

**A CULINARY RENDESVOUS**  
**INTRODUCING "AFTERNOON TEA AVEC SMEG" AT SOFITEL LONDON ST JAMES**



Sofitel London St James has collaborated with iconic brand SMEG to rejuvenate the afternoon tea scene with a ground-breaking new experience: "Afternoon Tea Avec SMEG." Offering a unique blend of Sofitel's French and vibrant culture with SMEG's celebrated designs and Italian heritage, this is an afternoon tea for those seeking a modern theatre of culinary innovation and delight, allowing the brand's loyal following to experience Smeg yet further.

A first of its kind, this new immersive venture set in the hotel's Rose Lounge promises an unforgettable gastronomic journey. The Rose Lounge will be adorned with SMEG's signature appliances, serving as captivating decor and pivotal in crafting select dishes tableside to provide an imaginative and theatrical experience.

The menu, curated by Pastry Chef Lerrick Coelho, will explore flavours linking the best French and Italian influences, fusing inspiration from both Sofitel and Smeg's home nations.

With a selection of savouries, a Cheese Chilli Panini, giving a nod to Italy's Lombard region will be creatively served from a SMEG TSF01 toaster's sandwich rack, along with Scottish Smoked Salmon with Dill Creme Fraiche on Beetroot slice, and a Truffle Egg Mayonnaise Sandwich on wholewheat bread. Smeg's Italian heritage will continue to influence the menu, with a selection of sweets. Originating from Italy's capital, Rome, a fig and mascarpone Maritozzi will be offered, along with a Milanese Rum Panettone, served with freshly whipped Chantilly Cream from Smeg's iconic SMF03 stand mixer and Affogato with coffee served from Smeg's barista quality EGF Espresso Machine. One of Smeg's latest FAB28 fridges will be on display serving sparkling tea and Champagne for guests to enjoy a glass of fizz.



Served within the Rose Lounge's iconic teapots, guests will watch as their waiter infuses The Rose Lounge's signature rose tea tableside using rose, bergamot, and hibiscus.

The finale is a specially crafted chocolate course where guests have the chance to unearth two golden tickets concealed within the sweet. From now until summer 2024, two fortunate finders will win a sumptuous overnight stay at Sofitel London St James and a stand mixer from Smeg to grace their home (T&Cs apply).

Younger guests can enjoy a playful and theatrical experience with smoothies made using Smeg's PBF01 personal blender, finger sandwiches, and a biscuit canvas with edible paint. The Rose Lounge ensures there is no age limit to enjoy grown-up traditions.

The "Afternoon Tea Avec SMEG" will be available from 10th November 2023 to summer 2024. Serving hours are 12 pm – 5 pm, Monday to Sunday, priced at £70 per person, £80 with a glass of Champagne, and £40 for Children's Afternoon Tea.

For more information or to book please visit [www.sofitelstjames.com](http://www.sofitelstjames.com)

Please find a link to imagery [here](#).

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**ABOUT SOFITEL LONDON ST JAMES**

Originally opened in 2002, Sofitel London St James sits at the heart of London's tailoring district, just footsteps from Buckingham Palace, Leicester Square and St James' Park. Building upon the legacy of the property's rich heritage as a banking institution, the Accor managed hotel underwent a multi-million-pound refurbishment project in 2019 under the creative direction of Pierre-Yves Rochon, renovating the 183 guest rooms with modern, bold interior design and reaffirming Sofitel London St James as the home of luxury French elegance in London. Sofitel London St James is home to Michelin Starred restaurant Wild Honey St James alongside the glamorous St James Bar, Rose Lounge and award-winning Sofitel SPA.



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LONDON ST JAMES

## ABOUT SMEG

SMEG, founded in 1948, whose name stands for "Smalterie Metallurgiche Emiliane Guastalla," is a proudly Italian family owned company. Renowned for responsible production of products that combine technology and iconic style, SMEG manufactures large and small appliances. Smeg's Flagship Store is located just 100 yards from Sofitel at 14 Regent Street, St James to shop the look, before or after guest's sumptuous afternoon tea avec Smeg. Alternatively visit Smeg online <https://shop.smeguk.com/>

