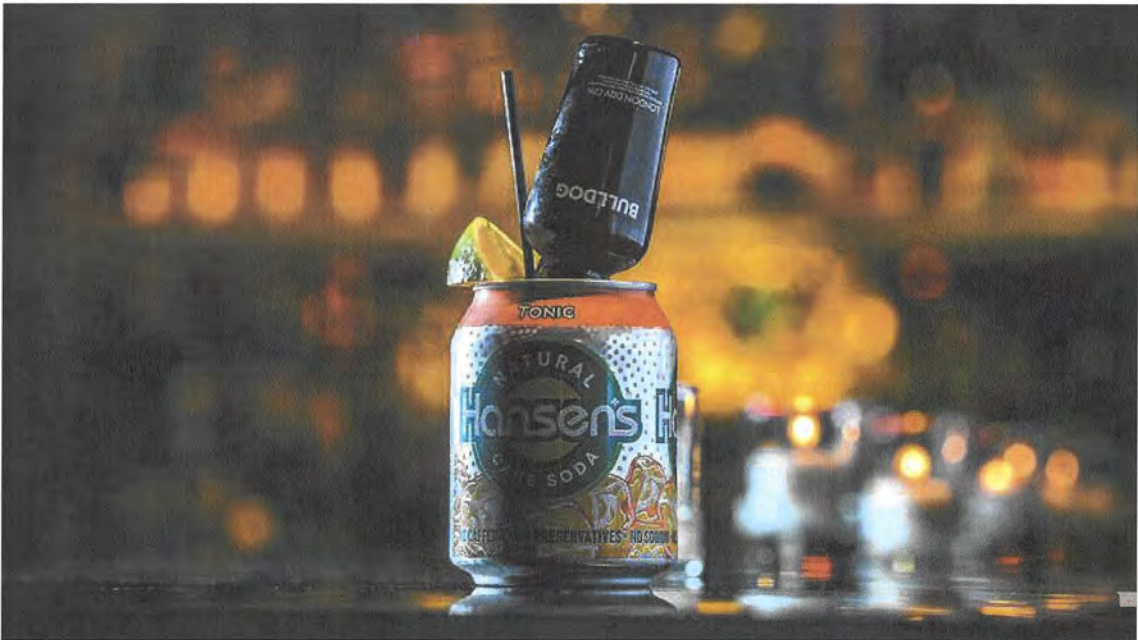


Tab 5

TimeOut

A New York bar serving cocktails in cans is coming to London



New York's Genuine Liqueur - a bar best known for serving cocktails in cans - is set to open a branch in London later this year. The London outpost opening just off Oxford Street is bringing along a unique take on mixed drinks, with bar staff punching holes in fizzy drink cans, pouring in booze from miniatures and garnishing.



As reported by Eater (<https://london.eater.com/2018/1/4/16848924/restaurant-and-bar-from-nyc-opening-london-genuine-liquorette-superette>), the bar will focus on a 'craft cocktail experience' at its first London venue at Rathbone Place in Fitzrovia. The original Genuine Liquorette (<https://www.timeout.com/newyork/bars/genuine-liquorette>) in New York's Little Italy also provides self-service fridges stocked with beer and wine, and sells spirits on a pay-by-weight basis. Although the format for the London branch is yet to be announced, if the drinks are anywhere near as fun as these ones look, you've reason to get excited for the London launch - get your coat, you've ring-pulled.

Find more amazing things to drink in our guide to London's best cocktail bars (<https://www.timeout.com/london/bars/best-bars-in-london-cocktail-bars>).



The best bar in London this week is...

by TEDDY WOLSTENHOLME

GENUINE LIQUORETTE, FITZROVIA

An immersive theme park for creative cocktails

With [London](#) already groaning under the weight of kitsch, themed watering holes and experience-led pop-ups, it perhaps seems a little excessive to call Genuine Liquorette – a new bar/off-licence/cocktail-making joint – particularly groundbreaking. But this Fitzrovia newbie, set in a converted Victorian pub (it's also the first London outpost of its [NYC](#) namesake), is on a mission to shake up the city's bar scene by blurring the lines between bartender and customer.

