



THE GRAND MENU: GRAND MARNIER INTRODUCES A NEW ACT TO ELEVATE THE PRE-THEATRE EXPERIENCE

LONDON 4th April 2019: Grand Marnier, the iconic cognac-based French liqueur, announces the launch of *The Grand Menu*, a new pre-theatre spirits experience – offering up the first ever drinks-only, pre-theatre menu, exclusively at Café Monico in London. *The Grand Menu* will allow Londoners to say “au revoir” to the typical rushed meal and aperitif before a show and say “bonjour” to a more elegant experience.

Pre-theatre menus may be a London theatre staple, but they need a new act. By launching *The Grand Menu*, Grand Marnier adds a dramatic plot-twist, offering cocktails worthy of a night of dramatic performance.

Taking inspiration from the three courses traditionally offered, *The Grand Menu* shakes up the ritual, offering something unexpected. The trio of cocktails commences with a light, sparkling starter, followed by a slightly punchier main act, and finish with a note of something sweet.

The Grand Menu at Café Monico will comprise of:

ENTRÉE

The Grand 75 – this twist on the French 75 is a perfectly light balance of Grand Marnier and fresh lemon juice, topped with champagne providing a refreshing entrée cocktail.

- 50ml Grand Marnier
- 25ml Lemon Juice
- Splash of Champagne

PLAT PRINCIPAL

The Debauchery of Decadence – taking inspiration from the daring Belle Époque era when Grand Marnier was created, this combination of Grand Marnier Cuvee Du Centenaire, Remy Martin XO, Antica Formula, Amarena Cherry Syrup and Black Walnut Bitters is a richly decadent cocktail full of dramatic layers of flavour.

- 35ml Cuvee Du Centenaire
- 25ml Remy Martin XO
- 15ml Antica Formula
- 5ml Amarena Cherry Syrup
- 3 Dash Black Walnut Bitters

DESSERT

The Elements of Époque – no menu is complete without something sweet. This delicious, unexpected blend of Grand Marnier, Benedictine, Lemon Juice, Chilli, Vanilla Infused Honey, and Fresh Sage sets the stage for more surprising delights at the theatre.

- 50ml Grand Marnier
- 15ml Lemon Juice



- 5ml Honey Infusion
- 5ml Benedictine
- 4 Sage Leaves

“The drama and grandeur of The Grand Palais, Perrier-Jouet Belle Époque, and the Palace of Versailles all provided inspiration for this cocktail menu,” says Aiden Hornsby, Bar Manager, Café Monico. We wanted to create something that resonated with the drama of the theatre as well as giving a nod to the high-class French culture that inspired the Belle Époque performance era. The result is a complex, modern and intriguing menu for people to come and experience pre-theatre with us and Grand Marnier.”

The Grand Menu is priced at £25, available from 6th April to 6th May from 5-7pm. [Café Monico](#) is a short walk from London’s best theatres.

-ENDS-

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About Grand Marnier

Created in 1880 by Louis-Alexandre, Grand Marnier Cordon Rouge is the flagship of the brand and combines the intensity of exotic bitter orange with the character of Cognac. The recipe has not changed since it was created, resulting in a liqueur with powerful and complex aromas and flavours. Grand Marnier contains 51% Cognac, which means that it brings an intriguing twist to cocktails and drinks – giving a multi-layered flavour and elevates classic cocktail serves. <https://www.camparigroup.com/en/brands/liqueursothers/grand-marnier>

Grand Marnier: Tasting notes

Colour: Bright topaz, brilliant with gold and amber tints.

Aroma: Attractive orange notes with nuances of candied zests and vanilla flavours from the Cognac.

Flavour: Full and ample, bitter orange aroma balanced by Cognac notes of hazelnuts and toffee. The finish is long and harmonious.

ABOUT CAMPARI UK

Campari UK is Campari Group’s subsidiary in the UK market, headquartered in London. A multicultural and dynamic team, Campari UK comprises of more than 40 ‘Camparistas’ from numerous different nationalities.

At the heart of Campari UK are two main portfolio offerings. The first is the Italian portfolio, featuring distinctive brands like Aperol and Campari. The second is the Jamaican rum portfolio, led by Wray & Nephew Overproof, Appleton Estate Rum and Koko Kanu coconut rum – complemented by brands including Wild Turkey Bourbon, Grand Marnier and BULLDOG Gin.

The company is proud to offer an unrivalled range of more than 40 premium spirit brands; each with specialty offerings in their quality, innovation, and style.

Visit www.campariuk.com to find out more about the company and range of products or follow Campari UK on Instagram or Twitter at @CampariGroupUK.

ABOUT CAMPARI GROUP

Campari Group is a major player in the global spirits industry, with a portfolio of over 50 premium and super premium brands, spreading across Global, Regional and Local priorities. Global Priorities, the Group’s key focus, include [Aperol](#), [Appleton Estate](#), [Campari](#), [SKYY](#), [Wild Turkey](#) and [Grand Marnier](#). The Group was founded in 1860 and today is the sixth-largest player worldwide in the premium spirits industry. It has a global distribution reach, trading in over 190 nations around the world with leading positions in Europe and the Americas. The Group’s growth strategy aims to combine organic growth through strong brand building and external growth via selective acquisitions of brands and businesses.

Headquartered in Milan, Italy, Campari Group owns 18 plants worldwide and has its own distribution network in 20 countries. The Group employs approximately 4,000 people. The shares of the parent company Davide Campari-Milano S.p.A. (Reuters CPRI.MI - Bloomberg CPR IM) have been listed on the Italian Stock Exchange since 2001. For more information: www.camparigroup.com/en

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