



gerry
& calabrese

Mixologist and entrepreneur Gerry Calabrese has quickly built up a reputation as one of the modern greats of the London bar and club scene. Experience in top London venues such as Lab, Dust, and Sex in the City, as well as curating large events and promotions have culminated in the launch of his own East End bar, The Hoxton Pony, in May 2008.

His pedigree in the bar industry, and as an entrepreneur in general, are amply demonstrated by his track record as well as his plans for the future. In 2004 he presided over MEET, a three tier 24hr cocktail bar in London's Farringdon that received huge critical acclaim. Gerry was active as the UK Ambassador for the fine liqueurs and spirit house Gabriel Boudier, and he consulted for the industry renowned Emporia Brands Limited.

Gerry's stance as an industry leader was further enhanced by his recognition in the consumer press. Listed on Theme Magazines bar industry UK top 100, and acted as the monthly columnist for Arena Magazine on the drink and bar world has seen him act as a consultant and private event planner for numerous high profile clients such as Giles Deacon, Swarovski, Dinh Van and Elite Model Look.

It is Gerry's own Hoxton Pony though that has cemented his position in the London bar scene.

Located in Shoreditch The Hoxton Pony is widely regarded as one of the hottest venues in London largely due to Gerry's impressive award winning bar team. The aim was to deliver some of the best drinks in the capital in a daring and innovatively designed space; of which it has succeeded in greatly.



The venue has a huge reputation for its musical programming and has seen an impressive list of talent walk through the doors including Mark Ronson, Calvin Harris, Henry Holland, Paloma Faith, Alexa Chung, Gizzi Erskine, Kelis, Professor Green, Jameela Jamil, Agyness Deyn and Alex Zane to name but a few.

www.thehoxtonpony.com

2011 saw the launch of Gerry's own drink brand creation, the hugely successful and very tasty Hoxton Gin. HG continues to conjure up a storm in the national, regional and trade press and is listed in 88 Waitrose and 169 Sainsbury's across the country. In 2012 Hoxton Gin was named as one of Britain's 'CoolBrands' alongside Virgin Atlantic, ghd, Liberty and Spotify. www.hoxtongin.com .



In October of this year Gerry switched his attention from East to West (London) and created Baroque in Mayfair. The ambitious entrepreneur is finally bringing to fruition his dream of merging the luxury and glamour of a by-gone era with a seriously modern twist.

Having undergone an extensive refurbishment, the venue has been transformed into a sumptuous space oozing luxury. The interior features sophisticated and extravagant décor and finished to the highest possible standard with an undeniably theatrical, flamboyant atmosphere. The round cabaret-style tables sport crisp white tablecloths from which guests are served with the highest degree of care. Pure decadence is reflected in every aspect of the venue; guests can pre-order bespoke Champagne towers as Baroque boasts one of the most extensive lists of vintage Champagne in Europe including such rarities as Salon 1964 and Dom Perignon 1971 along with copious other vintages from throughout the last century.

Awards

Runner Up BEST NEW BAR 2008 – CLASS AWARDS

Winner of BEST NEW BAR 2009 - Theme Magazine Awards

Runner Up BEST BAR 2011 – The London Lifestyle Awards

Winner of BEST BAR 2012 - London Club and Bar Awards

What the press say about Gerry Calabrese:

*“At **Live**, we like to raise a glass to the world’s mavericks. Branson, Lady Gaga...Gerry Calabrese. Who’s he? The trendy bar impresario who’s only gone and made a gin laced with coconut and grapefruit botanicals. Which, combined with the name Hoxton Gin, makes it a sort of Malibu for cool people.”*

LIVE / MAIL ON SUNDAY

“Legendary mixologist Gerry Calabrese has pulled together a crack squad of bar staff to mix cocktails that use organic, seasonal British produce, making them ethically-sound as well as delicious” –

GLAMOUR.COM

‘A modernist Alice in Wonderland-esque watering hole, complete with china teacups, stuffed animals and foliage.’

HARPERS BAZAAR

‘Believe us, it’s the only plan you need for the evening. And it’s a very good one!’

ESQUIRE

‘Sample the delights of this new remarkable cocktail list.’

ES MAGAZINE

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