



INCEPTION
GROUP

A Decade of Experiences

**CREATING UNIQUE AND
MEMORABLE EXPERIENCES**

PROFILE 2019

ABOUT INCEPTION GROUP

Inception Group is a collection of unique bars and restaurants operating a multitude of different brands including Barts, Maggie's, Bunga Bunga, Cahoots and Mr Fogg's. We were founded in 2009 by Duncan Stirling and Charlie Gilkes with a mission: 'to create unique and memorable experiences' for our customers.

Our current group turnover is circa £26m per annum and we operate all of our venues from our headquarters in Victoria, with a centralised team including operations, marketing, events, reservations, finance, branding and design.

We have developed excellent working relationships with major drinks brands including the likes of Moët Hennessy, Bacardi Brown-Forman and Diageo, who have heavily invested in our existing portfolio to date.

We take our licensing objectives incredibly seriously and we have built strong and long-lasting relationships with major councils including Westminster, Wandsworth, Camden, RBKC and City of London.

We are actively seeking more A3/A4 opportunities throughout London in order to develop new concepts, as well as finding suitable sites for 'spin-offs' of our existing brands. Please note we are very much a 'collection' and NOT a 'chain', meaning that no two of our venues are the same.

We have been positively profiled in the consumer, trade and business press, and our founders have been included in lists such as GQ's '100 Most Connected People' and The Evening Standard's '1000 Most Influential People' over the past seven years.

References available on request.

London Evening Standard



"... the entrepreneurial double-act behind some of West London's most popular haunts tell me they're "obsessed with detail"."

BBC



"The days of complacency are over. Just being able to open a bar and serve any old drink and expect it to do well is increasingly hard now, you've got to offer something more." – **Charlie**

Forbes



'... with three new Mr Fogg's opening, it makes us even more excited for what is to come in 2019?' – **Charlie**

MONEY WEEK



'Now there are more bars trying to copy that style, but back then we were the first in London?' – **Charlie**

THE SUNDAY TIMES



'If you don't fully understand what you are going to do then it's hard to expect the consumer to get it?' – **Charlie**

The Telegraph



"Gilkes and Stirling specialise in creating weird and wonderful concept bars."

LOCATIONS

OUR VENUES

Twelve venues, ten locations, across London



13 Kingly Court,
W1B 5PG



48 Newman Street,
Fitzrovia, W1T 1QQ



167 Drury Lane,
WC2B 5PG



37 Broadgate
Circle, EC2M 2QS



1 New Street,
WC2N 4EA



1a Bedford Street,
WC2E 9HH



58 St. Martin's
Lane, WC2N 4EA



15 Bruton Lane,
W1J 6JD



329 Fulham Road,
SW10 9QL



37 Battersea
Bridge Road,
SW11 3BA



Chelsea Cloisters,
Sloane Avenue,
SW3 3DW





MR FOGG'S Residence

"The home of the famous British adventurer"

WHAT IS MR FOGG'S RESIDENCE?

Mr Fogg's is modelled on the fictional Mayfair house in which Phileas Fogg would have lived after travelling 'Around the World in 80 Days'. The bar is refined but at the same time truly off-the-wall, breathing liveliness and fun into the West End. Guests are able to encounter all the wonders of the world without setting foot outside of London.

A small plaque marks the door with Victorian lanterns hanging outside and the interior is modelled on the eccentric explorer's period drawing room, laden with artifacts and trinkets collected from his travels. The walls are adorned with everything from skis, snow shoes to a full sized hanging hot air balloon. Outside there is a botanical terrace with a retractable roof.

Mr Fogg's provides an elegant global drinking adventure on each occasion. Rare and unusual products and ingredients are sourced continually, from each continent, seeking to open up guests' imaginations and palates to new and daring combinations. The menu is a unique interpretation of 'Victorian Cocktailian Culture', with many classics from that era being revived with a modern twist. There are also sharing drinks straight out of the pages of Jules Verne's novel, served in the form of globes, steam trains and antique punch bowls. Substantial bar snacks are available every day and we serve a Victorian afternoon tea on Saturdays.

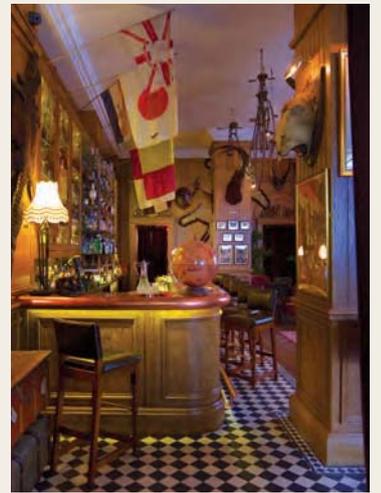
LOCATION

15 Bruton Lane,
London,
W1J 6JD

OPENING HOURS

Mon - Fri
4.01pm - 2.01am
Sat
1.31pm - 2.01am
Sun
3.01pm - 12.01am







MR FOGG'S Tavern

"The tavern of the famous British adventurer"

WHAT IS MR FOGG'S TAVERN?

Whilst traversing the globe, fictional adventurer, Phileas Fogg received a telegram informing him that his beloved aunt, the celebrated actress, had left her enchanting pied-à-terre on St Martin's Lane to Phileas in her will. Duty bound, he honoured his aunt's dying wish, permitting her life-long housekeeper, Fanny McGee, to create a 'tavern' for her friends and theatrical acquaintances downstairs, whilst keeping the upstairs salon as a much needed refuge for himself and friends.

The ground floor Tavern features nineteenth century artifacts adorning the walls and ceiling. Staff in traditional overalls serve up real ales, batch brews, 'mother's ruin' gin cocktails and grog in traditional tankards and pewter cups. Weary travellers are able to tuck into honest fare served throughout the day and evening.

With a discrete separate entrance, the Gin Parlour features one of the largest selections of gins and tonics in London, served with your choice of botanicals in a large balloon glass. The Salon is just as the lauded actress left it, featuring Aunt Gertrude's theatrical props and old scripts as well as ornate glass chandeliers.

LOCATION

58 St. Martin's Lane,
London
WC2N 4EA

OPENING HOURS

Mon - Thurs
12.01pm - 11.01pm
Fri - Sat
12.01pm - 11.31pm
Sun
12.01pm - 10.31pm







MR FOGG'S Gin Parlour

“The London Gin Parlour of the British adventurer, Phileas J. Fogg, Esq.”

WHAT IS MR FOGG'S GIN PARLOUR?

Located just above Mr Fogg's Tavern sits the quaint Gin Parlour. It houses an impressive plethora of gins, tonics and botanicals. The refined space boasts a collection of over 200 gins, from known favourites to rare and uniquely selected gins. Next to the gin room lies the parlour, which features beautiful and traditionally upholstered furniture, alongside eclectic trinkets adorning the surrounding walls. Our Gin Safari offers expert tuition on a selection of gins. Expect exquisitely made cocktails, alongside seasonal small plates and plenty of other Victorian delights.

