



**Paint the Town Coral This Negroni Week**  
VII Hills Pops Up at The Coral Room



The Coral Room, London's most striking cocktail bar, has teamed up with award-winning Italian dry gin brand VII Hills to create an exclusive Negroni menu to celebrate the centenary of Italy's most famed red aperitif. Available during Negroni Week from 24<sup>th</sup> to 30<sup>th</sup> June, guests can sip on seven limited-edition bold, bittersweet and beautiful Negronis, all made with VII Hills Italian dry gin.

Legend has it that the first Negroni was created at a small café in Florence in 1919. Count Camillo Negroni asked the bartender to fix him a stiffer version of the Americano using gin instead of soda water and thus, a legend was born. As a tribute to the world's most loved cocktail, seven unique serves, all priced at £10, have been created by the Coral Room's talented bar team and include:

**Negroni Classico** - VII Hills Gin, Martini Rosso, Campari

**Negroni Bianco** - VII Hills Gin, Cocchi Americano, Suze

**Coral Negroni** - VII Hills Gin infused with Rosebuds, Cocchi Rosa, Aperitivo Del Professore

**Café Negroni** - VII Hills Gin, Mr. Black Cold Brew Coffee Liqueur, Lustau Rosso

**Negroni al Carciofo** - VII Hills Gin, Cynar, Martini Riserva Speciale Rubino, Orange Bitters

**Negroni Sorbettino** - VII Hills Gin, Rinomato Aperitivo, Rhubarb & Cardamom Soda

**Negroni Tropicale** - VII Hills Gin infused with Coconut & Dried Pineapple, Italicus Rosolio di Bergamatto, Chazalettes Extra Dry

Paying homage to Italy in all its essence, VII Hills uniquely combines seven botanicals found on the seven hills that surround Rome, including Italian juniper, pomegranate, celery, artichoke, blood orange, rosehip and Roman chamomile. Handcrafted by master distillers who use centuries-old methods, the result is a balanced libation with sweet, bitter and blood orange notes that complement the flavours of Italy's iconic cocktail. The perfect gin for the perfect Negroni.

Giovanni Spezziga, GM of The Coral Room & Dalloway Terrace comments: *"I am delighted to connect with my Italian roots and be able to provide our guests at The Coral Room with a true taste of Italy, with an*

*exclusive Negroni menu in collaboration with the Italian dry gin, VII Hills. Being part of the celebrations for 100 years of the Negroni is a great excuse to champion one of my favourite drinks!"*

In true Italian style, kick back in glamorous 20's-inspired surrounds and enjoy an authentic Italian Aperitivo with a VII Hills Negroni in hand. Saluti!

### **The Coral Room**

16-22 Great Russell Street, Bloomsbury, WC1B 3NN

<http://thecoralroom.co.uk>

@TheCoralRoom | @VIIHills

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### **About VII Hills**

Award-winning VII Hills is an Italian dry gin created by mixologists Danilo Tersigni and Filippo Perviero. Uniquely combining seven botanicals found on the hills that surround Rome, VII Hills launched in 2014. Designed for sharing amongst friends and honouring Italian culture, VII Hills is a celebration of the aperitivo hour. The gin has been specially designed to make the a genuine Negroni, which fittingly celebrates its 100<sup>th</sup> anniversary this year.

### **About The Coral Room**

Described by the Evening Standard as a 'hotel bar done perfectly', The Coral Room is a vibrant grand salon bar set in the heart of Bloomsbury. Designed by Martin Brudnizki Design Studios and recently nominated for Best Interior at The GQ Food & Drink Awards 2019, the bar boasts one of the largest English sparkling wine lists in Europe and is overseen by General Manager Giovanni Spezziga - formerly of Scarfes Bar at the Rosewood London. The distinctive coral coloured walls, five beautiful bespoke Murano glass chandeliers and stunning fused glass and marble topped bar mirror the buildings iconic heritage.

Open from 10am daily, The Coral Room provides the perfect setting during the day for guests wishing to meet for breakfast, coffee or a light bite, transforming itself into a lively cocktail bar in the evenings. The versatility of The Coral Room makes it an idyllic escape from the hustle and bustle of Central London.

