

**Invitation to writers: Please join us on Tuesday 12 July 6.30 to 9pm launch party**

By guest list only due to small capacity. Information & rsvp: [sulinong@slo-london.co.uk](mailto:sulinong@slo-london.co.uk)

**For consumers:** For a month (from 1 July), look out for opening offers, including 10% off the price of selected take-home wines; free taster plate when you buy certain wines. Keep an eye on Twitter @Pavilion\_Wine



Press release

June 2016

## **Pavilion Wine is first to open in Chelsea's new foodie hub**

Pavilion Wine is the first to open in a brand new gourmet quarter near Sloane Square. This fine wine shop has a bright and airy tasting room upstairs to relax in and will be fully open in mid July [soft opening from 14 June]. It is set to be joined by neighbouring artisan food shops in a stylish new enclave of gourmet and fashion boutiques at the south end of Pavilion Road, near Peter Jones. Pavilion Wine is filled with adventurous bottles, and its bright interior is designed to show off original art for sale. Paintings from artist Will Guise - *Marvels of Daily Life* - will adorn the walls during the launch season.

**Pavilion Wine**, 255 Pavilion Road, Chelsea, London SW1X 0BP. Open every day 12 noon to 9.30pm.

[www.PavilionWine.co.uk](http://www.PavilionWine.co.uk)

Twitter: @Pavilion\_Wine

[Telephone no. TBC]

Slip away from the fray of high street shopping to relax in this bright and sleek home of wines in a mews house setting. This all-in-one wine haven reflects a new generation of smart-casual wine enjoyment. Pavilion Wine is very much the place for regular visits to try a sip from a new delivery or to snap up a case of an adventurous discovery by group sommelier Ben Van de Meutter. The list is mainly French, with a selection of sharply chosen New World wines. Top end choices include a strong Champagne list; the house choice is Besserat de Bellefon Cuvée des Moines Brut. Tasting room wines change regularly and currently include:

2014 Macon-Verze, chardonnay Domaine Leflaive Burgundy, France

2014 La Foa sauvignon blanc, Colterenzio, Italy

2013 Carmel Road, pinot noir, Monterey, USA

Food includes cheese plates. Later in the year, a door to door wine delivery service will be offered via vintage vehicles in central London. The manager of Pavilion Wine is Tomasz Kuszneruk.

### **Notes to editors**

- Ben Van de Meutter was formerly sommelier at Butler's Wharf Chop House. *The Buyer* magazine quotes Ben describing an ideal list: "Ten to fifteen percent of the labels must be recognisable for guests, with the bulk offering a good alternative from producers we personally know, who you get to know through us."
- Also owned by the group are Pall Mall Fine Wine, Shepherd Market Wine House and The London Beer House.
- Pavilion Wine is fully licensed. More new bars and off licences are set to open. Separate press information is available.
- The launch of Pavilion Road's new artisan foodie hub, adjacent to the new 131 Sloane Street development, follows recent community consultations which sought the views of locals on what shops and amenities they would like to see in the area. Following strong feedback that residents wished to see enhancement of Chelsea's village like community, with particular reference to artisan food shops, Cadogan is committed to securing independent retailers for Pavilion Road to reflect these views. Following the launch of Pavilion Wines, other independent food specialists, such as a local butcher, bakery and greengrocer, are also anticipated to be welcomed to this new area shortly, with several already under offer.

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**For press information, wine list, and opportunities for editorial review, please contact: Su-Lin Ong, PR**  
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