

# SELFRIDGES LAUNCHES No.3 GIN MARTINI ROOFTOP TERRACE



**[5 October 2020] No.3 London Dry Gin takes over Selfridges' iconic rooftop restaurant, Alto by San Carlo, alongside launch of new limited-edition pre-bottled Vesper Martini.**

From 5th October, No.3 London Dry Gin will be taking over the terrace of Selfridges iconic rooftop restaurant, Alto by San Carlo. Visitors to the 'Art of Perfection' martini terrace will be able to choose from a selection of cocktails as well as No.3's brand new limited-edition pre-bottled Vesper Martini. The ready-to-pour version of this classic cocktail has been created in collaboration with Alessandro Palazzi of Mayfair's iconic DUKES Bar and is as smooth and suave as the iconic spy who named it. The Vesper Martini will be available to order at the terrace or to buy in Selfridges Wine Shop on LG.

Throughout the takeover, No.3 will also be hosting 'Martini Mondays'; a series of master classes and guest spots where some of London's best bartenders will be serving up their take on the perfect martini.



**For further information and images please contact:**

Maria Jarmola  
Brand Communications Manager  
T +44 (0) 7935 079 515  
Maria.Jarmola@selfridges.co.uk

Press Office: [press.office@selfridges.co.uk](mailto:press.office@selfridges.co.uk) / 0203 092 0557

**SELFRIDGES & CO**

## MARTINI MONDAYS:

'Martini Mondays' will see No.3 Gin collaborate with three of London's best Martini bars; DUKES, The Gibson and Bar Swift, to bring drinkers unique takes on the iconic Martini over three Mondays in October. There will be a DJ from 6pm and special menus.

- DUKES – 12th October
- The Gibson – 19th October
- Bar Swift – 26th October

What's more, No.3 Gin ambassador Ross Bryant will lead four intimate masterclasses on 8th, 15th, 22nd and 29th October, offering guests the chance to discover the history and evolution of the Martini and taste a series of No.3 Gin Martinis and cocktails. Tickets are £40 – available by calling alto by San Carlo, Selfridges rooftop restaurant on 020 7318 3287 – and include four cocktails with olives, 10% off the pre-bottled Vesper Martini, a branded tote bag and No.3 Gin print.

**The No.3 Vesper Martini comes in a 500ml glass bottle, serving five cocktails, and is available to purchase exclusively via Selfridges and Selfridges.com at £35.95.**

ENDS

### Notes to Editors

#### **Address:**

No3 Art of Perfection Martini Terrace  
Alto by San Carlo  
Selfridges 400 Oxford Street  
W1A 1AB  
Access via the express lift in the Fragrance Hall on G

#### **Safety measures:**

- The health, safety and wellbeing of customers and teams remains Selfridges' priority. Carefully considered safety measures have been put place to help minimise the risk of coronavirus, in line with guidance from PHE and relevant authorities. Throughout Selfridges' bars and restaurants these include:
- Bookings can only be made for tables of up to six people. Bookings for huts are for four people maximum.
- Seating areas in all restaurants and bars have been reconfigured to maintain social distancing at 2m. Where this is not possible, for example in bar areas, screens have been installed
- In bar areas, countertop screens are in place, along with moveable screens for positioning in between customers
- Staff provide table service, facilitating minimal contact with customers
- Menus are one-use and made from fully recyclable materials
- Hand sanitiser stations have been installed throughout stores
- Customers will be encouraged to make contactless payments if possible
- Clear signage is in place throughout all restaurants and bars
- All team members handling or preparing food and drink will be required to wear face masks or visors
- In line with Government guidelines, Selfridges will securely retain customers details for 21 days to assist the NHS Test and Trace scheme.

---

#### **For further information and images please contact:**

**Maria Jarmola**  
Brand Communications Manager  
T +44 (0) 7935 079 515  
Maria.Jarmola@selfridges.co.uk

**SELFRIDGES & CO**

### About No.3 Gin:

- No.3 Gin, created by Berry Bros. & Rudd, has garnered over 30 awards for excellence since 2010. It is the only gin in the world to have been awarded **World's Best Gin** four times at the International Spirits Challenge, and the first gin to have ever won the prestigious **Supreme Champion Spirit** award at the International Spirits Challenge 2019. Other recent award wins include a Gold medal at the International Wine & Spirit Competition 2020 and a Double Gold at the San Francisco World Spirit Competition 2020.
- In terms of taste profile, No.3 Gin is a refreshing balance of juniper, citrus and spice; a true 'London Dry Gin'.

---

**For further information and images please contact:**

**Maria Jarmola**  
Brand Communications Manager  
T +44 (0) 7935 079 515  
Maria.Jarmola@selfridges.co.uk

Press Office: [press.office@selfridges.co.uk](mailto:press.office@selfridges.co.uk) / 0203 092 0557

**SELFRIDGES** & CO