

PRESS INFORMATION



PREMIUM AGED
RUM

COSMOPOLITAN
CUBAN CUISINE

UNRIVALLED
CUBAN CIGARS

Welcome To *Floridita*... **'UNPLUGGED'**

From Monday 2 October 2006, **Floridita London** recaptures the classic elegance of Hemingway's Havana. Corporate clients are invited to savour the delicate taste of premium-aged rum, the finest range of Cuban and premium quality lobster flown straight in from Cuba against a backdrop of quiet and subdued music.

Each Monday and Tuesday night, Floridita 'Unplugged' will showcase the finest acoustic musicians that Cuba has to offer, creating a relaxed and smart environment to entertain clients. Celebrating the laid-back elegance of Havana, this traditional style of Cuban music subtly underpins the premium tasting experience, evoking the atmosphere that has made El Floridita in Cuba a favourite among such luminaries as Ernest Hemingway, Noel Coward, Errol Flynn and – more recently – Jack Nicholson.



Executive Chef Andrew Rose offers an ingredient-led, modern interpretation of cosmopolitan Cuban and Latin American cuisine followed by a selection of vintage rums from the Caribbean paired with a collection of desserts. For those looking for an additional corporate hospitality experience, bespoke cigar and cocktail tastings can be hosted in advance of dinner.

Floridita 'Unplugged' is indisputably an experience for the connoisseur.

'Unplugged' booking line: 020 7314 4000

- ends -

October 2006

For further information, please contact **Marcus Braybrook** or **Sally Page** at **APR Communications**, tel: **020 7351 2227** or email spage@aprcommunications.com

'Unplugged' at Floridita London

100 Wardour Street, London W1

Sunday to Wednesday 5.30pm – 2am

Thursday to Saturday 5.30pm – 3am

Notes to Editors:

- **Floridita London** is a joint venture between Conran Holdings and Havana Holdings, bringing the famous Cuban bar and restaurant, Floridita, and luxury cigar boutique and lounge, La Casa del Habano, to London.
- **Floridita 'Unplugged' Music** The Floridita 'Unplugged' music schedule will feature traditional acoustic live Cuban musicians who have been selected at auditions in Havana to perform exclusively at Floridita London. These performances will be accompanied by a selection of laid-back music from Cuban and Latin music legends such as Omara Portuondo, Compay Segundo, Ibrahim Ferrer, Tito Puente and many more.