LOCATION

1 New Row,
Covent Garden,
London,
WC2N 4EA

OPENING HOURS

Mon -Thurs
4.01pm - 11.31pm
Fri
2.01pm - 12.01am
Sat
1.01pm-12.01am
Sun
1.01 - 11.01pm







MR FOGG'S

HOUSE of BOTANICALS

“The home to Mr Fogg’s vast collection of exotic flora and fauna collected on his travels”

WHAT IS MR FOGG’S HOUSE OF BOTANICALS?

Boasting giant feature windows and adorned in exotic flora and fauna, the stunning House of Botanicals is located on the corner of Newman Street, in the heart of Fitzrovia. It features all the quirks and intricacies of a Mr Fogg’s venue, but with light and bright decor, high ceilings, tall windows and tropical influences across two floors, allowing guests to temporarily escape the hustle and bustle of the city.

Guests can enjoy light bites on the ground floor inspired by exotic botanicals and plantlife from around the world, or venture up the grand spiral staircase for signature cocktails from the floral-inspired ‘Language of Flowers’ menu. Perfect for intimate gatherings, the beautiful and fragrant Glasshouse showcasing samples of some of the most prized selections of Mr Fogg’s botanical collection, featuring tall potted plants and shelves brimming with exotic plant life.

LOCATION

48 Newman Street,
Fitzrovia,
London,
W1T 1QQ

OPENING HOURS

Mon - Sat
12.01pm - 12.01am

Sun
12.01pm-10.01pm







MR FOGG'S

SOCIETY of
EXPLORATION

“A cocktail bar inspired by the spirit of Victorian travel and adventure”

WHAT IS SOCIETY OF EXPLORATION?

The Society of Exploration is located just a stone's throw away from Charing Cross station, where Phileas J. Fogg embarked upon his infamous journey around the world. A place of exploration and adventure, guests can enjoy adventurous cocktails and small plates, surrounded by wood-paneled walls and shelves laden with eccentric artefacts. Perfect for intimate gatherings, the Map Room houses an impressive collection of antique maps, travel books, souvenirs and more. Alongside the bar lies the Train Carriage – the life-size model of a Victorian train carriage is complete with banquette seating, brass lamps and windows overlooking the bar area.

Inspired by the spirit of revolutionary experimentation in the British Industrial Revolution, Mr Fogg's Mechanical Mixologist is the centrepiece of the venue. An automated cocktail-making machine that sits proudly in the centre of the main back-bar, the Mechanical Mixologist creates twists on Negronis at the push of a button.

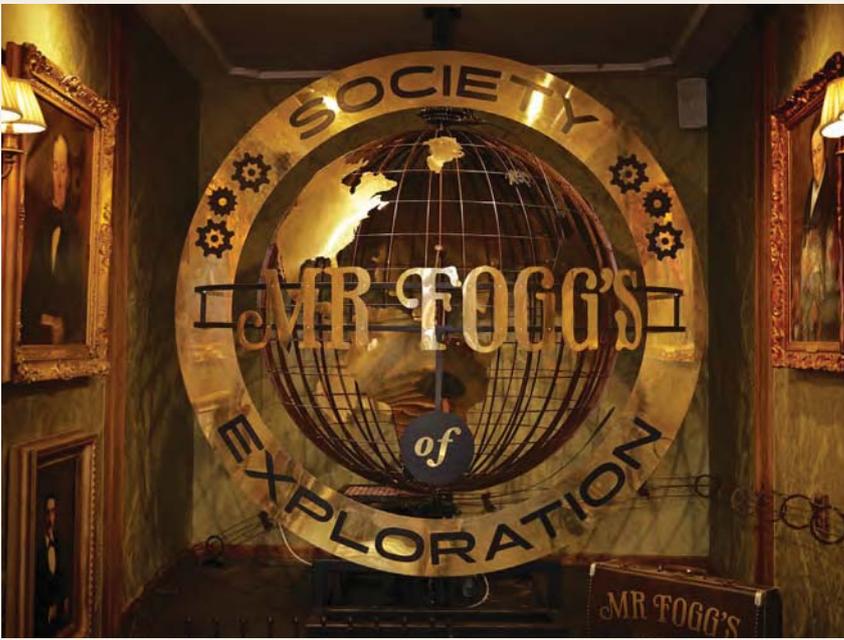
LOCATION

1A Bedford Street,
London,
WC2E 9HH

OPENING HOURS

Mon - Fri
4.01pm - 12.01am
Sat
1.01pm - 12.01am
Sun
4.01pm - 11.01pm







MRS FOGG'S

Maritime Club & Distillery

*“A cocktail bar for the adventurous inspired by
Mr Fogg’s Indian wife, Aouda”*

WHAT IS MRS FOGG’S MARITIME CLUB AND DISTILLERY?

Mrs Fogg’s is located in the heart of the City and is inspired by Mr Fogg’s better half - his Indian wife, Aouda. On the ground floor sits the Maritime Club, which pays homage to India with a ceiling covered in flag bunting and furnishings. The Maritime Club is a space where weary sailors or thirsty patrons can dock their boats, wet their whistles, and even take a seat in the Club’s lifeboat without needing to book. Anchored next to the Club is the life-size Rangoon Steamer. Complete with beautiful curtained compartments and equipped with its own bar, passengers can board the ship and step back in time onto the steam ship that Aouda and Phileas Fogg used to return to London themselves.

Mrs Fogg’s serves beautifully fresh and fragrant Indian-inspired delicacies all day long and features a drinks menu, which pulls on wonderfully exotic flavours that pack a punch. Hidden away below deck is The enGINne Room and Distillery. Below deck is where the crew play havoc, as precious cargo is unearthed by the Stowaways and the floor is transformed into a speakeasy-style bar with live entertainment. Guests can revel on the main floor, or for some privacy can frolic with friends in The Engine Room, which houses the The Distillery - an industrial beauty and a vision of Victorian innovation. This fully-functioning machine creates Mrs Fogg’s very own gin elixir.

LOCATION

37 Broadgate Circle,
London,
EC2M 2QS

OPENING HOURS

Mon - Tues
11.01am - 11.01pm
Wed
11.01am - 12.01am
Thurs - Sat
11.01am - 1.01am





PRESS

MR FOGG'S COLLECTION

Condé Nast
Traveller



“While the convincingly set-designed Mr Fogg’s is styled on the imaginary home of Jules Verne’s globetrotting hero, with its hot-air balloon, antiques and pith helmets”

easyJet



“This newly opened libatory homage to Jules Verne’s fictional explorer, Phileas Fogg, has a thrilling secret: an upstairs gin parlour with a separate entrance. This Victoria-themed den provides a snug respite from the West End crowds”

London
Evening Standard



“Sister to the original Mr Fogg’s in Mayfair, Mr Fogg’s Tavern is part pub, part hidden drinking salon. The Phileas Fogg theme continues, with downstairs a Victorian tavern and upstairs both a gin parlour, which features more than 88 gins, and a refined cocktail lounge.”

