the act of *Picking up Litter whilst Jogging*, Plogging (AKA eco-running) originated in Sweden but has swiftly taken off in London. Walk, run or hike whilst pickin up litter. PLOGOLUTION UK has organised plogs all over London from Clapham Common to Hackney, including themed 'plogs' for Halloween and Christmas. For the super keen, there is even an "Ultra-Plog" which involves plogging the length of the river Thames (that's 184 miles in six days!).

JOIN A GREEN GYM

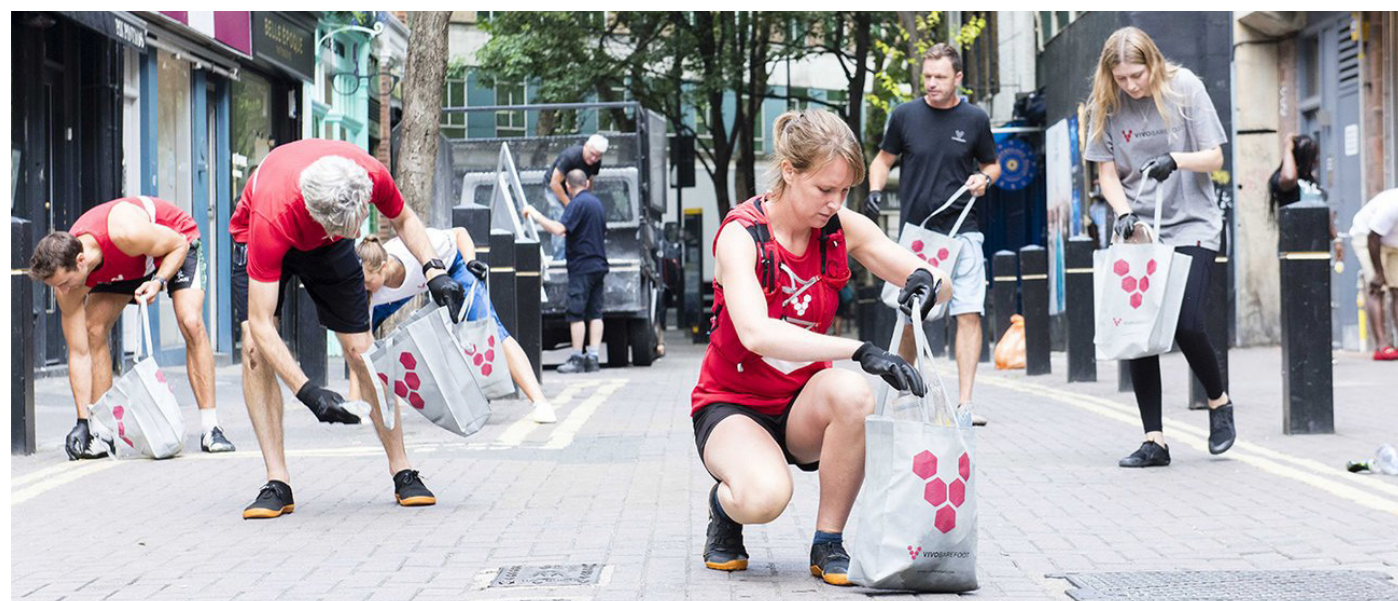
Green Gyms are a new and innovative way to get physically active and make a difference to a local environment. Volunteers get to explore landmark locations, discover hidden green spaces,

improve their health and stamina and learn new skills all whilst enjoying a thorough workout in the great outdoors.

RIDE A BIKE.

Sounds a simple enough idea but not only is it a great way to burn a few calories but has the added benefit of not affecting the environment. Why not take our very own EDITION Tokyobikes for a spin? Enjoy the nearby parks such as Regents Park or Hyde Park or enjoy one of our unique cycling maps allowing you to experience the best shopping and art tours in central London absolutely free!

For more information please visit the following sites:
www.tcv.org.uk/greengym
www.plogolution.com
www.treesforcities.org



12.

Take



to the



stage

Known as the global home of theatre, London's West End has a long and illustrious history as far back as the mid 17th century. And with exciting debuts, acting royalty and returning classics, 2020 is adding a whole new level of stage presence that has got the town talking.

Favourites such as *Hamilton*, *Harry Potter*, *Wicked* and *Book of Mormon* continue to sell out and are great options for those venturing into the West End for the first time. However, it's everything else that's getting us all excited.

Firstly, the array of talented actors coming to the West End this year is incredible. Why not catch Hollywood's Jake Gyllenhal as he returns to West End after 18 years in the award-winning play, *Sunday In The Park With George* at the Savoy Theatre in June.