And it does just that, the centrepiece being an open bar where guests mix their own tipples, whizzing through endless choices of spirits, mixers, bitters and fruity embellishments, all under the watchful eye of an expert bartender. Then you've got three choices – settle in and drink your creation in situ, have it packaged in a bottle that doubles up as a cocktail shaker

(you're sent away with recipe cards, ice and vacuum-packed garnishes) or have it delivered straight to your door (it's a novel way to leave someone else in charge of the drinks for your party). It all feels a bit like a cocktail theme park, each area marking a different zone for concocting or drinking. And then there are the playful interiors: monochrome tiled floors, bright neon signs and vintage liquor ads covering every inch of the walls – making an evening here a whole lot of fun.

DRINKS

If you'd rather someone did the hard work for you, skip the DIY bit and head upstairs to start with a signature Cha-Chunker cocktail. No prizes for technical execution here – an arbor press punches a hole in the top of a can of soft drink, and then in go an upended aeroplane-style miniature, a garnish or two, and a straw; each sip releases more spirit into the can. It's gimmicky, yes, but how often do you sample a drink that gets boozier as you go? You can't help but think these Cha-Chunkers are having a dig at the over-egged, fiery accoutrements of those bars more concerned with pushing the limits of mixology. Here, you're just getting straight-up, lowbrow fun.

There's a concise list of signature serves on monthly rotation too, each created by a globally renowned bartender (Greg Almeida, ex-Scarfes Bar, and Jim Wrigley, from Bourne & Hollingsworth, are kicking things off). Prosecco on tap adds a crowd-pleasing touch, or you can choose a bottle from one of the shelves and get the barman to mix up something bespoke for you (you'll be charged per ounce consumed). And if you really can't wait, you can always just grab a beer or a bottle of wine from one of the self-service fridges.

FOOD

Bar snacks come in the form of full-sized, full-on pizza-calzone hybrids, created by ex-Cecconi's chef Daniele Pampagnin. Bold, inventive flavour combinations include veal sausage with purple broccoli, braised lamb and tahini, stracciatella with black truffle – perfect fodder for soaking up all the booze.

VERDICT


If you're simply looking for a perfectly mixed Martini, go elsewhere. Genuine Liqueur is a fun, gimmicky addition to London's bar scene that will keep you entertained for hours.

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Telephone: +44 20 3319 6306

Website: liqueur.co.uk

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Edited by Paul Charity, named second most influential sector journalist by research and insights firm Allegra Strategies

MORNING BRIEFING FOR PUB, RESTAURANT AND FOOD SERVICE OPERATORS

Thu 27th Sep 2018 - Propel Thursday News Briefing

Immersive cocktail bar concept opens in Fitzrovia: A new immersive cocktail bar concept has opened in Fitzrovia, central London. Matthew Roberts and Elliot Davies have launched Genuine Liqueur inside a converted Victorian pub in Rathbone Place. The New York-inspired bar offers an array of signature experiences aimed at breaking traditional cocktail norms by handing an element of control over to its guests – whether they're creating their own cocktails to take home or partaking in cocktail masterclasses that grant them the privilege to tend the bar whenever they wish. Meanwhile, immersive bar areas tucked away in the "stockrooms" beyond offer a variety of experiences including an "All Stars" line-up of exclusive cocktails from well-known mixologists to Liqueur's "Cha-Chunker" cocktails – a novel invention that uses a machine with a metal point to widen the hole of any canned drink so a miniature bottle of alcohol can then be inverted, resulting in a twist on the classic spirit and mix.



Lounge bar: Genuine Liqueurette's Matt Roberts; below, one of its cocktails

MIX and dash

Cocktails to go are upping dinner party spirits, says *Frankie McCoy*

So here's a fun idea. Next time you generously agree to host a dinner party for your best and booziest of friends, how about you shelve the fizz or wine and kick it off with some freshly made, cleverly crafted cocktails to get everyone suitably riotous? 'But I'm a terrible bartender!' you cry. 'Last time I tried to make cocktails we ended up drinking warm gin with UHT orange juice.'

You need to outsource. Specifically, you need new Fitzrovia bar and bottle shop Genuine Liqueurette, named after the hip New York bar which inspired its Cha-Chunker cocktails (miniature bottles of spirit upended into cans of soft drink, with some extra wizardry added to create some very clever cocktails indeed) upstairs. But it's the downstairs bottle shop that you'll need pre-dinner party. Because here we have London's first cocktail deli, where you can have a bartender blend fresh juices, bitters, liqueurs and spirits to create up to six servings of your custom cocktail (from £10 per person). Think of it as a booze version of Ottolenghi.