GQ



“Mr Fogg’s Tavern doesn’t do things by halves and St Patricks Day is no exception. Their notorious proprietor, Phileas Fogg, has developed three limited edition cocktails, including a particularly potent Four Leaf Clover.”

MailOnline



“Top London cocktail bar frequented by Sir David Attenborough reveals how to make tipples inspired by intrepid travels.”

The Telegraph



“Mr Fogg’s Gin Parlour- How Instagram saved the great British afternoon tea. OpenTable figures have confirmed a surge in popularity of afternoon tea”

BuzzFeed



“Mr Fogg’s is a grown-up cocktail bar that still has a sence of fun”

MAYFAIR TIMES



“While the Fogg’s brand is very British. I think the sense of travel and the global nature of Phileas Fogg opens up a lot of possibilities.”

THE NUDGE



“A bi-level funhouse overflowing with interesting objects from Phileas Fogg’s travels”

AWARDS

Inception group have won numerous awards and set out below are some of the more notable ones:-



Inception Group has won the London Lifestyle award for London Hospitality Group of the Year for the third year in a row. The company won the accolade ahead of companies such as Caprice Holdings, London Cocktail Club, Milk & Honey and D&D Group. The awards showcase the best of London and achievements throughout the lifestyle industry.

London Stock Exchange's list of 1000 companies

Inception Group has been included – for the 2nd year in a row – in the London Stock Exchange's list of 1000 companies to inspire Britain.



Inception Group named one of Britain's Top 100 Companies in The Sunday Times Virgin Fast Track 100 Programme



Award-winning hospitality group, Inception Group has been ranked in the top 50 of Britain's top 100 companies with the fastest growing sales in the prestigious Sunday Times Virgin Fast Track Awards.

GQ AWARD FOR BEST FOOD AND DRINK



MR FOGG'S WINS BEST PUB BRAND/CONCEPT AT THE PUBLICAN AWARDS 2019!

By Eleni Christofi | March 13, 2019 | March 21st, 2019 | News

We are delighted to announce that Mr Fogg's has won Best Pub Brand/Concept in the whole of the UK at the industry's biggest awards – The Publican Awards! Honouring the best within the pubco sector, the awards took place at the Battersea Evolution in London, recognising and awarding excellence across the UK by top industry experts.

With three new venues opening across London last year, the Mr Fogg's brand is renowned for its unique and eclectic hospitality concept inspired by Jules Verne's character, Phileas J. Fogg, in his novel *Around the World in Eighty Days*. Other bars that were nominated in this category include The New World Trading Company, Stonegate Pub Company and Pizza, Pots & Pints.

On winning the award, Charlie Gilkes (co-founder of Inception Group) says: 'We are so honoured and delighted that Mr Fogg's has been recognised as the Best Pub Brand/Concept in the UK at the prestigious Publican Awards. We are committed to continue building an interesting collection of bars for the adventurous with a real focus on providing a unique and memorable experience.'



INCEPTION GROUP WINS ICONS OF GIN AWARDS!

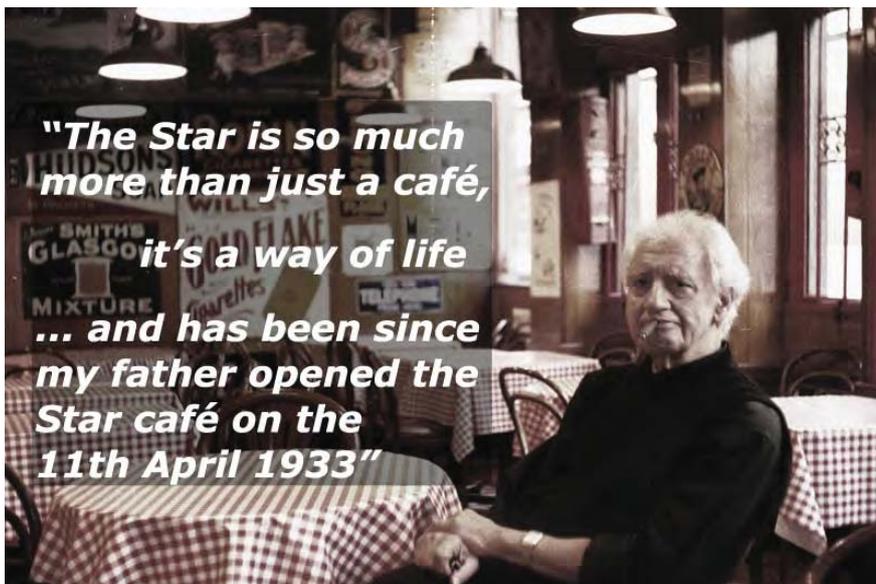
By Eleni Christofi | March 6, 2019 | March 21st, 2019 | News

We are very proud to announce that Inception Group has WON 'Bar Group of the Year' in Gin Magazine's Icons of Gin awards 2019! Well done to Giovanni Magliaro, Bar Manager of Mr Fogg's Tavern & Gin Parlour, and the rest of the team for their hard work and efforts in achieving the award.

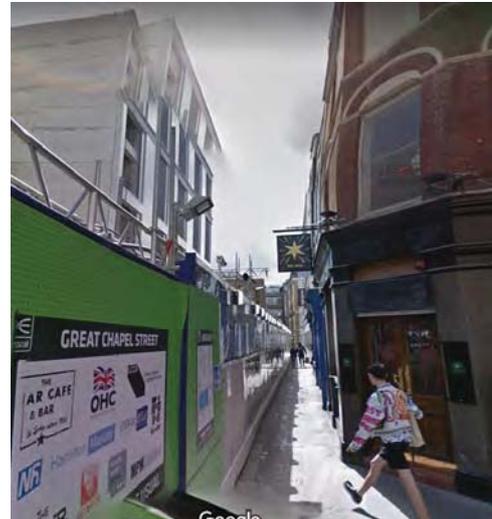
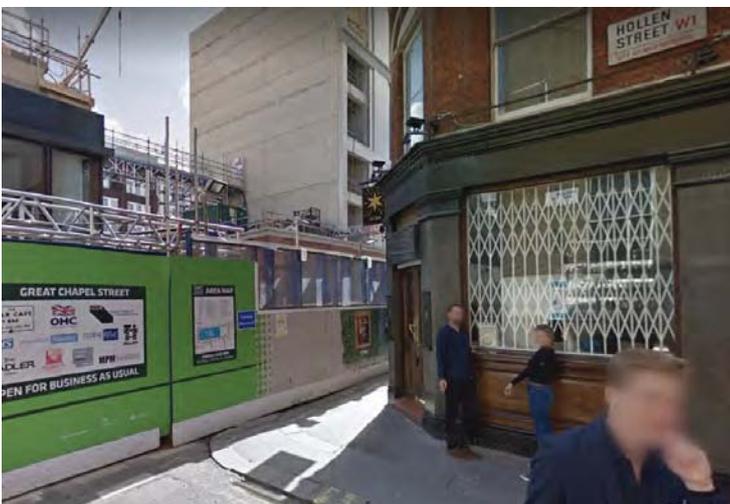
Located in the heart of Covent Garden, Mr Fogg's Gin Parlour stands proudly as home to one of London's largest and most eclectic collections of gins, tonics and botanicals, with a variety of over 150 gins!



