



RITZ LONDON CIGARS

RITZ LONDON CIGARS TO OPEN



London, May 2018: The Ritz London today announces the opening of Ritz London Cigars, a luxury cigar shop and sampling lounge, located in the ground floor of the iconic Piccadilly grande dame hotel.

Paying tribute to some of the hotel's iconic British guests from past and present, including Prime Ministers Sir Winston Churchill and Harold Macmillan and actors Charlie Chaplin and Sir Roger Moore, who all shared a passion for the finest cigars, Ritz London Cigars will be open daily, from 10am to 11pm, with access from within the hotel and from Piccadilly.

Cigar aficionados will be able to purchase and taste from a menu of premium and limited-edition cigars, including *Cohiba*, *Partagas*, *Montecristo*, *Ramon Allones* and *Bolivar*, as well as a collection of six Ritz cigars, scoured from the finest plantations in Cuba. Cigars are displayed within a custom designed walk-in humidor to guarantee the highest quality and condition.

A knowledgeable cigar sommelier is on hand to curate an enjoyable tasting experience for both connoisseurs and enthusiasts, within the comfort of the elegant, leather-furnished sampling lounge.

A selection of Ritz branded cigar accessories, including cutters, lighters, ashtrays and humidors, as well as a range of some of the finest blends of Scotch Whiskys, Cognacs and Rums will also be available to purchase as the perfect gift.

For further information, please visit www.ritzlondoncigars.com or telephone Ritz London Cigars on 0207 300 2500 or email cigars@ritzlondoncigars.com.



RITZ LONDON CIGARS

NOTES TO EDITORS:

ABOUT THE RITZ LONDON

The Ritz London, the iconic landmark conceived by renowned hotelier César Ritz, first opened its doors in 1906. Perfectly located in a landmark position in the heart of London's West End, The Ritz is moments from the finest shopping destinations the Capital has to offer, including the luxury designer brands of Bond Street and Regent Street and the unique and quintessentially British boutiques of Jermyn Street. Throughout its distinguished history, the iconic hotel has been at the heart of London society and continued to play host to Royalty, aristocracy, stars of stage and screen and countless other discerning guests. The Ritz has deservedly taken its place amongst the great hotels of the world and is the benchmark by which other hotels are measured. Most recently, The Ritz Restaurant was awarded a Michelin Star in the Michelin Guide Great Britain and Ireland 2017. Following refurbishment it is sparklingly renewed though still retains the luxurious Louis XVI style interiors, meticulous service and the exquisite bar and restaurants for which The Ritz name is synonymous.