Neal's Yard Remedies collaborates with London restaurant Dalloway Terrace and The London Essence Company on an afternoon tea championing biodiversity

This spring, an exciting partnership is taking place between pioneers of ethical beauty and wellbeing Neal's Yard Remedies, premium mixer brand The London Essence Co. and Dalloway Terrace, the popular restaurant located at The Bloomsbury Hotel in London known for its charming outdoor terrace and seasonal British cuisine.

The partnership showcases the commitment shared by the three parties to uphold ethical and sustainable practices in their industries, while championing the preservation of British biodiversity.

Neal's Yard Remedies, pioneers of natural and organic health and beauty, have been dedicated to trading sustainably and ethically since 1981. Crafting natural, efficacious products from their eco-factory in Dorset, the brand has been awarded an ethical score of 100/100 in The Good Shopping Guide for the 9th year in a row, and is celebrating its 15th anniversary as the first UK high street retailer to become certified CarbonNeutral®. The Bloomsbury hotel is dedicated to implementing sustainable measures, and in 2022 received the gold award from Green Tourism and the platinum award from Greengage in recognition of these achievements. Their efforts set a high standard for the hospitality industry in reducing its environmental impact, and the partnerships they form with likeminded brands are symbolic of their ongoing commitment to a greener future. This summer, The Dalloway Terrace drink partner London Essence will be installing its world leading 'Freshly Infused' dispense system, which aims to reduce glass waste: a positive step in promoting more sustainable practices in the food and beverage industry.

Featuring fresh British produce and sustainably sourced ingredients, guests will be able to enjoy a truly delicious experience with the Neal's Yard Remedies co-branded afternoon tea. A highlight of the menu is Neal's Yard Remedies' exclusive organic herbal tea blend, Lemon Balm & Elderflower Biodiversitea. Crafted using the finest British-grown ingredients, this bee-friendly botanical infusion includes a relaxing blend of elderflower, lime flower, fennel seed, camomile and lemon balm. Plus, if guests are looking for a little more punch with their beverage choices, The London Essence Company is offering its range of exquisite mixers full of beautifully balanced botanicals for a delicious seasonal cocktail menu, with the addition of Neal's Yard Remedies' Organic Rosebuds in the Rose & Jasmine non-alcoholic cocktail.

Guests can enjoy afternoon tea delights that incorporate bee-friendly ingredients, such as a Wild English Strawberry and pollinator-friendly Elderflower Tartlette, and Scones with Scottish Raspberry Jam supplied by Heather Hills Farm, made using Perthshire Cascade Delight Raspberries pollinated by the supplier's bees.

Aligned with Neal's Yard Remedies commitment to ethical practices, the chefs at Dalloway Terrace have incorporated locally sourced products and ingredients, such as artisan bread from Millers, the artisanal bakers from South West London. Their cheeses are sourced from British cheesemonger, Paxton & Whitfield, and the infamous chocolate delice uses chocolate ethically sourced by Original Beans.

In support of Neal's Yard Remedies' pioneering Save the Bees campaign, which has raised over £300,000 for bee-friendly causes through donations since 2011, £1 from every Afternoon Tea will be donated to The Bumblebee Conservation Trust, the only charity dedicated wholly to saving the UK's bumblebees.

Anabel Kindersley, Co-Owner of Neal's Yard Remedies said of the partnership: *"We are thrilled to partner with Dalloway Terrace to create this limited-edition Afternoon Tea that not only delights the senses but supports our commitment to promoting biodiversity and protecting our pollinators, with £1 from every Afternoon Tea going towards The Bumblebee Conversation Trust, who are dedicated to supporting the UK's bumblebees and their habitats. With a floral backdrop inspired by some of the pollinator-friendly plants grown within our organic gardens and meadows at our eco-factory in Dorset, we hope to inspire guests to learn more about the importance of biodiversity and join us in our mission to create a healthier planet."*