THE STAR CAFE



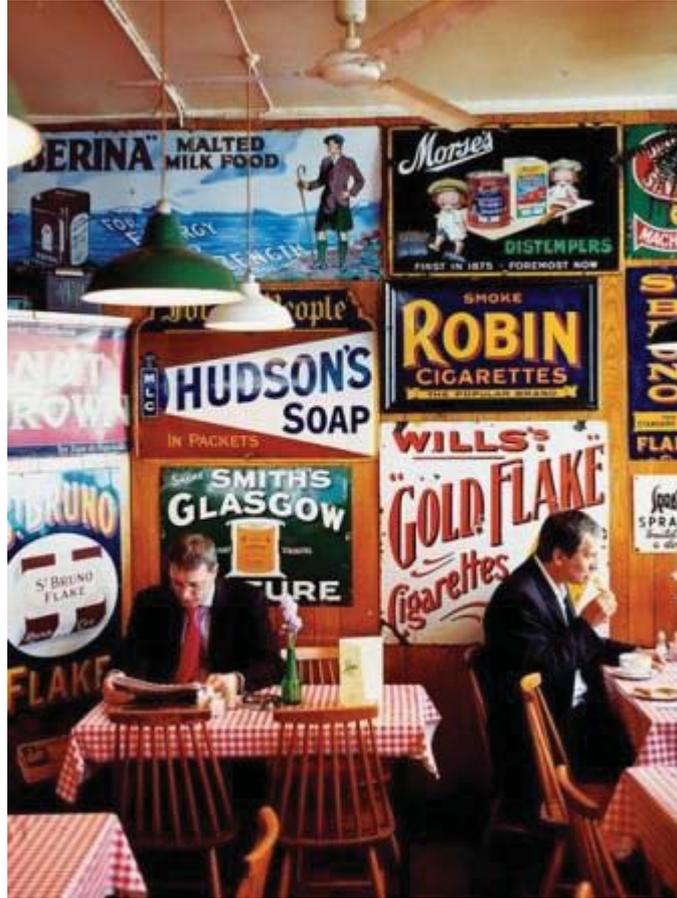
THE CROSSRAIL HOARDING



GOODBYE MARIO, AND THANKS FOR ALL THE TEA

LONDON

13TH AUGUST 2014



The Star Cafe, Soho, has always been in my life. I went there for a calming cuppa and fry-up before my first job interview, and have taken friends there over the years to do the same thing for them. Mario Forte, rarely found without a cigar in his mouth, worked there all his life too, bellowing behind the counter, complaining about the staff, chivvying the customers. The decor had never changed – it consisted of gingham tablecloths and tin signs nailed to the walls advertising Lyons tea, Colman's mustard, Hudson's soap, Robin cigarettes and Spratt's dog biscuits.

Pop, Mario's Dad, had it before him, from 1933 in fact, and it remained a Soho institution through the 20th century. Its menu had dishes named after the producers and agents who used the joint, and it was always full of an odd mix of movie celebrities and workmen. More recently, the Crossrail project wrecked its business by putting hoardings all around it, so Mario beat the odds by opening in the evenings as a gin bar called The Star At Night.

Mario died in May, and we all miss him dreadfully. I hope this means that the Star Cafe will continue, but what's the betting it will become another Tesco Metro? This year's Soho Waiters' Race was in his honour.

See under 'Star Cafe' on this blog for another article, written earlier.

ABOUT THE LONDON GIN CLUB



The London Gin Club

As dedicated gin drinkers, we set up **The London Gin Club** in March 2012 so fellow gin-o-philes could come and enjoy exceptional gins in our relaxed soho bar.

On a constant quest for fine and remarkable gin we have over 350 of the best premium and super premium gins available including micro-distilleries and small batch producers from around the world. Whilst this may not be the largest collection of gin in the world, it's true to say our focus is on quality alongside uniqueness. When we get a new gin in at the bar we normally tweet about it so be sure to follow us to keep up with all the news, or you can

see our gin reviews in the **Gindex** section of the site.

We pride ourselves on our **Gin & Tonic**, served in a copa glass over cracked ice with garnish individually matched to your gin of choice, all things considered we think we offer one of the best gin and tonics in London. We also have a full cocktail list and a small food menu to keep you going.

Our aim is to provide you with a fabulous gin drinking experience in a relaxed and convivial environment. We love our gin, we've tried them all (hick) if you feel spoilt for choice or are at all unsure what to try, just ask one of us, we've had lots of practice!

A bit about the place

The Star, home of The London Gin Club, is family run (one of the oldest family businesses in Soho) and was first established in 1933 and retains much of its original charm. The Star at Night came into being 11 or so years ago when we decided to open in the evening as a Soho bar.

It began as a cocktail bar and as time went on it appeared we all loved gin so much that we began to focus on just that... so the Gin Club was born. We have 14 tables upstairs, and a vaulted "Long Room" with tables downstairs. We host flavour and history based gin **tasting events** every saturday and have also delivered a variety of on and off site events including events for Fortnums and the Courtauld gallery.

If you plan to visit it's best to **book a table**. We get pretty busy most nights.



G & T with strawberry & rosemary



In 1933 on May 25th (exactly 82 years ago today) my Dad's Dad, Ambrose Forte purchased a 'Confectioners and tea shop' and named it The Star (we're not sure what it as called before) and our family have been here ever since. My granddad, my dad and now me.

A lot has happened in 82 years... HC Beck revolutionized the Underground map in 1933. The Second World War which brought rationing and the blitz, during which time my granddad kept a diary of all the nights they paid a bomb spotter to sit on the roof and watch for fires. King Edward's abdication, the first TV broadcast (which



was from Frith Street, Soho), Gone with the Wind, the birth of the National Health Service, two Olympics and the moon landing. Elvis, The Festival of Britain, Ella Fitzgerald at the 100 Club, The Beatles, decimalisation, Mods, Rockers, the birth of Punk, Grease, the 3 day week, the Miner's strike, the poll tax riots, Abba, Live Aid, big hair, even bigger shoulder pads, Black Monday, Reservoir dogs, an earthquake, the recession, Facebook, Twitter, Crossrail! Goodness we could go on... and that is what we intend and hope to do. Soho is changing, with so few small, family run businesses left, however we intend to continue to bring hospitality and refreshment to the people of London, as has been done from 22 Great Chapel Street since 1790!



BASEMENT REPAIR WORKS

[Leave a Comment](#)

Posted on [June 1, 2019](#) by [londonginclub](#)

Progress update July 1st

You may have noticed that our gin cellar has been closed since February this year, and the bar has been closed since April. We haven't said much about it up to now, here is an update.

Road works outside the bar by Crossrail caused structural damage to our basement and we now have something of an unwanted water feature – even Charlie Dimmock would be impressed. So where are we now? Getting this fixed was always 'out of our hands'. It was initially thought the repairs would be straight forward and take a month so we closed in April with high hopes we'd have a month of disruption at most. Sadly this wasn't the case. The damage was much more extensive than originally apparent and the road may need to be dug up so our vault can be fixed properly (eek!).

