



# THE CONNAUGHT



## THE CONNAUGHT UNVEILS NEW CIGAR MERCHANTS

The Connaught on Carlos Place announces the unveiling of a new hidden gem in the heart of the hotel – The Connaught Cigar Merchants. This intimate room – tucked away and accessed by those in the know via the Red Room bar – will be home to one of the finest cigar collections in the capital and exemplary spirits. Guests and customers will be able to drop in and shop the collections, guided by Head of Cigars Adam Lajca and team, or take time to sit and sample the cigars with views of majestic Mount Street. This new addition to the hotel has been designed by Bryan O’Sullivan Studio.

Guests will enter The Connaught Cigar Merchants speakeasy-style via an unassuming door in the Red Room, to find a beautifully crafted room of pippy oak panelling, ceiling and joinery. An Italian crafted humidor spans the length of one wall, brimming with boxes upon boxes of cigars, whilst the opposite wall is home to a collection of spirits, kept in individual lockers. The team will prepare cigars for guests on Arni Fantastico marble alter. Seven tan leather and walnut club chairs sit in the space, each with a fold down shelf hidden in its arm to be used for resting drinks, and tables are made with brass and thick resin tops in pink, with a smoky affect running through to reflect the cigar smoke. An outstanding feature is the Swiss extraction system, which through the floor and ceiling, silently and constantly cleans

the air to stop the space getting too smoky. Lalique ashtrays and glassware, French crafted lighters, a sharp, velvet-jacketed team and the sounds of JazzHop combine to complete the ambiance.

Lajca – one of only 33 ‘Masters of Havana Cigars’ in the world – has curated a collection of over 170 Cuban cigars spanning regular production to extremely rare and vintage varieties. The edit showcases Cuban tobacco craft at its very best. Highlights include the Cohiba Siglo VI Gran Reserva, one of the finest post-embargo cigars on the market, and Montecristo Sublimes – a highly sought-after, velvety-smooth smoke. Lajca and his team of Cigar Sommeliers will advise on helping to build personal collections and source bespoke requests.

A collection of extremely rare spirits has been handpicked – ranging from vintage Japanese whisky to unique rums – to complement the cigars. A 42 year old blend of single malts has been produced to mark the opening of the Cigar Merchants, in a limited release of 200 bottles. The blend was handpicked by The Connaught team to elevate the cigar aroma and enhance the smoking experience. Another highlight is the Cigar Armagnac, which sees The Connaught collaborate with Marc Darroze of esteemed Darroze Armagnac. This particular pour – in hand numbered bottled – features a blend from 1966 giving the Armagnac complex characters of rancio, coffee, walnut and honey. This union sees another key moment in the friendship between The Connaught and the Darroze family. Should a guest wish to smoke with a world-famous martini from The Connaught Bar, this will be arranged by the team, and likewise diners of Helene Darroze at The Connaught and The Connaught Grill can be presented with cigars from the Merchants. Rare spirits can be sourced and advised on for guests and visitors alike.

The Connaught Cigar Merchants opening times are 4pm – 1am Monday to Saturday and 2pm – 10pm on Sunday. Tables may be booked by residential hotel guests. Only cigars which are purchased at The Connaught Cigar Merchants are allowed to be sampled and smoking cigarettes is not permitted. Guests must be 18 or over. <https://www.the-connaught.co.uk/restaurants-bars/the-connaught-cigar-merchants/>

**FOR FURTHER INFORMATION, PLEASE CONTACT:**

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**ABOUT THE CONNAUGHT**

In the heart of London’s Mayfair, The Connaught, part of Maybourne Hotel Group, blends contemporary style, classic English character and impeccable service to create the ultimate in sophistication, with rooms and suites to suit every mood. It is known for its gastronomic excellence from the newly reopened Connaught Grill and restaurant courtesy of internationally acclaimed Jean-Georges Vongerichten to three Michelin star dining at Hélène Darroze. Joining the world’s best bar – the Connaught Bar – is the charm of the Coburg Bar and art-enthusiasts favourite the Red Room. The hotel is also home to Europe’s first Aman Spa making this the perfect spot to rest and relax.