

A decorative border composed of overlapping circles in a grid pattern, rendered in a light gold color, framing the central text.

the
GIN
PALACE



STRAND PALACE



INTRODUCTION

Nestled in the vibrant heart of London on one of the city's oldest and most distinguished streets, Strand Palace has been a cornerstone of London's hospitality scene since 1909.

Our hotel seamlessly blends modern comforts with traditional British charm, providing guests with an ideal setting for both leisure and business.

the GIN PALACE is an elegant cocktail bar featuring an array of gins, wines, spirits and hand-crafted cocktails which unravel our history.



A SIP BACK IN TIME

Embark on a journey through time as we reveal the rich tapestry of our hotel's history with the art of mixology. Join us as we raise a glass to celebrate tradition, innovation, and the timeless elegance that defines our hotel's legacy.

EXETER EXCHANGE



1676

EXETER HALL



1831

STRAND PALACE HOTEL



1909

I. EXETER EXCHANGE

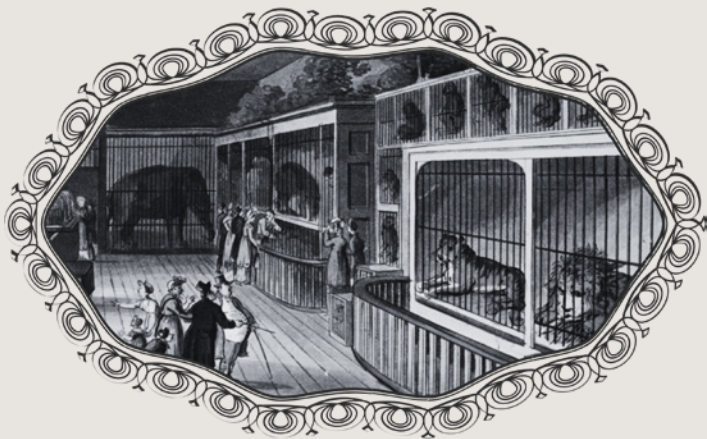
(1676 - 1829)

Our address marked a vibrant district of business, retail and entertainment in Georgian Britain. Exeter Exchange was built in 1676 and rose to prominence in the 18th century for its famous collection of exotic animals, including monkeys and big cats.

The Exeter 'Change Menagerie was a popular visitor attraction amongst 18th and 19th-century Londoners, including famous poets and writers. When the building was demolished in 1829, the animals were moved to the new London Zoo in Regent's Park.



The Exeter Exchange c.1820



Pedestrians browsing the Menagerie c.1820

One day, a daring baboon managed to break out of its cage in the menagerie. The escape caused havoc amongst the animals in its wake, with the others very nearly escaping too! This cocktail honours the infamous 'Escaped Baboon' incident.



THE ESCAPED BABOON - £16
Kraken Spiced Rum, Banana Syrup, Pineapple & Ginger
Shrub, Lime, Pineapple Juice and Banana Chips

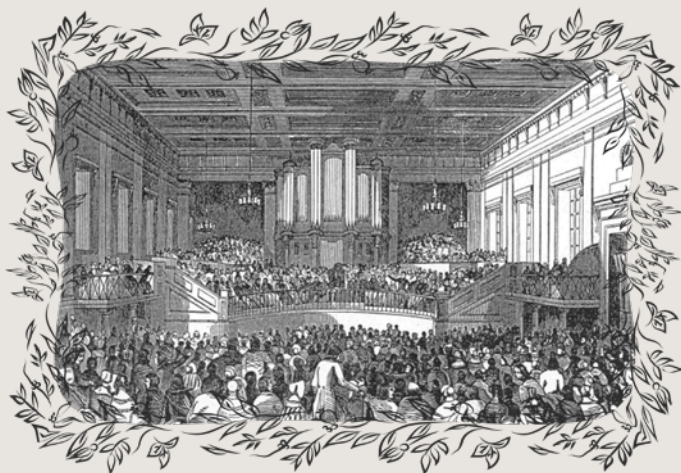
II. EXETER HALL (1831 - 1907)

Our location transformed again in the early 19th-century to become a gathering place of change and progression known as 'Exeter Hall'. London was the most populous city in the world, and information had to be announced in large gathering spaces.