We're frustrated, you're frustrated, but we promise we're doing everything we can to push things forward, if we had a pick and a shovel we would do the repairs ourselves but we can't.

In the meantime here are some snippets about our wonderful basement, which dates back to the 1700s!

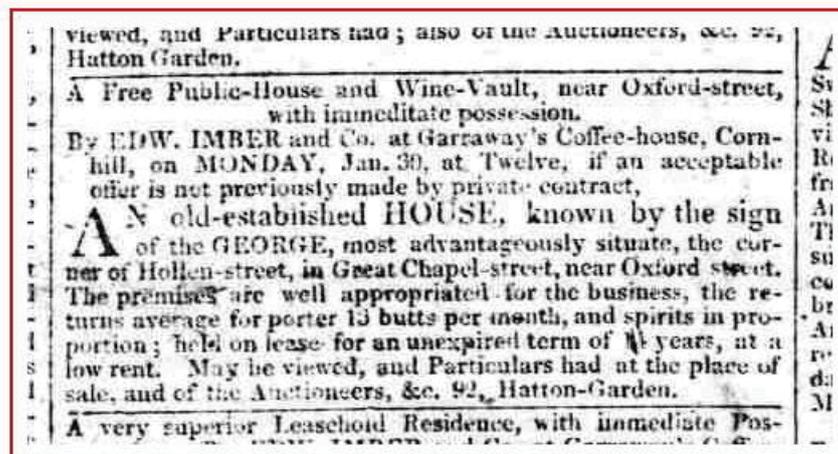
About the basement

Maps show there's been a building on this site since the 1720s, however the building you see now is at least it's second and possibly it's third incarnation. It was rebuilt in 1824, and possibly altered again in the late 1800's however the original basement vaults remain.

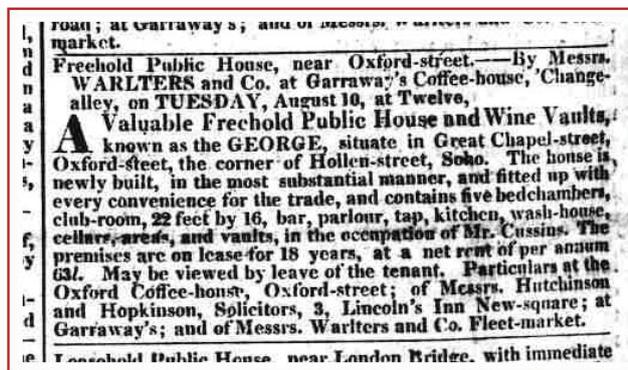
The first mention of the streets are in Westminster Rate books. Chappell Street (as it was called then) appears in 1696, the first mention of Hollen Street and Great Chapel Street (our corner) is 1717. We are sure a building was here then, but buildings did not have numbers until the 1850's, they were referred to by the occupiers name. The first reference to the property as a public house comes from

insurance records, in 1785 Richard Beall is insured as a victualler at The George, Great Chapel Street, Soho.

The first real details of what the original premises were like come from the Morning Advertiser 1809 which is advertising the lease for sale which indicate the cellars were originally build as wine vaults: “A free public house and vine vault near oxford st with immediate possession. An old established house known by the sign of the George most advantageously situate the corner of hollen street in great chapel street.”



The next full description we have been able to find dates from 1824 Morning Advertiser where the lease is again up for sale but the premiese have clearly been rebuilt, probably because most of the first Georgian buildings in Soho were put up quickly and cheaply by builders on relatively short leases and so were not built to last. “A valuable public house and wine vaults known as the George situate in Great Chapel St, Oxford st, the corner of Hollen street, soho. The house is newly build in the most substantial manner and fitted up with every convenience for the trade and contains 5 bedchambers, a clubroom 22ft by 16, bar, palour, tap, kitchen, washhouse, cellar areas and vaults in the occupation of Mr Cussins.” We are not sure where the ‘Wash house’ was, but we suspect the building used to have a back yard before Novello House was built next door in the late 1890s.



So we know our vaults date from at least 1809, and from the records and what we can see now they are stripped back inside we are pretty sure they are from the original premises though the back vault was clearly altered at some point, probably when the premises were rebuilt in 1824 to accommodate coal storage.

Pictures of Mr Foggs properties before Mr Fogg has taken residency



Pictures of Mr Foggs properties After Mr Fogg has taken residency

MR FOGG'S TAVERN IN COVENT GARDEN





SAMPLE DRINKS MENUS FROM THE VARIOUS MR FOGG'S VENUES



REQUIRED BEHAVIOUR OF ALL THOSE ENTERING THESE DOORS:

- I. All ranks shall be left outside; similarly, hats - and particularly swords - are not to be carried beyond the Reception Hall.
- II. Orders of procedure and haughtiness shall be left at the doors.
- III. Be merry, but neither spoil nor break anything.
- IV. Be seated, stand or walk as best pleases you, but at all times be respectful of others.
- V. Speak with moderation and not too loudly, so that others have neither an earache nor headache.
- VI. Argue without anger, discuss with passion, but never aim to have the last word.
- VII. Do not sigh or yawn, neither bore nor fatigue others.
- VIII. Agree to partake in any innocent entertainment suggested by others.
- IX. Eat well of good things, but drink in relative moderation so that each should be able to always find his legs upon leaving these doors.
- X. You are guests in my private abode. What goes in one ear should go out the other before departing my residence.

ODYSSEYS

- GROUP LIBATIONS -

"Whilst journeying and exploring the farthest corners of this Earth, I have always sought out little pleasures from these moments to remind me of the adventure."

P.J. Fogg, Esq.



- № 1 - THE GLOBE OF 1873 (FOR 8 PEOPLE) - £120

ZANZIBAR / SPICY AROMATIC EXOTIC

Enthralled by hearing of my around the world in 80 days adventure, Sultan Majid bin Said of Zanzibar summoned me to his palace and presented me with this celebration of my exploits.
Belvedere Pink Grapefruit vodka, berry-infused Imperia vodka, Mozart Dry chocolate liqueur, raspberry purée, homemade sugar syrup, fresh lime juice, cranberry & pomegranate juice, topped up with Moët & Chandon Brut Impérial N.V. champagne.

-6-

- № 2 - THE PRONOUNCED VOWEL

(FOR 4 PEOPLE) - £60

COLOMBIA / SWEET FRUITY SHARP

It is of the utmost importance that even after considerable imbibing, one continues to articulate!

Colombia Treasure gin, Cointreau Noir liqueur, fresh lime juice, pineapple juice, passion fruit juice, orgeat syrup, mint leaves & caster sugar.



