

# NEWSLETTER

## LIVERY & CLUBS

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 Alavesa region in the Rioja Alta near Haro.

Bodegas de la Marques 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 root 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.

## Dates for the diary

**FRIDAY 31<sup>ST</sup> MARCH 2017**

**Inter Livery luncheon following the  
United Guilds Service**

We would like to invite you to our next event, the Inter Livery luncheon that will follow the United Guilds Service at St Paul's on Friday 31 March 2017. After a reception while Liverymen and their guests gather from St Paul's, we will serve a three course luncheon with accompanying wines. If we know in advance, we will ensure that non-Livery guests are not separated from their hosts.

The cost has been held to £62 per person including VAT

We need your numbers and any dietary requirements no later than Thursday 23 March. Please advise any dietary requirements when booking. Bookings should be made with this office by emailing your requirements to [andrew@farmersfletcherscity.london](mailto:andrew@farmersfletcherscity.london) or telephoning 020 8364 3401.

**MONDAY 26<sup>TH</sup> JUNE 2017**

**Inter Livery luncheon following  
the Election of the Sheriffs**

We would like to invite you to our Inter Livery luncheon that will follow the Election of the Sheriffs on Monday 26th June at Farmers & Fletchers Hall.

There will be a reception while Liverymen and their guests gather. We will serve a delicious three course luncheon complete with accompanying wines and the price will be held at £62 per person including VAT.

To find out more or to make your booking email [andrew@farmersfletcherscity.london](mailto:andrew@farmersfletcherscity.london) or telephone **020 8364 3401**.

Our last inter Livery luncheon was a very popular and successful event. We expect tickets to disappear early so please make your reservations as soon as possible.

For more information or to make a booking contact:  
[andrew@farmersfletcherscity.london](mailto:andrew@farmersfletcherscity.london)



## 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](mailto:camilla@farmersfletcherscity.london)

## NEW RECIPIENTS

If you know somebody who would like to receive this newsletter please email [info@farmersfletcherscity.london](mailto: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](mailto:info@farmersfletcherscity.london) and we'll suppress your name for a few months.



## GET IN TOUCH

For general enquiries, please call

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