

## The Franklin London & The Gore London Launch Their Very Own Spirits



London, 3 March 2026 - **The Franklin London** and **The Gore London**, both part of the luxury Starhotels Collezione, unveils a new duo of house-made spirits. Created in small batches with a strong sustainability focus, the **new gins and vodkas** are designed to bottle the personality and spirit of each hotel's signature bar – The Franklin Bar and Bar 190 – bringing guests a taste that's unmistakably "of the house".

Set on a tranquil street in Knightsbridge, overlooking the luscious Egerton Gardens, The Franklin London is known for its intimate Art Deco inspired cocktail bar, **The Franklin Bar**. Its soft low lighting, antiqued mirrors, and plush velvet seating offer an alluring backdrop to indulge in an evening tittle.

Reflecting the lush greenery outside its doors, **Forbidden Garden Gin** – created exclusively for The Franklin – opens with bright citrus before unfolding into delicate herbal and gently spiced notes, delivering a crisp, composed finish. The light and fresh spirit can be enjoyed paired simply with a tonic, or as a base of one of the bar's signature cocktails for a bolder taste.

Completing the launch is **Whisper Vodka**, distilled with British apples and subtle spice to offer a smooth, polished character suited to both classic and contemporary serves.

Just moments from the Royal Albert Hall, sits The Gore London steeped in a rich history, with dramatic period interiors and a long standing connection to music and the arts. Its characterful **Bar 190** is a stage-set of Victorian glamour and storied legacy, famously associated with The Rolling Stones' *Beggars Banquet* launch party in 1968.

Capturing that confident rock 'n' roll spirit, **Rock Royalty Gin**: playful and bold, blending bright citrus and fruit flavours with smooth sweetness and subtle spice, delivering a clean finish with a soft warmth. Its lighter counterpart is a soft pink gin, both floral and aromatic, led by chamomile and lavender with fresh citrus lifting the palate, finishing with lingering floral notes and gentle zest. The trio finishes with the **Rock Star Vodka**, lightly spiced with a fruity palette, perfect for adding a flavoursome punch to the cocktail classics.

These new spirits are **distilled in London by Tiny Tower Liquor**, selected for its responsible, small-scale approach to production. Botanicals are sourced locally, and volumes are intentionally limited. The distillery's proximity to the hotels helps reduce transport miles and supports a local business model, aligned with the bars' commitment to more sustainable and responsible hospitality practices.

The collection is now available at The Franklin London and The Gore London, with 50cl bottles priced at £45 and available for purchase on property.

**-ENDS-**

#### **The Gore London – Starhotels Collezione**

Established in 1892, The Gore London – Starhotels Collezione is an iconic beacon of British hospitality. Brimming with Victorian eccentricity, all 50 lavishly appointed rooms and suites are individually furnished, marked by vivid colour, oak-carved four-poster beds, and antique furniture. The Gore London is ideally located in Kensington within a short distance from the capital's many cultural and leisure hotspots. The Gore London is part of Starhotels Collezione.

#### **The Franklin London – Starhotels Collezione**

Tucked away on a quiet residential street in Knightsbridge overlooking Egerton Gardens, The Franklin London – Starhotels Collezione is one of London's most stylish luxury boutique hotels, designed by international interior designer and hotelier Anouska Hempel. The 35-bedroom hotel has her signature style throughout, having drawn her inspiration from her own lifestyle and love of travel, masterfully combining sensual Eastern influences with echoes of Italy and Morocco. With the spirit of a glorious bygone era, she has created a property that feels more like a warm and inviting private townhouse than a hotel.

#### **Starhotels**

Starhotels, the first Italian private hotel company, is a market leader in the hospitality industry within 4 and 5-star hotels. The Group boasts 34 properties with more than 4,500 rooms and luxury residences located in the heart of the top Italian destinations, in addition to London, Lugano, Paris and New York.

Starhotels is synonymous with the excellence of Italian hospitality, offering impeccable service that excels at anticipating guests' wishes and exceeding their expectations.

The prestigious **Starhotels Collezione** – icons of style in the most beautiful destinations in the world – stand out for their strategic positions, sophisticated design and bespoke services. Starhotels Collezione properties are located in Florence, Forte dei Marmi, London, Lugano, Milan, New York, Paris, Rome, Saturnia, Siena, Trieste, Venice, and Vicenza.

**Starhotels Premium**, located in the heart of the most beautiful Italian cities, Bergamo, Bologna, Florence, Genoa, Milan, Naples, Parma, Rome, Saronno and Turin, stand out for their contemporary style, and perfect combination of elegance and comfort, providing an intangible sense of well-being through excellent and welcoming service.

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