- № 3 - THE ROYAL COFFEE MAKER (FOR 2 PEOPLE) - £90

NEWFOUNDLAND / WOODY RICH BITTER
A gift given to Queen Victoria whilst on a tour of Britain's oldest colony. Such mechanical sorcery had never been seen by her Majesty's eyes - prepare to marvel at all its wonder!
Hennessy V.S. cognac, Bulleit Rye whiskey, Luxardo Maraschino cherry liqueur, chocolate bitters, homemade sugar syrup, a cocoa and tea blend & a mascarpone foam on top.



- № 4 - THE BOTANIST'S FOUNTAIN (FOR 6 PEOPLE) - £105

SCOTLAND / FRESH LIGHT DELICATE

Inspired by a truly majestic waterfall I came across on the Isle of Islay during a summer excursion - truly beguiling!
The Botanist gin, Roots Mastiba liqueur, white wine & elderflower cordial, with apple, lychee & fresh lime juices.



A DISCRETIONARY 12.5% SERVICE CHARGE WILL BE ADDED TO ALL TRANSACTIONS

-7-

AROUND THE WORLD & BACK AGAIN

Cocktails from the Four Corners

№ JUNIPERUS COMMUNIS ☞

GIN - THE COMMON JUNIPER

№5 Chemistry & Optics - £16

ITALY / SPICY AROMATIC EXOTIC / STIRRED

Vibrant chemistry between these enigmatic elements leaves a feast for the eyes and a sensation for the tastebuds. Salut!

Fisbers gin, Mancino Rosso Amaranzo vermouth & Cynar artichoke liqueur.

№6 Jungle Sling - £15

BRAZIL / SWEET FRUITY SHARP / SHAKEN

On a particularly scorching day in the Amazon jungle, I escaped the midday heat by seeking refuge under a giant kapok tree with an exceptional bottle of gin and some local bananas – the Jungle Sling was born.

Bombay Sapphire gin, Luxardo Sangue Morlacco cherry liqueur, Bénédictine herbal liqueur, banana purée, pineapple juice, fresh lemon juice & homemade sugar syrup, topped up with soda water.

№7 Passepartout - £13

ENGLAND / FRESH LIGHT DELICATE / SHAKEN

A dedication to my loyal and handsome man-servant.

Hendrick's gin, fresh cucumber, fresh lemon juice, sugar, egg white & black pepper.

№8 A Maiden's Blush - £13

NEW ZEALAND / SWEET FRUITY SHARP / SHAKEN

The most beguiling blush of all was that of this Antipodean maiden.

Bombay Sapphire gin, raspberry jam, fresh lemon juice, caster sugar & a drop of Pernod absinthe.

- GIN -

№9 1840 - £13

ENGLAND / FRESH LIGHT DELICATE / SHAKEN

A particular favourite of my good friend, The Duchess of Bedford, this delightful concoction can be found at fashionable afternoon teas around The Empire, such as my very own Tippy Teas! Earl Grey-infused Bombay Sapphire gin, Cointreau orange liqueur, peach liqueur, fresh lemon juice, orange marmalade & homemade sugar syrup.

№10 The Cape of Good Hope - £15

SOUTH AFRICA / SPICY AROMATIC EXOTIC / SHAKEN

My favourite shoulder-dwelling drapery amongst my outdoor attire bails from a Camp's Bay tailor and always brings me luck!

Star of Bombay gin, pear purée, fresh rosemary, homemade lavender syrup, fresh lemon juice & egg white, topped up with soda water.

№11 The Wild Lady - £14

THAILAND / SPICY AROMATIC EXOTIC / SHAKEN

A raucous Bangkok rendez-vous with a mesmerising madam from Medellín meant that come the break of dawn this recipe for rascality was all that remained.

Porcini mushroom-infused Colombian Ortoxo gin, homemade saffron syrup, egg white & fresh lemon juice.

№12 Elskling - £14

NORWAY / FRESH LIGHT DELICATE / SHAKEN

Whilst speeding across the icy landscapes via husky sled, it transpires that to arrest these cuddly beasts, one must refer to them as 'sweetheart' in their native tongue – most peculiar.

Hendrick's gin, St-Germain elderflower liqueur, cloudy apple juice, fresh lime juice, homemade sugar syrup & peach bitters.

№13 The Royal Martini - £14

PORTUGAL / WOODY RICH BITTER / STIRRED

Infamous roisterer and good friend, Carlos I of Portugal always possessed a proclivity for the finer ingredients.

Tanqueray No. TEN gin, Picon Amer aperitif, Kirsch aperitif, homemade elderberry and port syrup, fresh lemon juice & chocolate bitters.

№14 Inspector Fix's Fix - £13

ENGLAND / FRESH LIGHT DELICATE / SHAKEN

The tenacious but often-humiliated Inspector Fix once confided in me this remedy for making it through the detecting day.

Bombay Sapphire gin, jalapeño-infused Martini Extra Dry vermouth, mandarin purée, fresh lemon juice, fresh sage & homemade rosemary syrup.

A DISCOUNT OF 15% OFF SERVICE CHARGE WILL BE APPLIED TO ALL RESERVATIONS.

-8-

-9-

THE FOUR SEASONS EXPERIENCE

- VIVALDI NEGRONI -



№77 - SPRING - £16

USA / WOODY RICH BITTER / CHERRY BARREL AGED

"Tis the spirit of youth in everything," Mount Gay N.O. rum, Martini Riserva Speciale Rubino vermouth & Campari aperitif.



№78 - SUMMER - £16

USA / WOODY RICH BITTER / MEXICAN BARREL AGED

"But thy eternal summer shall not fade Nor lose possession of that fair thou ow'st." Star of Bombay gin, Martini Riserva Speciale Rubino vermouth & Campari aperitif.



№79 - AUTUMN - £16

USA / WOODY RICH BITTER / CHERRY BARREL AGED

"When yellow leaves, or none, or few, do hang upon those boughs which shake against the cold." Alpujo San Andres mezcal, Martini Riserva Speciale Rubino vermouth & Campari aperitif.



№80 - WINTER - £16

USA / WOODY RICH BITTER / OAK BARREL AGED

"Thou knowest, winter daries morn, woman, and boat." Woodford Reserve Rye whiskey, Martini Riserva Speciale Rubino vermouth & Campari aperitif.

SAMPLE ALL FOUR COCKTAILS,
THE VIVALDI NEGRONI EXPERIENCE

- £18 -

50ml of each

-24-



MR. FOGG'S VIRGIN HAREM

Seriously scrumptious sipping sans spirits

BERRY STRAIGHT & NARROW £8

One will not be washing home after an evening sipping upon this fine concoction: "Honestly constable, I have been drinking!"

Raspberry & blackberry purée, cranberry juice, fresh mint, cinnamon syrup & fresh lime juice, topped up with ginger ale.

YOUNG VICTORIA £8

When asked her opinion, the fresh-faced monarch gazed shyly down at the floor and muttered "I'm afraid I'm drinking!"

Seedlip Spice 94, pear purée, fresh lemon juice, homemade ginger syrup & cloudy apple juice.

TEETOTAL TIPPLE £8

We agree to abstain, forever! Or just from time to time, depending on the company kept.

