

Leicester Square Kitchen Unveils A Summer Terrace in Partnership With VIVIR Tequila



Leicester Square Kitchen in London is proud to introduce VIVIR Tequila, an exclusive residency at Leicester Square Kitchen Terrace. Complete with Mexican design motifs, South American sharing plates and two limited-edition, freeze-churned slushy cocktails, the terrace is set to be central London's alfresco destination this summer.

Launched on 14th June 2023, Leicester Square Kitchen Terrace in partnership with VIVIR Tequila brings Mexican alfresco dining to Leicester Square. In keeping with the ethos of both brands, the terrace is a blend of tradition meets modern day. Inspired by airy Mexican patios and courtyards, its design features the colourful geometric patterns of Talavera tiling, seasonal flora and soft furnishings.

"This exclusive summer terrace residency with VIVIR Tequila will be a fantastic opportunity for visitors to refresh and relax in one of the world's most famous squares. We put a lot of consideration into Leicester Square Kitchen's frozen cocktails to get the best out of VIVIR's impeccable product," says Amir Jati, Service Excellence Director at Edwardian Hotels London, owners of Leicester Square Kitchen.

To complement the hot weather and celebrate this exclusive residency, Leicester Square Kitchen's mixologists have created two signature slushies with expressions of VIVIR Tequila Blanco, presenting the perfect frozen cocktail to enjoy during the summer months. Putting a unique twist on the iconic frozen margarita and frozen paloma, the spicy *Ají Margarita* combines VIVIR Tequila Añejo tequila, Cointreau, *ají Amarillo* pineapple blend and fresh lime juice, while the fresh and citrusy *Naranja Roja Paloma* features VIVIR Blanco tequila, fresh grapefruit juice, blood orange syrup and Briottet Pamplemousse Rose liqueur.

Guests sitting on the terrace can also enjoy a selection of Leicester Square Kitchen's signature Mexican and Peruvian small plates, including *Soft tacos with dry-rubbed short rib and smoked chilli mayonnaise* and *Seared avocado and cancha salad dressed with lemon rocoto*.

"Following the success at May Fair Bar, it's great to be working with the Edwardian team again this summer. Our takeover of Leicester Square Kitchen terrace will allow customers to enjoy refreshing frozen margaritas in the setting of a Mexican oasis, right in the heart of the bustling Leicester Square," says Navindh Grewal, Co-Founder of VIVIR Tequila.

VIVIR Tequila is produced from the finest Weber Blue agave, grown over nine years in their own fields in the highlands of Jalisco, Mexico. Using traditional Hornos to cook the agave, and water from a natural volcanic spring on site at their distillery, the final product is a natural, fresh and flavourful spirit that stays true to its agave roots.

Leicester Square Kitchen Terrace is open Wednesday-Saturday 12pm-11pm, and 12pm-9pm on Sunday.

Bookings and menu information can be found at <https://www.thekitchensrestaurants.co.uk/leicester-square-kitchen>

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EDWARDIAN HOTELS LONDON

[Edwardian Hotels London](#) is one of the UK's largest privately owned hotel groups, which has been operating and developing its hospitality portfolio, including upscale five- and four-star luxury hotels, since Jasminder Singh OBE began his career within the hospitality industry in 1977; forming the beginnings of what would become Edwardian Hotels London.

[The Londoner](#), Edwardian Hotels London's latest opening, is the world's first super boutique hotel in London's Leicester Square and incorporates 350 bedrooms and suites, six concept eateries and bars, The Residence, The Retreat, private screening rooms, seven inspiring meeting spaces and a stunning ballroom for 850 guests. It is a member of Preferred Hotels & Resorts' prestigious Legend Collection.

Edwardian Hotels London also owns and operates [The May Fair](#), [The Edwardian Manchester](#), both part of premium lifestyle brand Radisson Collection, 10 Radisson Blu Edwardian hotels across London and a range of luxury restaurant and bar brands, including the award-winning Kitchen concept restaurants; [May Fair Kitchen](#), [Bloomsbury Street Kitchen](#), [Peter Street Kitchen](#), [Leicester Square Kitchen](#), [Monmouth Kitchen](#) and [May Fair Bar](#), as well as [Steak & Lobster](#) and [Scoff & Banter](#).

VIVIR TEQUILA

VIVIR Tequila was founded in 2017 by Navindh Grewal and Paul Hayes with the aim of changing mainstream perceptions of Tequila. Produced in partnership with Casa Maestri Distillery in Jalisco, Mexico, VIVIR Tequilas are made with 100% highland Blue Weber Agave. Our Agave is harvested at 9 years once fully mature, which is vital to maintain crop levels and support the local wildlife ecosystem. We use traditional methods to deliver exceptional quality and taste, roasting our Agave in hornos (clay ovens) and using natural volcanic spring water sourced at the distillery. Our aged Tequilas – Reposado and Añejo – are rested in American Oak ex-bourbon

barrels, which adds maturity to the flavour profiles. Altogether, this results in a collection of exceptionally smooth, fresh and robust spirits, which have won multiple awards all across the world.