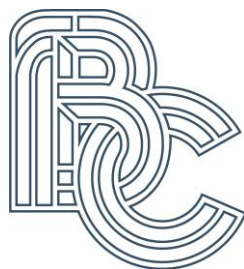




entertainment • lifestyle • music



Celebrate World Book Day on 2nd March at The Bloomsbury Club Bar

“Don’t bother with churches, government buildings or city squares, if you want to know about a culture, spend a night in its bars.” – Ernest Hemingway

For this year’s World Book Day, celebrate in the idyllic surroundings of The Bloomsbury Club Bar with their special literary-inspired menu.

World Book Day, taking place on 2nd March this year, is a celebration of authors, illustrators and of course books. It’s celebrated in 100 countries around the world, and The Bloomsbury Club Bar is delighted to be bringing the festivities to London.

In celebration of this special day, guests are invited to bring a paperback book to The Bloomsbury Club Bar which they can exchange for a literary inspired cocktail. Each book will then be sold to second-hand book shop, Skoob Books, and the proceeds will be donated to Great Ormond Street Hospital.

This special menu, created by Bar Manager Brian Calleja, features five bespoke cocktails, each inspired by various literary legends including; Ernest Hemingway, Dorothy Parker, Oscar Wilde, Anne Sexton and F. Scott Fitzgerald. Highlights include the aptly named *Hemingway Daiquiri*, made with a delicious blend of Havana 3yr, grapefruit juice, lime juice and Luxardo Maraschino along with *Whiskey Sours*, made with Chivas Regal 12yr, lemon juice, gomme, egg white, Angostura bitters and orange bitters. Also available will be F. Scott and Zelda Fitzgerald’s favourite, *Gin Rickey*, among others.

The Bloomsbury Club Bar is a moody, seductive and atmospheric space, creating the perfect backdrop for an evening. Described by BarChick as serving “killer cocktails”, the bar is split into two areas: the main bar and the outer terrace bar. The walls in the main bar area are adorned with artwork and books synonymous with the Bloomsbury Set, with a subtle English colonial influence.

Named by The Spirits Business as “one of the hottest bar openings of June 2016” it has a traditional member’s club feel, allowing guests to relax and enjoy their evening in style. The secluded outside bar resembles a relaxed bohemian space with heated booths lining the exposed brickwork and a canvas of fairy lights covering the ceiling.

In 2015, The Bloomsbury Club Bar launched the hugely successful ‘Club Residencies Project’ which sees its doors open to residencies from some of the world’s greatest bars. To date this has included The Clumsies from Athens and New York City’s critically acclaimed BlackTail. The programme will continue throughout 2017 with The Baxter Inn confirmed to take residence in May 2017.

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This World Book Day cocktail menu will be available 2nd March from 4pm until late

World Book Day Cocktail Menu

Hemingway Daiquiri

Havana 3yr, Grapefruit Juice, Lime Juice and Luxardo Maraschino

Whiskey Sours

Chivas Regal 12yr, Lemon Juice, Gomme, Egg White, Angostura Bitters, Orange Bitters

Absinthe

Classic Serve – Absinthe, Cold Water, Sugar Cube

Gin Rickey

Gin, Lime, Carbonated Water

Martini Dry Twist

Gin, Vermouth

The Bloomsbury Club Bar

Address: 16-22 Great Russell Street, London WC1B 3NN
Telephone Number: +44 20 7347 1222
Website: www.thebloomsburyclub.com
Email: Bar@TheBloomsburyclub.com
Facebook: www.facebook.com/bloomsburyclub
Twitter: @BloomsburyClub
Instagram: @thebloomsburyclub
Design: Alexander Waterworth Interiors
Bar Manager: Brian Calleja
Cuisine: Club Bites
Hours of Operation: 4pm – Late (Monday – Sunday)

For more press information please contact:

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