Seedlip Garden 108, fresh lime juice, fresh cucumber, cloudy apple juice, elderflower cordial, homemade dill syrup & egg white.

MY LASS'S MOLASSES £8

Tropical notes sweet enough for my hulan wifes; a memory of warmer times.

Blackberry & banana purée, pineapple juice, pomegranate juice, caramel syrup & fresh lime juice.

A DISCOUNT OF 15% OFF SERVICE CHARGE WILL BE APPLIED TO ALL RESERVATIONS.

-25-

SAMPLE FOOD MENUS

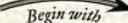







BILL OF FARE

Mr Fogg's weekday menu


Begin with
FANNY'S
TIPPLE
OF
TODAY

The Tickled Pink Goat
Bittersweet and delicious £8
Cabrito Blanco tequila, Aperol and lemon juice,
with grapefruit and rhubarb bitters, topped with soda

HORS D'OEUVRES

Brown Cornish crab on sourdough with preserved lemon & chilli £8
Watercress & chicory salad with walnut, stilton & vinaigrette [v] £7 / £10
Quail egg & smoked haddock croquettes with tartare sauce £7
Jerusalem artichoke soup with truffle buttered toast [v] £7
British charcuterie with bread, chutneys & pickles £15
Smoked sausages with braising liquor & mustard £6
Smoked Mackerel & horseradish pâté £9
Crispy pig's ears & apple cyder sauce £6

MEAT & GAME

Dedham Vale beef, suet pastry & home smoked
Dingley Dell bacon pie with mashed pots,
buttered greens & braising liquor £12
Roast Guinea fowl with watercress, chicory & apple salad,
brandy dressing £13
Roast sandwich of the day £8.5

FISH

Steamed Dorset mussels, herbs, white wine
& spiced sausage with crusty bread £10
Sloe gin cured salmon, quail egg, green bean & watercress salad
with a lemon & dill dressing £11
Fish Pie with buttered greens and carrots £12
[for two £22]

MARKET

Winter vegetable stew [v] £10
Wild mushroom, chestnut, red wine & juniper shortcrust pie
with mashed potatoes, buttered greens & a cream wine sauce [v] £12

SIDES

Beef dripping roast potatoes & braising liquor £5
Glazed baby carrots [v] £4
Buttered greens [v] £4

*The chef crafts
delightful treats in the
kitchen on a daily basis.
Please be aware that this
is purely a representation
of what you might
expect upon visiting
the Tavern!*

A discretionary 10% service charge will be added to all transactions. All items include VAT at 10%. All items subject to availability. Please make staff aware of any allergies you might have. We shall do our best to provide you with suitable food but we cannot guarantee that our offering will be allergen free. All dishes may contain nuts. Menu content and prices are liable to change.



BILL OF FARE

Mr Fogg's Sunday menu



Mr Fogg's restorative Gin Mary
Smokey, spicy & good for the soul £10

Beetroot-infused Hendrick's gin with lemon
a splash of tawny port and tavern secret mary mix



HORS D'OEUVRES

Smoked sausages with braising liquor & mustard £6

Quail egg & smoked haddock croquettes with tartare sauce £7

British charcuterie with bread, chutneys & pickles £15

Smoked Mackerel & horseradish pâté £9

Jerusalem artichoke soup with truffle buttered toast [v] £7

Watercress & chicory salad with walnut, stilton & vinaigrette [v] £7 / £10



PIES

Dedham Vale beef, suet pastry & home
smoked Dingley Dell bacon pie
with mashed pots, buttered
greens & braising liquor £12

Fish Pie with buttered greens
& carrots £12

Fish pie for two £22

Wild mushroom, chestnut, red wine
& juniper shortcrust pie with
mashed potatoes, buttered greens
& a cream wine sauce [v] £12



ROASTS

*All served with Yorkshire pudding,
beef dripping roast potatoes,
roasted vegetables & buttered greens*

Dingley Dell pork belly,
crackling & baked apple £15

Dedham Vale Rib of beef, Yorkshire
pudding with horseradish cream
& meat liquor £15

Whole pot roast Guinea fowl,
apple & brandy cream sauce.
For two £35



OTHERS

Sloe gin cured salmon, quail egg,
green bean & watercress salad with
a lemon and dill dressing £11

Winter vegetable stew [v] £10

Crispy pig's ears
& apple cyder sauce £6



SIDES

Yorkshire pudding £3

Beef dripping
roast potatoes £5

Buttered greens £4

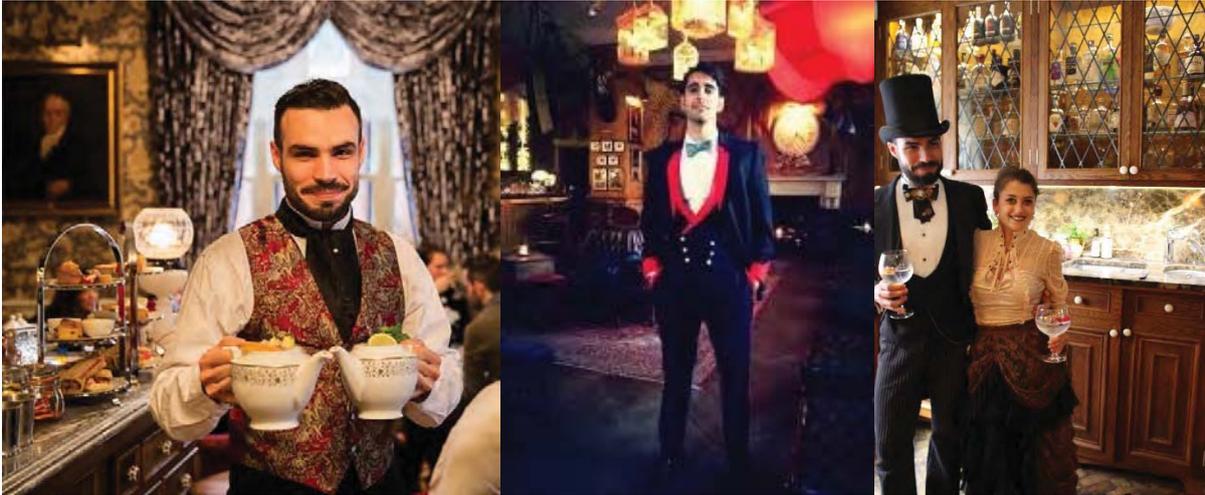
Watercress salad £4

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THE STAFF



THE FOOD



HIGH TEA



Star Café
22B Great Chapel Street, W1

Conditions Already proposed

1. Substantial food and non-intoxicating beverages, including drinking water, shall be available in all parts of the premises where alcohol is sold or supplied for consumption on the premises.
2. There shall be waiter/waitress service of intoxicating liquor throughout the premises.
3. Private Entertainment consisting of dancing, music or other entertainment of a like kind for consideration and with a view to profit – Unrestricted

