

NEWSLETTER

CORPORATE

Hello and welcome to Farmers & Fletchers In the City January newsletter. Please feel free to forward to anyone of your colleagues, business associates or friends and family who may find the topics useful.

A Gin for all Seasons



Are you a wine aficionado or a gin connoisseur? It's official there has been a resurgence in gin and it appears there is now a gin for all seasons. Knowing your cucumber from your citrus botanicals is now as important as knowing your Shiraz from your merlot.

Gin is now the drink of the day for many generations. No longer associated with the more mature drinker gin is very much on trend. So much so that it is estimated that last year gin sales topped £1bn in 2016 (source: The Guardian 2016).

According to the Wine and Spirit Trade Association, the number of UK gin distilleries has nearly doubled to about 200 since 2010, while the number of gin bars and dedicated events is mushrooming.

[Read more](#)

Design a Gin Cocktail Competition



That's right we would like you to design a gin cocktail for us. The cocktail must be an original and not a copy of an existing gin cocktail. All of the ingredients and quantities used must be clearly stated on the entry form. If there is a story behind your cocktail, what inspired you, even better. Remember we are looking for something original, on trend and different. Something that plays with gin's unique flavour, enhancing botanicals and complementing other ingredients to make something truly special. The winner will be the person who in the judges' opinion has created the most original, flavoursome and commercial gin cocktail.

[Read more](#)

Farmers & Fletchers in the City create new sales role

We are delighted to announce the appointment of Yasmin Alden to the newly created position of MICE Sales Executive.

In her new role Yasmin will spearhead the development of new business and relationships with prospective corporate clients, conference agents, event management companies and wedding planners. She will primarily focus on London and particularly the City and reaching out to the M25 and Home Counties.

[Read more](#)



January's Wine of the Month and Wine and Food Pairing

Each month we will be featuring a wine and food pairing to showcase our seasonal and ever changing menu options. Our wine of the month for January is

Valserrano Crianza 2012 Rioja, from Spain
This month's offer price is £24.10 a bottle (plus VAT)

This wine comes from a long established family Bodega which lies in the best part of Rioja, on the limestone ridges of the Alaves region in the Rioja Alta near Haro. Bodegas de la Marquesa has produced top quality wines for 5 generations. The production is based on the same principal as a good French Chateau, which is to use fruit only from their own vineyards and set rigorous standards in the cellars. Following fermentation in stainless steel, the Crianza is aged for 18 months in American and French oak casks.

Valserrano Crianza 2012 Rioja has been described as a well structured red with ripe black fruit flavours. A red wine that is beautifully soft, with gentle, aromas of plums, red berry fruits, strawberry and a very attractive juiciness, overlaid by some creamy oak and spices with a rich smooth finish.

We would pair this with the following dish from our winter menu:

Breast and thigh of brined East Anglian partridge, Lincolnshire vegetable gratin, buttered smoky bacon and almond Brussel sprouts, thyme jus.

It is important with partridge not to overwhelm the relatively delicate flavour and hence this is a beautiful match. Think of partridge as a richer, more gamey version of chicken. So this soft rounded Rioja is an obvious choice, alternatives include merlot-based Bordeaux like the simpler Saint-Emilions or southern French blends, it really is all down to taste and preference.

Save 10%

IN AUGUST 2017

For all events booked before the end of July and taken in August 2017 we will be offering a generous *10% discount off food, room hire and selected packages. If you are not in a hurry and you are working to a budget this is the time to run your event.

[Read more](#)

COME AND VISIT

If you do want to see more of our Hall or make an enquiry please call 020 7600 2064 or email camilla@farmersfletcherscity.london

NEW RECIPIENTS

If you know somebody who would like to receive this newsletter please email info@farmersfletcherscity.london with his or her name and email address. We will contact them saying you recommended them, and if they are happy to receive the newsletter we will add them to our mailing list. If they don't want to receive we won't bother them any more.

OPT-OUT FOR A LITTLE WHILE

If you want to stop receiving newsletters for a couple of months just email info@farmersfletcherscity.london and we'll suppress your name for a few months.



GET IN TOUCH

For general enquiries, please call +44 (0)20 7600 2064

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Our office hours are Monday to Friday, 9.00am - 5.00pm