



THE LANGHAM
London

PRESS RELEASE

G & TEA TIME AT THE LANGHAM, LONDON

Palm Court at The Langham, London to serve special Beefeater 24 Afternoon Tea

Between January and April next year, weary shoppers will be able to slip away from the hustle and bustle of the West End sales and enjoy a delightfully refined afternoon tea with a twist at Palm Court, perfectly located at the top of Regent Street at the newly refurbished Langham, London. Working exclusively with the super premium, London distilled gin - Beefeater 24, The Langham has created a bespoke [afternoon tea menu](#) serving a tea blend using the botanicals present in the gin, as well as a classic gin and tonic, perfect to fortify shoppers against the winter chill and retail therapy fatigue.

Infused with a rare blend of botanicals including notes of citrus, juniper and angelica, Beefeater 24 is the perfect match for afternoon tea. Its fresh aroma and silky smoothness are testament to over 40 years distilling experience from the Beefeater Gin Master Distiller. Distilled in the heart of the city it is a true London spirit full of authenticity and sophistication. The botanicals, extracted from a unique mix of Chinese green and rare Japanese Sencha teas have also been blended for a bespoke tea, served with or without milk to create an ideal coupling of two quintessentially British drinks.



Delicate finger sandwiches including smoked Scottish organic salmon with horseradish and watercress and Castle of Mey Beef with Savora mustard are served with a selection of home baked scones and miniature French pastries and English classics such as mille feuille, Victoria sandwich, Bakewell tart and chocolate gateau.

Devonshire clotted cream and Duchy Originals Strawberry Preserve complete the luxurious food offering.

Palm Court is renowned as the birthplace of the afternoon tea tradition, serving tea to the cream of London since 1865. It is the dazzling new centrepiece of The Langham, London which has just recently completed a remarkable £80 million transformation. With a relaxed yet refined atmosphere enhanced by a resident pianist, this is a modern day haven with a traditional heritage.

Priced at £39.00 per person, the Beefeater 24 G and Tea is available in Palm Court from 1 January 2010 until 30 April 2010. Advance reservations are recommended on: 020 7965 0195 or for more information visit: www.palm-court.co.uk/#!/afternoon-tea/menus

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About Langham Hotels International & Its Affiliates

Langham has a legendary hotel heritage dating back to 1865 when The Langham in London originally opened as Europe's first Grand Hotel. For over 140 years, this flagship hotel has been at the forefront of sophisticated and gracious hospitality. Today, all Langham Hotels worldwide inherit the same philosophy that reflects elegance in design, innovation in hospitality, genuine service and captivation of the senses creating a truly unique hotel experience.

The group is pursuing an aggressive portfolio growth strategy using its distinctive brands and affiliate – The Langham, Langham Place and Eaton. Currently 18 hotels, including affiliates, are open or in the pipeline across four continents.

The Langham is where guests can enjoy service with poise and be enchanted by our innovation and traditions while Langham Place, the fun sibling of The Langham, is about living the 21st century through design, technology and attitude, epitomising stimulating and artistic hospitality.

Eaton, a premium four-star affiliate property, aims to surprise and delight our guests with a value-for-money proposition that delivers a stylish, modern level of comfort with spirited, can-do service.

Langham Hotels International is a wholly-owned company of Great Eagle Holdings (Stock Code: 0041) which was founded in 1963 and listed on the Hong Kong Stock Exchange in 1972.

Reservations for Langham hotels can be made by logging onto langhamhotels.com or eatonhotels.com.

Our Properties

EUROPE:

The Langham, London

INDIA:

Langham Place, Koregaon Park, Pune
(opening soon)

NORTH AMERICA:

The Langham, Boston
The Langham, Huntington Hotel & Spa,
Pasadena

PACIFIC:

The Langham, Auckland
Langham Place, Waiheke Island, Auckland
(opening soon)
The Langham, Melbourne

ASIA:

Hong Kong

The Langham, Hong Kong
Langham Place, Mongkok, Hong Kong
Eaton Hong Kong

China

The Langham, Yangtze Boutique, Shanghai
Langham Place, Beijing (opening soon)
Langham Place, Beijing Capital Airport
(opening soon)
Langham Place, EDZ, Guangzhou
(opening soon)

Thailand

Langham Place Samui at Lamai Beach (2009)
Langham Place Miora Resort + Spa, Kalim Bay,
Phuket (opening soon)
The Langham, Sukhumvit, Bangkok
(opening soon)
Langham Place, Phayathai, Bangkok
(opening soon)

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