Other well known names such James Mcavoy, Daniel Radcliffe, Alan Cummings, Richard Armitage and Imelda Staunton are all

treading the boards in the capital this year in everything from hard-hitting dramas to timeless musicals.

And who can contain their excitement that Whoopi Goldberg is reprising her role as the irreplaceable Sister Mary-Clarence in the much loved *Sister Act* as it takes to the West End for the first time.

There's also amazing debuts gracing London's theatre district this year. Jessica Chastain (*Zero Dark Thirty*, *Molly's Game*) is making the leap across the pond in Jamie Lloyd's *Doll House* and future household name, Timothée Chalamet (*Call Me By Your Name*, *Lady Bird*) will be beginning his theatre career in Pulitzer-Prize nominated *4000 miles*.

We'll know film and book titles are also taking to the stage in 2020. Harper Lee's courtroom classic, *To Kill A Mocking Bird* hits the Gielgud Theatre whilst much-loved movies such as *Pretty Woman*, *Life of Pi*, *The Prince of Egypt* and *Frozen*

are all taking on a live form for audiences in London.

And we couldn't talk about the West End without the return of the Les Misérables to its 10 year home, the Queen's Theatre. After a year-long refurbishment, the theatre will be renamed the Sondheim Theatre and will allow a larger audience to witness this spectacle now in its 35th year in the West End.

So be it musical, drama or adaptation, there has never been a better time to and catch a show - and the fun doesn't have to stop there. Why not end your evening with a night cap in either Punch Room or Berners Tavern with both open until 1am?

DID YOU KNOW?

The first ever purpose built theatre in London was built in 1576 and simply named 'The Theatre'. 20 years later, this was dismantled and used to reconstruct what we now know as The Globe Theatre.

13.

Happenings

at The London EDITION

Last year was amazing for exciting events and cultural activations at The London EDITION and this year is already set to be looking even better! And we already have a number of activations and events for guests to get involved in.

First off, for those looking for a stress-free 2020 our resident wellness guru, Lani Rocillo, is returning with WISDOM ROUNDHOUSE to The London EDITION for another series of Sound Baths and Kundalini Yoga.

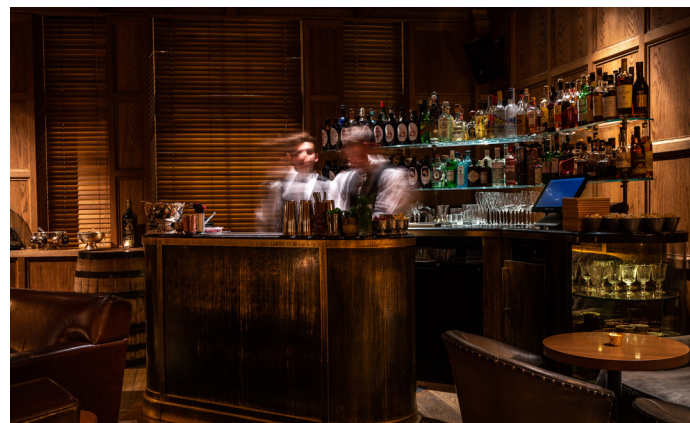
We've also got the very popular

"Introduction to Wine" classes available with our wine maestro, Matteo Montone, helping you understand what to actually do when choosing and tasting wine. Or if you want to take your wine knowledge even further, Matteo will also be leading official WSET Level 1 Wine Award qualification in 2020.

Or, if wine isn't your thing, then why not try one of the Punch Room's weekly Winter Masterclasses instead? Learn how to pour perfect combinations after tasting 5 of our signature punch cocktails (including some hot versions for the winter weather).

And don't forget we've teamed up with city cycle company, TOKYOBike, to have some of our very own EDITION bicycles for guests to enjoy and explore the city absolutely free - simply ask the concierge next time you pass and we'll set you up with everything you need to explore the city.

Be sure to keep an eye out for all the latest updates on what's happening at the hotel via editionhotels.com/london/events/ or follow us on social media at: Instagram - @LondonEDITION Twitter - @EDITIONLondon Facebook - /TheLondonEDITION



PREMIERING SOON

TORANOMON, TOKYO | 2020

REYKJAVIK, ICELAND | 2020

ROME | 2020

DUBAI | 2020

GINZA, TOKYO | 2021

RIVIERA MAYA AT KANAI | 2021

SINGAPORE | 2021

DOHA | 2021

MADRID | 2021

MILAN | 2022

SCOTTSDALE | 2022

LAS VEGAS | 2022

KUALA LUMPUR | 2023

TAMPA | 2023

NASHVILLE | 2023

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