The Freemasons' Hall could only fit 1,600 people, and thus, it was decided by a consortium that it was time to build a larger venue. The venue hosted political meetings, live musical concerts, speeches and educational workshops until it was closed in 1907.



Exeter Hall c. 1840s



A meeting at Exeter Hall c. 1840s

Exeter Hall was the chosen venue to host the inaugural meeting of the Society for the Abolition of Slavery. Here the first steps towards worldwide abolition were undertaken. This cocktail, 'The Last Word', stands as a testament to London's unwavering commitment to change and progression for a better future.



THE LAST WORD - £16

Mezcal, Green Chartreuse and Maraschino Cherry

III. STRAND PALACE HOTEL (1909 - 2019)

STRAND PALACE (2019 - PRESENT)

The hotel was built in 1909 after Exeter Hall to cater to the growing demand for accommodation, particularly for visitors to the nearby theatre district and London attractions.

There was an adjoining hotel next door, named the Haxell's Hotel which was then acquired in order to expand and modernise Strand Palace with the vision to make it more grand.

After its extensive Art Deco renovation in the early 1930s, the hotel boasted 980 bedrooms and a single room with breakfast cost five shillings and a six pence, which is around 27p today.





The Strand Palace reserve trench during World War I

During World War I, between 1914 and 1921, the hotel hosted a number of American soldiers. Many of them kept their room keys in hope of returning to their home away from home.

To this day, our hotel keys are still being found across beaches of Europe and you can find these keys framed in the Haxells restaurant, with others donated to the V&A Museum.



THE LOST KEYS - £15

Vodka, Yuzu, Dry Martini and Italicus



A view of the 'Winter Garden Restaurant' c. 1909

The hotel featured a restaurant named 'The Winter Garden Restaurant' that could seat over 500 guests. It was decorated by a large glass sky dome, with lots of natural light. Guests loved the floral arrangements including lavender on the tables.

This mocktail was inspired by the 'Winter Garden Restaurant' that offered a unique, al fresco dining experience encapsulated by years of British history.

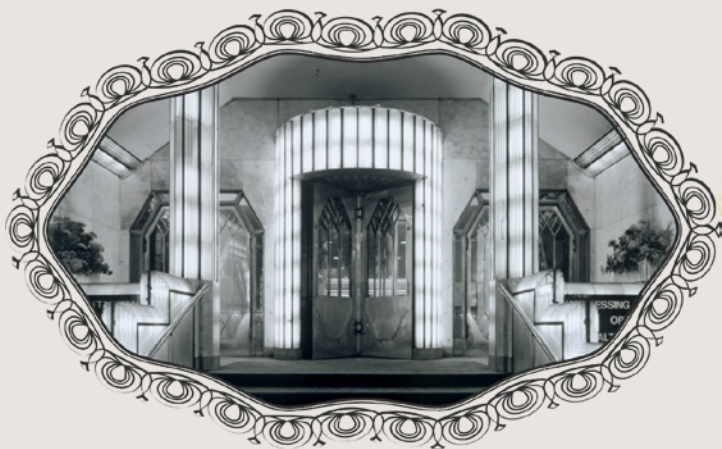


THE WINTER GARDEN - £12

Lavender Syrup, Seedlip Spiced and Rhubarb Lemonade

Add a shot of house spirit - £4

MOCKTAIL



The Art Deco Lobby c. 1920s

Oliver Bernard was the British architect who created our iconic Art Deco design in the 1930s. The entrance to the hotel showcased the breathtaking art deco revolving doors that were eventually purchased by the V&A Museum. As an homage to his legacy, we are proud to present 'The Oliver Bernard.'



THE OLIVER BERNARD - £15

Dead Man Coconut Rum, Wray & Nephew Rum,
Pineapple & Ginger Shrub, Pineapple Juice,
Lime Juice and Coconut Syrup



A glimpse of our staff c. 1926

In the era of coal boilers, our hotel operated with two 12-hour shifts. Legend has it that a Father and Son once worked opposite shifts, only sharing 30 minutes each day together. In tribute to their dedication and hard work, we present 'Father & Son.'



FATHER & SON - £17

Hennessey, Port Wine, Agave Syrup, Lime and Ginger Ale



Our First Restaurant c. 1910s

When hard times fell in the 20th-century, some of our guests could not afford to dine with us - and the hotel accepted ration cards as payment for food at our restaurant, as well as air raid shelters provided for all guests in the basement vaults.

