

Cloudy Bay Haven at Selfridges London



As of Monday 21st June, Cloudy Bay is recreating their majestic home of New Zealand at Selfridges London. Taking over the bar on the ground floor, guests will be transported to Marlborough, New Zealand, the home of Cloudy Bay, through an immersive and luxurious installation.

The Cloudy Bay haven at Selfridges is more than just a bar, it emulates the bay in New Zealand - showcasing its special, awe inspiring, untouched beauty and now Londoners will have the opportunity to experience this unique place without needing to cross the Pacific Ocean.

A haven is wherever we find a sense of home; anywhere in the world. It is where we find kindness, company and comfort. Where we can take a moment to relish a simple luxury. And conscientious wine lovers can now take that opportunity in London at Cloudy Bay's Selfridges bar. Cloudy Bay produce wine to be shared and enjoyed amongst friends - capturing special moments to cherish for years to come.

The bar itself is designed with nature in mind. Guests will enter through an opening in the Cloudy Bay tent. Earthy tones and sensorial textures will transport you to New Zealand as you approach the beautiful wooden bar. There are Covid-19 safe social distancing measures in place but they won't feel cumbersome or invasive. Charming lanterns and outdoor lights will guide the way and guests may find themselves lucky enough to be seated in the snug. This is a haven within a haven; an elegant and rustic corner sofa within the safe confines of the illustrious tent. Having visited you will feel well versed in the values and sensibilities of Cloudy Bay.

The Cloudy Bay haven bar will be at Selfridges until the start of October. Here you can indulge in the prestigious and beloved Cloudy Bay Sauvignon Blanc (2020) as well as their 2019 Pinot Noir, 2019 Chardonnay, 2016 Te Koko and 2017 Te Wahi. The menu also boasts exquisite bar snacks such as picked white crab meat, world famous Black label jamón ibérico de Monatanera or a vegan friendly summer salad.

Beyond the family of Cloudy Bay wines there is a range of Champagnes on offer such as Veuve Clicquot, Ruinart and Dom Pérignon. Cloudy Bay cocktails and soft drinks are also served at the bar.



The demonstration of Cloudy Bay's haven is an invitation to consider your own. We invite you to create a personalised map in-store to showcase exactly where your haven is or as a memorable gift for a loved one. The map can be purchased with a bottle of Cloudy Bay both in-store and online. We trust you will delight in the taste of this haven Cloudy Bay is lucky enough to call home. Let's raise a glass in honour of havens, whatever and wherever they may be - cheers, from our haven to yours.

Opening times:

11:30 - 21:00 (Monday to Saturday)

11:30 - 18:30 (Sunday)

Reservation not required, walk-ins welcome

Menu (by glass and bottle):

Cloudy Bay Sauvignon Blanc 2020

Cloudy Bay Pinot Noir 2019

Cloudy Bay Chardonnay 2019

Cloudy Bay Te Koko 2016

Cloudy Bay Te Wahi 2017

Cloudy Bay Pelorus Brut NV

Cloudy Bay Pelorus Rose NV

Champagnes, cocktails, soft drinks and bar nibbles are also available.

Please enjoy responsibly.

About Cloudy Bay:

Cloudy Bay was established in 1985 by David Hohnen, a pioneer and visionary, who was convinced of New Zealand wines' great potential. The winery was among the first five to be established in Marlborough, the country's finest wine region, and is now highly regarded for the superlative quality and consistency of its wines. Thirty years later, Cloudy Bay remains New Zealand's most recognized winery. Sauvignon Blanc is the Estate's flagship grape variety. Cloudy Bay also produces a Chardonnay, a Pinot Noir and a sparkling wine, Pelorus.

About Selfridges:

Thought-provoking, unconventional and fearlessly creative, Selfridges has always sought to do things a little differently. More than a shop, Selfridges is a social centre with sustainability at its heart, powered by imagination, curiosity and creativity. The only store to be named the Best Department Store in the World four times, Selfridges offers a shopping experience that promises to surprise, amaze and amuse its customers by delivering extraordinary experiences. The launch of Project Earth in 2020 marked a new chapter in Selfridges' history - the start of a challenging yet vital journey to change the way we shop by 2025. The initiative builds on the industry-leading

steps Selfridges has taken over the last 10 years to place sustainability at the heart of the business. Selfridges is committed to transforming the way we shop physically and digitally. From its in-house Cinema, restaurants and bars, skate bowl and extraordinary events calendar, to celebrating new and upcoming artists and designers, Selfridges has always been more than the sum of its products.