'Say you've got a dinner party going on this evening, there's six of you and you need an aperitif and a digestif. You like gin and a couple of people like tequila,' explains general manager Matt Roberts. 'All the drinks are broken down into boozy, juicy and fizzy. Whichever option you choose dictates the "journey" you'll be taken through.'



Under the bartender's guidance you can go all *George's Marvellous Medicine* on your own special brew, which is then poured into a bottle that doubles as a cocktail shaker. You also get vacuum-packed garnishes and a recipe card, plus info on allergens and ABV.

In a rush? There are six taps of readymade 'All Star' cocktails from which to fill a takeaway bottle, including a herbaceous, celery-spiked Gimlet ('quaffable and bracing', says Roberts). It will be collaborating with other London bars to create a 'compass' of the city's best drinks on tap. And if you're local, you can even get them delivered.

Pre-made cocktails aren't new, but there are some dire options out there. As Roberts puts it: 'It's always a category of 10 drinks that have been dumbed down for the consumer.'

An exception to the rule is the Long Flint, which collaborates with local spirit-makers such as East London Liquor Company on its gorgeous bottles of pre-made Negroni Sbagliato and grapefruit, sour cherry and mezcal Palomas. And if you've got multiple spirit bottles knocking around but can't be bothered with the faff of recipes, try Tipplesworth: pre-made espresso Martinis and Garden Collins to which you simply add a slug of vodka or gin. Be prepared: dinner parties just got that bit more spirited.



A Genuine Liqueurette Cha-Chunker cocktail



In the MIX

Douglas Blyde pops open a bubbly bottle of... boozy tea

This is one of the discoveries of our time, and a wonderfully disruptive drink to bring to a dinner party, says Fortnum & Mason's Oscar Dodd, withdrawing a fat bottle of lightly alcoholic Copenhagen Sparkling Tea from a water-beaded ice bucket. We are in F&M's limed-oak tasting room. The feature windows overlook the busy Diamond Jubilee Tea Salon where 'tearistas' take picking brew times and temperatures very seriously.

Representing, says Dodd, a combination of 'Scandi nous, proper leaves from across Asia' and aromatic white wine, 'which carries the tea', it took Denmark-based wine importer Bo Sten Hansen and Nordic champion sommelier Jacob Kocemba eight years to refine their recipes.

Dodd, who jokes he was raised on his grandma's preferred potion of 'Campari, orange and angostura', believes effervescent teas 'tick the boxes of what a wine drinker wants'. I try hibiscus-tinted 'Rød' (red) — its cork released with ceremonial pop — which evokes the salmon pink hue of a Provence rosé. Fusing 10 flushes of white and black teas, it bears flavours of dark fruits and a tannic hint within its micro-bubbles. Perfect with berry-led puddings or spicy shrimp.

Meanwhile, Grøn (green) blends seven teas, including green, with lemongrass and ginger. Its perfume is surprisingly shy given the ingredients, with a crisp, mineral, vinous palate. The tea star of the show for me, it is also excellent with sushi. Blå (blue) is the most virtuous of the collection. An aperitif-style sharpener, it confidently comprises 13 teas including chamomile, jasmine and Darjeeling — but no alcohol.

As well as bringing something more to the afternoon tea ritual, Dodd believes sparkling teas afford drinkers social currency. 'Anyone can boast they drank the best champagne over the weekend, but here's something different: chic Danish sparkling tea...' £16-18 (fortnumandmason.com)

Canned Cocktails Come to London



Genuine Liqueur wants to 'break down the barriers between bartender and customer'.

But don't worry, they're not just smashing up the bar.

Instead, they're opening a bar where you're pretty much in charge of your drinks, inspired by the eponymous basement bar in New York.

The sleek original (which this bar is modeled after) can be found underground in NY's Little Italy, and is itself inspired by the typical Californian liquor store, with checkered floors, steel diner stools and self-service fridges packed with beer and wine – from which you can help yourself.