Community, charity and sustainability remain at the heart of our ethos at Strand Palace. This mocktail serves as a reminder of this legacy.



THE RATION CARD - £12

Everleaf Forest, Seedlip Spiced, Macadamia Nut Syrup,
Pineapple & Ginger Shrub, Pineapple Juice and Lime Juice

Add a shot of house spirit - £4

MOCKTAIL



Room 166 c. 1910s

In February of 1946, Strand Palace staff were alerted by screams and forced entry into a room where a man named Neville Heath was stood over a young woman named Pauline Brees. Heath was known to seduce his victims with money and tales of wartime.

A woman named Margery Gardner was murdered in June and during the investigation, staff at Strand Palace were asked to identify the body and mistakenly identified it as Pauline Brees.



THE MISSING EVIDENCE - £16

Ciroc Apple Vodka, Giroc Vodka, Raspberry Syrup,
Elderflower Cordial and Cranberry Juice

SIGNATURE DRINK



Our ensuite extension c. 1970s

In 1958, our hotel was among the first in London to add en-suite bathrooms, eliminating the need for shared facilities on each floor. This meant that our guests could freshen up in the comfort of their own privacy which added a touch of luxury to their stay.



THE POWDER ROOM - £17

Whitley Neil Parma Violet, Rose Shrub, Everleaf Mountain,
Jasmine Syrup and Rhubarb Lemonade







The Oil Burner c. 1958s

With the introduction of new en-suite bathrooms in the hotel in 1958, new oil-fired boilers were installed to cope with the increased demand for hot water. The hotel was starting to invest in modernising and upgrading its facilities with electronic cash registers also being rolled out at the same time.



THE OIL BURNER - £15

Monkey Shoulders Whiskey, Bulleit Bourbon, Lime Juice, Sugar Syrup and Crème De Mure



The wedding processions pass the hotel c. 1980s

On the day of the Royal Wedding of Prince Charles and Lady Diana, the procession parade marched past Strand Palace, marking a momentous occasion for the guests and staff. The hotel provided a viewing gallery where guests watched the procession and raised a toast to the royal newlyweds.



THE VIEWING GALLERY- £12

Everleaf Mountain, Seedlip Spiced, Monin Raspberry Syrup,
Cranberry Juice, Elderflower Cordial and Lime Juice

Add a shot of house spirit - £4

MOCKTAIL



Billiard's Room c. 1940

Strand Palace has played host over the years to cultural luminaries like Charlie Chaplin, Vivien Leigh and valiant American war veterans. Before going to a show in the West End, it was known to be a pre-show tradition to enjoy a drink at Gin Palace. While many opted for coffee, some added a little kick of whisky for Dutch courage if they were performing on stage.



THE ACTOR'S MUSE - £15

Woodford Reserve Whiskey, Coffee Liqueur,
Vanilla Syrup and Orange Bitters



Construction of the Strand Palace Hotel c. 1920s

Strand Palace is a momentous gem of historical architecture, operating under the reign of six monarchs and two World Wars. The hotel continues to be the heart of London, dedicated to its guests, charity, sustainability and innovation. This cocktail celebrates Strand Palace's rich history and its transformation from past, present and future.



THE STRAND PALACE HOTEL - £17

Havana 7, Hayman Sloe Gin, Tequilla Gold, Drambuie, Courvoisier,
Lime Juice, Mandarin and Ginger Soda

BEST OF BRITISH GIN & TONICS



OPIHR GIN - £14

Franklin & Sons Indian Tonic

Served with Pink Peppercorn and Red Chilli

(For those who like a little bit of heat & spice)

Opihr oriental spiced gin is a vibrant London dry gin infused with exotic botanicals from the ancient spice route, offering a unique blend of warm spices and zesty citrus notes.



TANQUERAY BLACKCURRANT ROYALE GIN - £15

Franklin & Sons Rhubarb & Hibiscus Tonic

Served with Blackberries and Raspberries

(For those who enjoy a fruity & floral pairing)

Tanqueray blackcurrant royale gin combines Tanqueray's classic gin based with the rich flavours of blackcurrant and subtle floral hints, delivering a lush and aromatic twist.