Ounal Bailey, Co-Founder of The London Essence Co. said of the partnership: *"We are delighted to be working with Dalloway Terrace and Neal's Yard Remedies to bring our world leading 'London Essence Freshly Infused' system to Dalloway Terrace's al fresco space. Our joint ambition for delivering exquisite drinks with the purest flavours whilst reducing waste is incredibly important, and this technology helps us achieve significant sustainability benefits, whilst allowing consumers to enjoy our elegant cocktails this summer".*

Susanne Traudt, GM of the Dalloway Terrace said of the partnership:

"We are delighted to be partnering with not one, but two, exceptional local London brands that are as committed to celebrating nature and sustainability as we are at The Bloomsbury. In addition to our beautiful botanical installation, our passionate team have crafted an exciting new Afternoon Tea menu and a selection of cocktails and non-alcoholic serves for guests to savour on our idyllic terrace this summer."

As part of their collaboration, a bespoke floral installation on the terrace has been designed by Nikki Tibbles, founder of one of the most celebrated British luxury florists, Wild at Heart. Putting sustainability at the heart of their business, Wild at Heart florists work to strict forecasts ensuring there is little to no waste of products. Steps have carefully been installed so that any waste generated is recycled or reused, which is why the co-branded Dalloway Terrace installation has been designed to use a selection of repurposed silk wildflowers.

The floral installation draws inspiration from London Essence botanical mixers and Neal's Yard Remedies home-grown, pollinator-friendly flowers and herbs within their organic gardens at their eco-factory in Dorset, including rosemary, elderflower, lavender and camomile. The terrace transformation captures the essence of a beautiful spring or summer's day in an English garden, connecting customers with nature in the heart of a bustling city for a unique and memorable experience. Furthermore, the floral installation highlights the perfect synergy between the partners in their commitment to using natural and botanical ingredients in their respective products.

The Dalloway Terrace x Neal's Yard Remedies afternoon tea and floral installation will be running for 3 months from 18th May 2023. The afternoon tea is priced at £45 per person and available between 1pm and 4pm.

For further information please contact nealsyardremedies@tracepublicity.com

Notes to Editor:

About Neal's Yard Remedies

Established in 1981, Neal's Yard Remedies is a modern apothecary creating award-winning natural and organic health and beauty. From small beginnings in a quiet corner of Covent Garden, the brand is now a global leader with a growing presence across five continents but remains grounded in its belief that outer beauty and inner health should be perfectly balanced. Neal's Yard Remedies uses the highest possible percentage of organic ingredients, ethically sourced herbs, botanicals, and essential oils, handcrafted at their eco-factory in Dorset into potent blends of love, science, and nature. www.nealsyardremedies.com | @nealsyardremedies

About The Bloomsbury:

The Bloomsbury hotel is a 1928 Sir Edward Lutyens, Grade-II listed building originally modelled on Queen Mary's doll's house and part of the Irish family-owned Doyle Collection. The hotel was redesigned in 2017, following a multimillion-pound investment programme led by Bernie Gallagher, Chairman of The Doyle Collection, in collaboration with Martin Brudnizki Design Studio – the internationally acclaimed interior architecture and design studio. The Bloomsbury comprises 153 stylish suites and rooms, with playful interiors, statement wallpaper and homely touches. The suites boast literary-inspired amenities, mini in-suite libraries, free-standing roll top baths and Italian marble bathrooms.