This London bar, however, will be planted in a former Victorian pub in Fitzrovia, and is set to focus on a 'craft cocktails' experience. That means that you'll be doing a significant amount of the shaking, stirring and mixing yourself, under the guidance of expert barkeeps. Functioning as an, ahem, genuine liquor store as well as a bar, you'll be able to pick whatever booze appeals to you most, before learning how to mix it into something delicious.

A sneak peek at the space shows the familiar chequered floors, moody olive green walls and a huge island bar in the centre of the ground floor, with shelving propping up unusual spirits, cans, and an automated queue machine.

Their signature drinks come courtesy of the cha-chunker – a machine that punches a wider hole in a can top so that a miniature bottle of spirits can be inverted into it. But if you're after something that involves a little more élan, you'll be able to get hold of their 'All Star' house concoctions too...

...we'll let you know when it's in the can.

NOTE: Genuine Liqueur is opening its doors on September 27th – we'll be back with the full scoop when it does.

Genuine Liqueur | 6 Rathbone Place, W1T 1HL

GENUINE LIQUEUR

6 Rathbone Place, Fitzrovia, Central London, W1T 1HL

£££££

Drink

Edited by Laura Richards
timeout.com/bars @timeouteatdrink



Sin Gusano

→ 258 Kingsland Rd, E8 4DG, Haggerston Overground.



IF YOU'VE NEVER tried mezcal before, this bar seems confident that you'll be a fan of the underrated spirit after you visit. That's what happened to its owner, Jon Darby, after coming across tequila's smokier, more seductive cousin on holiday in Mexico. He quit his job in the City to start Sin Gusano, a pop-up billing itself as London's only dedicated mezcaleria.

Bedding in for a residency at Curio Cabal on the Kingsland Road until the end of the year, the look inside is charmingly higgledy-piggledy,

BAR OF THE WEEK

with whitewashed walls, dark-wood tables and exposed lightbulbs dangling from the ceiling. There's also a lovely covered area outside (you know, for extra smokiness).

The only spirit on offer is mezcal (of course) sourced from Oaxaca in Mexico, and the most daring way to drink it is by the flight. Three measures of mezcal make up a fresh flight each week (starting at £17), with each distilled a slightly

different way. The menu is so overwhelmingly informative about the particularities of the production process, reading it makes your brain hurt. I tried one made from wild agave hand-distilled in a clay pot, one that tasted a bit like bubblegum, and one that was 48 percent ABV. Each went down smoother than tequila (dangerous), especially since they were served with juicy slices of orange and sal de gusano –

a traditional salt spiked with ground-up agave worms (!).

But to experience the spirit at its most smouldering, order a mezcal margarita, which was sharp but at the same time wonderfully warm, smooth and almost spicy. There are decent tamales on offer, but every penny you spend in Sin Gusano should be on mezcal – you're getting an education thrown in as part of the bargain. ■ *Kitty Drake*

WHAT IS IT?
A mezcaleria bringing a touch of Oaxaca to east London.

WHY GO?
To learn all about the smoky spirit.

OPENING SOON

Forget back to school: get back to the bar this September as these spots open for business



Genuine Liqueur

A playful Manhattan bar gets a London outpost, serving Cha-Chunkers – cocktails in cans with inverted mini spirit bottles jutting out the top. Like that creation on your last long-haul flight.

→ 6 Rathbone Place, W1T 1HL.
 ☉ Tottenham Court Rd.

GENUINE LIQUEUR: HANNA FREES

Kanpai Sake Brewery Tap Room

Peckham has come a long way since its Del Boy days. Say *konichiwa* to the area's first sake brewery with its own tasting room. They'll be serving the good stuff from kegs.

→ Copeland Park, 133 Copeland Rd, SE15 3SN.
 Peckham Rye Overground.

Ziggy's

Find a different kind of glitz at this hotel bar named after David Bowie's alter-ego. The late musician held Mr Stardust's retirement party at the Café Royal back in 1973. Expect lyric-referencing cocktail names.

→ Hotel Café Royal, 10 Air St, W1B 4DY. ☉ Piccadilly Circus.



What on earth have lightsabers got to do with brewing beer?

It may seem a little excessive, but we check every last cask with a *lightsaber*. But it's not from a galaxy far, far away. It's an ultraviolet light used by our brewing team to inspect our casks for absolute cleanliness. Only when it has passed the lightsaber test is a cask considered worthy of becoming home to 72 pints of freshly brewed Landlord. With a beer as finely balanced in flavour as Taylor's, coaxed from pure Pennine spring water and the finest hops and barley, we can't help being just a little picky.

