



DIPLOMÁTICO RUM LAUNCHES THE PALM TERRACE AT THE BLOOMSBURY CLUB BAR THIS SUMMER

Multi award-winning Diplomático rum, from the foothills of the Venezuelan Andes, is bringing the spirit of 'Don Juancho' to The Bloomsbury Club Bar this summer in the form of The Diplomático Palm Terrace. Inspired by a voyage of discovery to the Americas in the 1930's, the Bloomsbury Club Bar's outdoor terrace bar will be transformed into a seductive, palm-decked sanctuary offering guests a bespoke selection of sophisticated tropical inspired Diplomático cocktails, expertly created by Bloomsbury Club Bar, bar manager Brian Calleja.

"I'm excited to be working with the Diplomático team on this summer's palm terrace at The Bloomsbury Club as rum is so popular right now. The transformation will be awesome and I can't wait for people to try the new drinks. Also the weekend DJ brunch sessions are exciting for us too, our first time opening from 1pm!" Brian Calleja.

Diplomático is a family-owned rum inspired by the character of Don Juan Nieto Melendez 'Don Juancho' a 19th century Venezuelan explorer and seasoned traveller who dedicated his life to seeking some of the Caribbean and Americas' finest spirits.

On arrival, guests will venture through a palm leafed canopy to discover a fern-lined cocktail terrace complete with its own Diplomático bar and vintage traveller artefacts. Guests can then sit back and relax with a complimentary iced Diplomático Planas Daiquiri whilst they peruse the selection of contemporary, sustainably considered cocktails that draw on Don the Beachcomber (the founding father of Tiki) and his travels in the Caribbean and South Pacific back in 1930's, akin to those of Don Juancho many years before.

Choose from a classic *REVERSAL OF FORTUNE* a play on an Old Fashioned with Diplomático Reserva Exclusiva, dark chocolate liqueur and orange bitters, the *BANANA BOTUCAL* Diplomático Mantuano, mango syrup, Amber Picon and Fernet Branca or the *RON Y COLA* a deceptive and delicious Diplomático Planas, cola and vanilla syrup topped with Prosecco.



Bespoke bar bites will include Latin inspired dishes including Arepas and classic flavours of South America, created by Byron Moussouris, executive Chef at The Bloomsbury.

The Palm Terrace is open for evening cocktails during the week and will host Saturday brunch DJ sessions with acclaimed vinyl DJ Sam Frankl playing his personal mix of Latin, Bossa and High Life.

The Diplomático Palm Terrace launches at the Bloomsbury Club Bar on Friday 22nd of June to the 31st of August 2018.

Diplomático Palm Terrace at The Bloomsbury Club Bar

16-22 Great Russell Street, London WC1B 3NN

Open Monday to Friday 5pm to 1am, Saturday 1pm to 1am, Sunday 1pm to 12pm

DJ sessions from 1pm – 5pm every Saturday

Groups/Reservations: bar@thebloomsburyclub.com

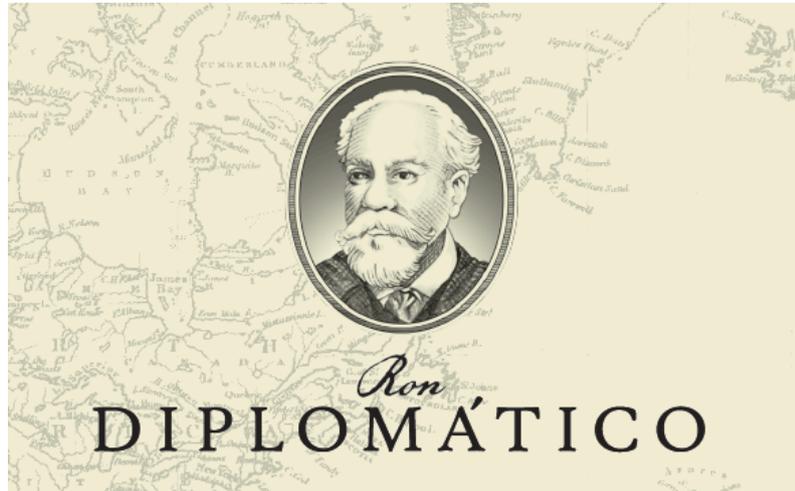
020 7347 1222 | www. thebloomsburyclub.com | @thebloomsburyclub

Diplomático Rum

www.rondiplomatico.com

Planas – Mantuano – Reserva Exclusiva

Available from The Whisky Exchange



For further details or PR enquiries please contact Lucy Francis
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The Diplomático expressions:

Planas – a clear, lightly aged, richly flavoured rum that's charcoal-filtered with notes of tropical fruits, coffee and coconut.

Mantuano – a superbly balanced rum that's aged up to eight years in ex-Bourbon and Malt Whisky oak casks.

Reserva Exclusiva – a super-premium, elegant and complex 12 year old sipping rum that has won multiple awards globally for its unique body and outstanding balance.

Diplomático rum is distributed in the UK by Speciality Brands – www.specialitybrands.com

Diplomático Rum

Created in the foothills of the Andes, Diplomático is recognised as producing some of the finest rums in the world, the portfolio is multi-award winning, hand-crafted and created from sugar cane molasses and honeys. The rums have an elaborate distillation process, are aged in a range of bourbon and whisky barrels and then blended by an expert team of Maestros Roneros.

The Bloomsbury Club Bar

The Bloomsbury Club Bar is a moody, seductive and atmospheric space, creating the perfect backdrop for an evening. Described by Tatler as serving "cleverly conceived new 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 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.