PREVENTION OF PUBLIC NUISANCE

4. During the hours of operation, the licence holder shall ensure sufficient measures are in place to remove and prevent litter or waste arising or accumulating from customers in the area immediately outside the premises, and that this area shall be swept and or washed and litter and sweepings collected and stored in accordance with the approved refuse storage arrangements by close of business.
5. Notices shall be prominently displayed at all exits requesting patrons to respect the needs of local residents and to leave the area quietly.
6. All waste shall be properly presented and placed out for collection no earlier than 30 minutes before collection times.
7. Loudspeakers shall not be located in the entrance lobby or outside the premise building.
8. Notices shall be prominently displayed at any area used for smoking requesting patrons to respect the needs of local residents and use the area quietly.
9. No noise generated on the premises, or by its associated plant or equipment, shall emanate from the premises nor vibration be transmitted through the structure of the premises which gives rise to a nuisance.
10. A noise limiter must be fitted to the musical amplification system set at a level determined by and to the satisfaction of an authorised officer of the Environmental health Service, so as to ensure that no noise nuisance is caused to local residents or businesses. The operational panel of the noise limiter shall then be secured by key or password to the satisfaction of officers from the Environmental health Services and access shall only be by persons authorised by the Premises Licence Holder. The limiter shall not be altered without prior agreement with the Environmental health Service. No alteration or modification to any existing sound system(s) should be effected without prior knowledge of an authorised officer of the Environmental health Service. No additional sound generating equipment shall be used on the premises without being routed through the sound limiter device.

11. No fumes, steam or odours shall be emitted from the licenced premises so as to cause a nuisance to any persons living or carrying on business in the area where the premises are situated.

PREVENTION OF CRIME AND DISORDER

12. The premises shall install and maintain a comprehensive CCTV system as per the minimum requirements of the Westminster Police Licensing Team. All entry and exit points will be covered enabling frontal identification of every person entering in any light condition. The CCTV system shall continually record whilst the premises is open for licensable activities and during all times when customers remain on the premises. All recordings shall be stored for a minimum period of 31 days with date and time stamping. Viewing of recordings shall be made available immediately upon the request of Police or authorised officer throughout the preceding 31 day period.

13. A staff member from the premises who is conversant with the operation of the CCTV shall be on the premises at all times when the premises are open to the public. This staff member shall be able to show Police recent data or footage with the absolute minimum of delay when requested.

14. An incident log shall be kept at the premises and made available on request to an authorised officer of the City Council or the Police, which will record the following:

- a) All crimes reported to the venue;
- b) All ejections of patrons;
- c) Any complaints received concerning crime and disorder;
- d) Any incidents of disorder;
- e) All seizures of drugs or offensive weapons;
- f) Any refusal of sale of alcohol.

15. There shall be no striptease or nudity and all persons shall be decently attired at all times unless the premises are operating under the provisions of a Sexual Entertainment Licence.

PREVENTION OF CHILDREN FROM HARM

16. A challenge 21 proof of age scheme shall be operated at the premise where the only acceptable forms of identification are recognised photographic identification cards such as a driving licence, passport or proof of age card with the PASS hologram.

PUBLIC SAFETY

17. The approved arrangements at the premises, including means of escape provisions, emergency warning equipment, the electrical installation and mechanical equipment, shall at all material times be maintained in good condition and full working order.

18. The means of escape provided for the premises shall be maintained unobstructed, free of trip hazards, be immediately available and clearly identified in accordance with the plans provided.

19. All emergency exit doors shall be available at all material times without the use of a key, code, card or similar means.
20. All emergency doors shall be maintained effectively self-closing and not held open other than by an approved device.
21. The edges of the treads of steps and stairways shall be maintained so as to be conspicuous.
22. Curtains and hangings shall be arranged so as not to obstruct emergency safety signs or emergency equipment.

WORKS CONDITIONS

23. No licensable activities shall take place at the premises until the premises has been assessed as satisfactory by the Environmental Health Consultation Team at which time this condition shall be removed from the Licence by the licensing authority.
24. Before the premises open to the public, the plans as deposited will be checked by the Environmental health Consultation Team to ensure they are an accurate reflection of the premises constructed. Where there are minor changes to the premises layout during the course of construction new plans shall be provided to the Environmental Health Consultation Team and the Licensing Authority.

Police Conditions - **AGREED**

- 1) The premises shall install and maintain a comprehensive CCTV system as per the minimum requirements of the Westminster Police Licensing Team. All entry and exit points will be covered enabling frontal identification of every person entering in any light condition. The CCTV system shall continually record whilst the premises is open for licensable activities and during all times when customers remain on the premises. All recordings shall be stored for a minimum period of 31 days with date and time stamping. Viewing of recordings shall be made available immediately upon the request of Police or authorised officer throughout the entire 31 day period.
- 2) A staff member from the premises who is conversant with the operation of the CCTV system shall be on the premises at all times when the premises is open. This staff member must be able to provide a Police or authorised council officer copies of recent CCTV images or data with the absolute minimum of delay when requested.
- 3) At least **1** SIA licensed door supervisors shall be on duty at the premises on Thursday, Friday and Saturday from 20:00 hours until closing.
- 4) There shall be no sales of alcohol for consumption off the premises after **23.00**.

- 5) A Challenge 21 proof of age scheme shall be operated at the premises where the only acceptable forms of identification are recognised photographic identification cards, such as a driving licence, passport or proof of age card with the PASS Hologram.

- 6) An incident log shall be kept at the premises and made available on request to an authorised officer of the City Council or the Police. It must be completed within 24 hours of the incident and will record the following:
 - (a) all crimes reported to the venue
 - (b) all ejections of patrons
 - (c) any complaints received concerning crime and disorder
 - (d) any incidents of disorder
 - (e) all seizures of drugs or offensive weapons
 - (f) any faults in the CCTV system
 - (g) any refusal of the sale of alcohol
 - (h) any visit by a relevant authority or emergency service.

- 7) In the basement of the premises the supply of alcohol shall only be to a person seated taking a table meal there and for consumption by such a person as ancillary to their meal.

- 8) In the basement of the premises the supply of alcohol shall be by waiter or waitress service only.

Environmental Health – **Awaiting final confirmation to our amendments below**

- 9) There shall be no sales of hot food or hot drink for consumption off the premises after 23.00 hours

- 10) The number of persons permitted in the basement at any one time (excluding staff) shall not exceed ~~40 persons~~ **[to be confirmed on sign off as stated in pre-app] persons-** and add following condition:-

“No licensable activities shall take at the premises until the capacity of the basement has been determined by the Environmental Health Consultation Team and the licensing authority has replaced this condition on the licence with a condition detailing the capacity so determined”

- 11) **After 23:00** patrons permitted to temporarily leave and then re-enter the premises, e.g. to smoke, shall not be permitted to take drinks or glass containers with them

- 12) All windows and external doors shall be kept closed after ~~23~~**24**:00 hours, or at any time when regulated entertainment takes place, except for the immediate access and egress of persons

~~13) No deliveries to the premises shall take place between 23.00 hours and 08.00 hours on the following day~~

~~14) No licensable activities shall take place at the premises until premises licence 19/01244/LIPVM has been surrendered and is incapable of resurrection.~~