All for that taste of Taylor's



Sake it to me, baby at timeout.com/bars

New York cocktail concept to open London bar

By Emily Hawkins [✉](#)

28-Aug-2018 - Last updated on 28-Aug-2018 at 10:57 GMT



Spirit and mix with a twist: Genuine Liqueur promises to bring London an immersive cocktail experience

A New York inspired brand is opening a cocktail bar in London next month.

Genuine Liqueur will provide Fitzrovia bargoers with an immersive cocktail experience that hands over control to the customer.

Creating cocktails to take home and participating in masterclasses involving bartending will be on offer at the immersive bar.

Bodega inspired

The venue has been designed by AvroKO, a New York interior design company that redesigned the Fitzrovia members' club, Mortimer House last year.

It was inspired by the bodegas on the street corners of New York City, with dramatic black and white tiles, neon lighting, and shelves of liquor.

The venue will open on the site of the former Black Horse Inn on Rathbone Place.

Bar staff will be on hand to help customers make their own on-demand bottled cocktails.



The latest concept in New York-inspired cocktail making is coming to London



CORRESPONDENT

Rebecca
Wayman
22 AUG 2018

GENUINE Liqueurette, a New York-inspired bar offering a craft cocktail experience, will open in Fitzrovia next month.

Set inside a converted Victorian pub on Rathbone Place, GENUINE Liqueurette will offer various experiences aimed at breaking traditional cocktail norms by handing an element of control over to its guests - whether that's creating their own cocktails to take home or partaking in cocktail masterclasses.

A hybrid of bar and shop overseen by general manager, Matthew Roberts and bar manager Elliot Davies, a full-service liquor store will allow guests to create on-demand, custom-bottled cocktails with the guidance of an expert bar team.

Featuring fresh ingredients, guests will have the ability to build and enjoy the bespoke cocktails on premises or via GENUINE Liqueurette's website for delivery or takeaway.

GENUINE Liqueurette aims to revolutionise and disrupt the London bar scene; a first-of-its-kind custom cocktail experience set to break the barrier between bartender and guest.

More details will soon follow.



First-of-its-kind custom cocktail experience to open in London next month

Genuine Liqueur, a New York-inspired bar offering a unique craft cocktail experience, is set to open in London's Fitzrovia this September.

Set inside a converted Victorian pub on Rathbone Place, Genuine Liqueur will offer an array of signature experiences aimed at breaking traditional cocktail norms by handing an element of control over to its guests - whether they're creating their own cocktails to take home or partaking in cocktail masterclasses that grant them the privilege to tend the bar whenever they wish.

An innovative hybrid of bar and shop overseen by General Manager Matthew Roberts and Bar Manager Elliot Davies, a full-service liquor store will allow guests to create on-demand, custom-bottled cocktails with the guidance of an expert bar team - Twinkle pictured, shot by Noah Fecks.



Featuring fresh ingredients, guests will have the ability to build and enjoy the bespoke cocktails on premises or via Genuine Liqueur's website for delivery or takeaway.

Meanwhile, immersive bar areas tucked away in the 'stockrooms' beyond will offer an array of experiences including an 'All Stars' lineup of exclusive cocktails from well-known mixologists, to Liqueur's 'Cha-Chunker' cocktails - a novel invention that uses a machine with a metal point to widen the hole of any canned drink so that a miniature bottle of alcohol can then be inverted, resulting in a captivating twist on the classic spirit and mix.

Designed by AvroKO, the space draws inspiration from New York City street-corner bodegas. There are two sites and three brands in NYC, Roadside, Liqueur (downstairs) and Gotham (upstairs).

Genuine Liqueur aims to revolutionise and disrupt the London bar scene; a first-of-its-kind custom cocktail experience set to break the barrier between bartender and guest.

22 August 2018 | 1389 Reads

GENUINE LIQUEUR, LONDON

Fix yourself a drink with London's DIY cocktail bars

Katie Strick 22 hrs ago



© Provided by Independent Digital News & Media Limited

There's something liberating about mixing your own cocktail. At least that's what bar manager Elliot Davies assures me as I nervously begin shaking up my gin and beetroot concoction at new, DIY cocktail den Genuine Liqueur in Fitzrovia.