Committed to sustainable practises, The Bloomsbury Hotel proudly holds the prestigious and industry recognised awards: **Gold award from Green Tourism** (2022) & **Platinum award from Greengage** (2022)

About the Dalloway Terrace:

Dalloway Terrace is named after the eponymous character penned by Virginia Woolf, an author whose name will forever be associated with Bloomsbury. Dalloway Terrace is an elegant, poetic, and quintessentially English space. Set in the heart of the historic and vibrant Bloomsbury, London's literary centre, the beautiful indoor-outdoor space famously undergoes seasonal changes and is accompanied by a fresh, frequently updated menu and beautiful floral installations. Fully heated and covered, this year-round destination restaurant promises the peace and charm of a secluded secret garden in the winter, and provides a light, elegant alfresco offering in the spring and summer months. www.dallowayterrace.com | @dallowayterrace

About The London Essence Co.:

In 1896, the founders of The London Essence Company began to develop exquisite essences for the city's finest perfume houses. Informed by this innovative heritage, The London Essence Company today creates luxurious drinks with the purest flavours derived from quality ingredients. An ensemble of botanicals is artfully selected by their team of flavour experts and gently distilled until their true essence is captured. The result is a premium mixer that doesn't cloak the flavour of the spirit it accompanies but rather accentuates it.

London Essence's 'Freshly Infused' dispense system is a sustainable and stylish way to serve its range of globally renowned tonics. The innovative technology creates exquisite mixers, freshly infused with distilled botanicals at the point of dispense. Alongside significant sustainability benefits, this innovation results in 96% less packaging, a reduction in water and transportation costs, and result a reduced carbon footprint. Preview of the tap here: Tonic on Tap | Draught Tonic | The London Essence Company

Dalloway Terrace commitments to sustainability:

- **Drinks:** In May the Coral Room and Dalloway Terrace are opting for ecoSPIRITS – the World's First Low Carbon, Low Waste Spirits Distribution Technology. ecoSPIRITS is an innovative closed loop distribution system that nearly eliminates packaging waste in the premium spirits supply chain. By dramatically reducing packaging and transport costs, ecoSPIRITS provides both a powerful cost advantage and a transformative carbon footprint reduction.

- **Food:** We strive to source all our fish and seafood from sustainable sources. Our beef is matured on the bone for a minimum of 30 days and is sourced from British heritage breeds reared in Surrey, Cornwall, Scotland, and The Welsh Valleys. We use free-range and Red Tractor-certified poultry from Norfolk and Suffolk, whilst our cheese is sourced from Paxton & Whitfield, based in Jermyn Street. Our trusted fruit and vegetable suppliers work closely with British producers and source all our seasonal produce for our menus, forming a 'field to fork' relationship with chefs. Honey and Jam is from supplier Heather Hills Farm.

- **Rooms:** Online check-in available, paperless e-billing, electric chauffeur driven cars available, linen and towelling reuse program, card operated lighting system in all guest rooms, motion sensor/timed lighting within staff areas, all paper used within the business is recycled, all slippers wrapped in wheat grass wrapping, all bathroom amenities are recyclable, in room coffee ethically sourced and pods are recyclable, recycling inserts are in place in all guest rooms to facilitate guest recycling.

- **Electricity:** 100% electricity provided from renewable sources, we employ a live monitoring system to continuously review power, gas, and water usage, 95% LED lighting through the property, asset replacement strategy focus on energy efficient equipment.

- **Waste:** 100% diverted from landfill and the Hotel recycles the following: cardboard, glass, mixed recycling, oil, batteries, printer cartridges, electronics & food.

Neal's Yard Remedies Save the Bees campaign:

- In 2011, the business launched its Save the Bees campaign and has raised over £300,000 for bee friendly causes through sales of its Bee Lovely collection, helping to save over 56 million bees through charity partnerships over the past decade.

- Anabel Kindersley is leading a coalition of over 100 British brands and organisations including British Beauty Council, Yeo Valley, Lush, Weleda, The Body Shop and Walpole, as well as Friends of the Earth, The Wildlife Trusts and the RSPB, calling on the government to set meaningful targets to reduce pesticide usage in a bid to reverse the dramatic decline in pollinator populations seen over the last decade.

- Last year, Anabel Kindersley became a member of the Advisory Committee at Sustainable Beauty Coalition (SBC), a group of industry experts formed by the British Beauty Council working together to help drive positive change within the UK's beauty sector.