



- The Negroni Salon at The Lanesborough -

London, September 2025 – This Autumn and in celebration of Negroni week, The Lanesborough, London’s distinguished Regency landmark hotel, will unveil The Negroni Salon, an intimate new bar concept dedicated to Italy’s most stylish cocktail.

A sophisticated tribute to the Negroni’s enduring legacy, The Negroni Salon invites guests to discover both the timeless classic and inventive new interpretations, each crafted with the flair and precision of The Lanesborough’s award-winning mixology bar team.



The menu will feature:

- Classic Negroni – The Italian icon, with gin, vermouth rosso, and Campari, served over ice with a fresh orange twist.
- Breakfast Negroni – A bold, coffee-driven blend of Tequila Cristalino, mezcal, Campari and vermouth.
- Spiced Negroni – A fiery twist, enhanced with chilli, Campari, gin and vermouth.
- Smoked Negroni – A whisky-based interpretation with peated single malt, offering a rich Boulevardier-style experience.
- Long Negroni – A lighter, refreshing version with Campari, rose & gin, paired with Crodino.

All Negronis are priced at £23, while the Negroni Flight – a curated trio of smaller serves – will be available at £45 per person, perfect for those wishing to explore the collection.

Complementing the cocktails is a selection of Italian-inspired snacks, including marinated olives, salted almonds, truffled chips, and a wider selection of Italian bites – the perfect accompaniments for aperitivo hour.

“The Negroni is a cocktail that embodies style, heritage and conviviality,” says Managing Director, Stuart Geddes, “With The Negroni Salon, we wanted to create an elegant yet playful space where guests can celebrate this timeless classic in both traditional and unexpected ways.”

Set against The Lanesborough’s opulent backdrop of The Great Hall, The Negroni Salon blends Italian charm with London sophistication, making it a refined new destination for pre-dinner gatherings, late-night drinks, or simply indulging in the art of aperitivo. The Negroni Salon is also available for private hire for private events, social gatherings and festive parties.

The Negroni Salon will officially open its doors during Negroni Week on the 25th September and then from the 6th October onwards.

About The Lanesborough

With its enviable location at the heart of London, in prestigious Knightsbridge, and panoramic views of Hyde Park, The Lanesborough has long been considered one of the world’s most luxurious hotels. The Lanesborough’s legacy lies with it having been built on the former home of Viscount Lanesborough and remains one of London’s most revered Regency landmarks. Following its re-opening in summer 2015, the hotel’s elegant surroundings, exquisite cuisine, unsurpassed attention to detail and world-renowned service are second to none. The Lanesborough captures the sense of a grand residence and offers 93 guest rooms, including 48 suites, and a

personal butler service for all guests. Oetker Collection manages the hotel, bringing their expertise to the United Kingdom for the first time. www.lanesborough.com

For more information and to book, visit Lanesborough.com/Lanesborough.com
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