Apparently I'm the first person to mix these two specific ingredients. It feels like a triumph, until I spill purple liqueur all over the bar as a group of guests walks in. Davies doesn't mind.

"It's all about not being scared to get behind the bar," he says, pointing to a reach-through beer fridge from which visitors can help themselves. "Our bar is your bar."

This New York-inspired cocktail bar, which launched this autumn, wants to turn London into a city of bartenders. Downstairs, the place is arranged to feel like a bodega off-licence: shelves are lined with fresh ingredients, garnishes and spirits. Customers are invited to create their own cocktail, including the name. It'll then be mixed up by an expert bartender, and bottled for you at the shop counter, so you can drink it, take it home, or order 10 for your next dinner party.

In parallel, Davies will be running a masterclass in his cocktail lab on the floor above, teaching 16 budding mixologists at a time how to shake and stir their own drinks. The two-hour tutorial covers eight varieties of cocktails, before a seven-minute make-your-own challenge at the end.

Winners will compete in a final every few months, and the champion will have their own cocktail added to the menu. Though every graduate gets a prize: complete the masterclass and you can come back and serve your own drinks behind the bar at any time — just point to your picture on the wall.

“We’re giving you the tools, the knowledge and the technique to be your own bartender,” Davies explains. Isn’t he worried people will abuse the position? “Because we’re inviting people behind the bar, they’re always a bit apprehensive. We’ve yet to come to a situation where people go wild.”

He’s on to something: bespoke is booming. Worship Street Whistling Shop in Shoreditch lets you concoct your own cocktail and bottle it yourself; Shochu Lounge at Roka in Fitzrovia offers the chance to infuse your own Asian spirit; and TT Liquor on Kingsland Road hosts both standard and molecular cocktail masterclasses in its room upstairs. Meanwhile, Double Barrel in Charing Cross is doing whisky workshops, and Martello Hall, Canova Hall and their new sister Cattivo in Brixton offer gin cocktail masterclasses plus a class where guests can make their own gin.

The boom is down to Londoners’ curiosity, says TT Liquor’s events manager Jake Rogers. “People want to educate themselves and learn how to make things in the right way — and they love anything that’s theatrical.”

THE HOT LIST

Rapper's delight

French rapper/actor Nekfeu adds another string to his bow, with a streetwear line for Agnès B / *Le rappeur/acteur Nekfeu ajoute une autre corde à son arc, avec une ligne streetwear pour Agnès B. agnesb.fr*



Nature vivante

Learn to flower-arrange like the Dutch Masters on this one-day workshop in King's Cross / *Apprenez la composition florale inspirée par les maîtres hollandais lors d'un atelier à King's Cross. londonflowerschool.com*



A little birdy

All hail Antwerp's pioneering ecoBirdy, which turns old plastic toys into colourful furniture for kids / *Gloire à ecoBirdy, qui à Anvers, transforme de vieux jouets en plastique en meubles colorés pour enfants. ecobirdy.com*



Oh boy

Finally, Chanel's released its first men's make-up line, Boy de Chanel; we're eyeing up the matt lip balm / *Chanel a lancé sa première ligne de maquillage masculin, Boy de Chanel ; le baume à lèvres mat nous botte. chanel.com*



D.I.S.C.O.

The hair, the leotards, the tunes: we can't resist French disco queen Corine, whose debut album's out this month / *Crinière, justaucorps, musique : Corine la reine du disco français sort son premier album ce mois-ci.*



Ni cuiller, ni shaker

NYC's Genuine Liqueurte launches in Fitzrovia, with DIY cosmos and bottled cocktails to take away / *Genuine Liqueurte arrive à Fitzrovia avec ses cocktails à bricoler soi même et à emporter. liqueurte.co.uk*



At all costs

French actor Vincent Lacoste is officially The Next Big Thing; catch him in the tender, touching *Amanda* / *L'acteur Vincent Lacoste est la star montante du moment ; retrouvez-le dans l'émouvant Amanda.*



Le bœuf et la morue

New pop-up Black Cod & Wagyu does luxe dining for less, with its namesake dishes from £15 apiece. / *Black Cod & Wagyu propose des repas de luxe à prix réduit – plats éponymes à partir de 15 £. blackcodandwagyu.com*

