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JIM BEAM BAR OPENS AT HILTON LONDON METROPOLE

The Rack House brings a taste of The States to Edgware Road



LONDON – 26 June 2018 – [Hilton London Metropole](#) and [Jim Beam®](#) have come together to bring a brand-new Jim Beam® themed bar to London. Combining Kentucky's most famous aged bourbon with the authentic flavours of America, a great location and good vibes, The Rack House offers a mouth-watering menu, an extensive drinks list – from fine bourbons to signature cocktails - and the best of sports coverage on large plasma screens and a main wall projection.

Seating up to 90, the new bar's design pays homage to Jim Beam® and features lights crafted out of Jim Beam® barrels and bottles, Jim Beam®-themed murals, and dining booths, making it the perfect place to enjoy hearty American food and live sports with friends.

Diners can enjoy a selection of American favourites, from 'teasers' of BBQ'd brisket beef 'Ends' and Jim Beam® bourbon glazed chicken wings to The Rack House jambalaya, mac 'n' cheese and steak and fries. The sharing platters are the perfect solution for those eating with friends, while sweet-toothed diners are not forgotten either, with highlights including key lime pie, classic chocolate brownie and a range of sundaes.

As you would expect from a partnership with Jim Beam®, The Rack House offers a whisky-centric drinks menu – from the world's no 1 bourbon itself to Scottish and Japanese favourites – along with signature whisky-highballs including the wonderfully refreshing classic highball (Jim Beam® White, freshly squeezed lemon juice and soda), a perfect pairing for any of the teaser dishes but especially the creole tiger prawns. Of course, non-whisky drinkers are not forgotten, with a full menu of spirits, beers, ciders and soft drinks on offer.

During major sporting occasions The Rack House is the place to go for sports fans, with special-themed events, activities and promotions adding to the atmosphere.

Hilton London Metropole Director of Food and Beverage, Steven Gilbert, said: "We are delighted to have collaborated with the Edrington–Beam Suntory UK team to launch this exciting new bar. For those looking for authentic American flavours, a wide choice of drinks and cocktails – including the famous Jim Beam® bourbon – and high-quality sports coverage, The Rack House is the perfect place to hang out with friends and family. After his recent visit, I can proudly say Jim Beam’s current Master Distiller Fred Noe agrees with us on this."

Head of Brands at Edrington-Beam Suntory UK Distribution, Johna Penman, said: "Bourbon is booming and with the refreshing Jim Beam highball fast becoming the drink of the summer, we are excited to be working with Hilton London Metropole in creating a Jim Beam® themed bar to the heart of London. This amazing space offers a fantastic opportunity to welcome sports fans into the Beam family and offer discerning drinkers the chance to enjoy hundreds of years of history and heritage and versatility of the world’s number one bourbon. What’s more, following Fred Noe’s visit to the UK, we can safely say he has given his stamp of approval to the space as he aims to inspire bartenders and consumers alike to Stay on Beam".

Diners can enjoy three of The Rack House’s ‘teasers’ for £18 or indulge in the delicious mains and desserts from £11 and £6.50 respectively. The Rack House is open 5pm to 11pm Monday to Friday and 1pm to 11pm Sunday and Saturday.

For further information on The Rack House and Hilton London Metropole, please visit:

londonmet.hilton.com

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About Hilton London Metropole

Just 10 minutes from Oxford Street and Hyde Park, and 2 minutes from the London Underground, Hilton London Metropole is situated in the heart of London. With over 1,000 stylish guest rooms, a range of exciting dining options, over 4,300 m of meeting and event space and the LivingWell Health Club with a 12.5m heated pool, the hotel is the perfect choice for business or pleasure. Visit londonmet.hilton.com for more information and connect with Hilton London Metropole on [Facebook](#), [Twitter](#), [LinkedIn](#) and [Instagram](#).

About Hilton Hotels & Resorts

For nearly a century, Hilton Hotels & Resorts has been proudly welcoming the world's travelers. With 575 hotels across six continents, Hilton Hotels & Resorts provides the foundation for memorable travel experiences and values to every guest who walks through its doors. As the flagship brand of Hilton, Hilton Hotels & Resorts continues to set the standard for hospitality, providing new product innovations and services to meet guests' evolving needs. Hilton Hotels & Resorts is a part of the

award-winning Hilton Honors program. Hilton Honors members who book directly through preferred Hilton channels have access to instant benefits, including a flexible payment slider that allows members to choose nearly any combination of Points and money to book a stay, an exclusive member discount that can't be found anywhere else, free standard Wi-Fi, and digital amenities like digital check-in with room selection and Digital Key (select locations), available exclusively through the industry-leading Hilton Honors mobile app. Begin your journey at www.hilton.com, and learn more about the brand by visiting news.hilton.com, or following us on Facebook, Twitter, and Instagram.

About Jim Beam® Bourbon

At one time known for one primary product, the iconic Jim Beam portfolio now offers a wide range of award-winning expressions including Jim Beam Honey®, Jim Beam® Apple, Jim Beam® Double Oak, Jim Beam® Devil's Cut®, Jim Beam® Red Stag and Jim Beam® Rye. For more information, follow Jim Beam on Twitter (@jimbeam), Instagram (@jimbeamofficial) or visit www.jimbeam.com – www.drinkaware.co.uk.

About Edrington-Beam Suntory Distribution UK

Edrington-Beam Suntory Distribution UK is one of the UK's biggest spirits sales, marketing and distribution companies. It is a joint-venture company jointly owned by Edrington and Beam Suntory.

Edrington-Beam Suntory UK represents leading whiskies brands in categories including:

- Blended Scotch (The Famous Grouse, Naked Grouse and Teacher's)
- Malt whisky (Highland Park, Laphroaig, The Macallan and Ardmore)
- Japanese whiskies (Yamazaki, Hibiki and Hakushu)
- Bourbon (Jim Beam, Maker's Mark and Knob Creek)
- Imported whiskies (Canadian Club and Kilbeggan Irish whiskey)

It also handles UK sales and distribution for Courvoisier cognac, Snow Leopard vodka, Roku gin, Brugal 1888 rum and a portfolio of liqueurs and specialities (including Sourz, Bols liqueurs, Galliano and After Shock).

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