SAPLING CLIMATE POSITIVE GIN - £15

Franklin & Sons Mallorcan Tonic

Served with Rosemary and Orange

(For those needing citrus with sustainability)

This London dry gin is made with organic regenerative wheat by using farming methods that allow the land to suck up CO2 and restore it to a natural carbon sink. The Sapling team also plant a tree for each bottle sold making it a fab gin, with plenty of earthy, zesty notes.





SILENT POOL - £15

Franklin & Sons Elderflower Tonic

Served with Cucumber and Lime

(For those who like a refreshing & light flavour)

Silent pool gin is a premium British gin crafted with 24 botanicals, it has a rich floral aroma and a complex yet smooth flavour profile.



TARQUINS GIN - £15

Franklin & Sons Pink Grapefruit Tonic

Served with Lemon and Thyme

(For those who prefer a smoother experience)

This gin is craft gin from Cornwall, made with a unique blend of classic and Cornish botanicals. It offers citrus notes for a smooth and vibrant flavour, its distilled in a copper pot stills for a truly premium experience.



TANQUERAY NO 10 - £15

Franklin & Sons Pink Grapefruit Tonic

Served with Pink Grapefruit and Cardamom

(For those who want a sweeter drink)

This premium gin known for its smooth, citrus forward profile, made with whole grapefruit, orange and lime, along with classic botanicals, this gin is distilled in small batches for a crisp and refined taste.

All served with a double measure of gin, in a gin balloon glass



SIPSMITH VJOP - £17

Franklin & Sons Light Tonic

Served with Lime Wedge and Star Anise

(For those who enjoy a tangy kick)

High proof gin with a bold juniper forward flavour at 57.7% ABV, it's a powerful and aromatic gin with a classic profile, the intense juniper character makes it a favourite among traditional gin enthusiasts.

GIN

UNITED KINGDOM

50ml

Tanqueray London Dry (43.1%) (England)	£9
Beefeater Pink (37.5%) (England)	£9
Bombay Sapphire (40%) (England)	£9
Hayman's Sloe (26%) (England)	£9
Whitley Neill Rhubarb & Ginger (43%) (England)	£9
Opihr (40%) (England)	£10
Hayman's Old Tom (40%) (England)	£10
Edinburgh Seaside (43%) (Scotland)	£11
Hendrick's (41.4%) (Scotland)	£11
Tanqueray Flor de Sevilla (41.3%) (England)	£11
Tanqueray Royale (40%) (England)	£11
Sapling Climate Positive (40%) (England)	£11

50ml

Tanqueray No. Ten (47.3%) (England)	£12
Boatyard Double (46%) (Northern Ireland)	£12
Tarquin's (42%) (England)	£12
The Botanist (46%) (Scotland)	£12
Silent Pool (43%) (England)	£12
Mermaid (42%) (England)	£13
Plymouth Navy Strength (57%) (England)	£13
Portobello Road Navy Strength (57.1%) (England)	£13
Sipsmith VJOP (57.7%) (England)	£14

EUROPE

	50ml
Malfy Arancia (41%) (Italy)	£10
Elephant (45%) (Germany)	£11
Melifera (43%) (France)	£11
Bols Genever (40%) (Netherlands)	£11
Bordeaux Rivington (43.3%) (France)	£12
Seven Hills (43%) (Italy)	£12
Himbrimi Winterbird (40%) (Iceland)	£13
Gin Mare (42.7%) (Spain)	£13
Broken Bones Ljubljana Dragon (45%) (Slovenia)	£14
No. 3 London Dry (46%) (Netherlands)	£14
Bareksten (46%) (Norway)	£14
Copperhead (40%) (Belgium)	£15
Monkey 47 (47%) (Germany)	£16

REST OF THE WORLD

	50ml
Four Pillars (41.8%) (Australia)	£12
Amazzoni (42%) (Brazil)	£12
Roku (43%) (Japan)	£12
Sheringham Kazuki (43%) (Canada)	£13
Aviation (42%) (USA)	£13
Hapusa (43%) (India)	£14
KiNoBi (47.5%) (Japan)	£15
Etsu Pacific Ocean (45%) (Japan)	£16

AMERICAN WHISKY

Bulleit Bourbon (45%)	50ml	£12
Jack Daniel's (40%)		£12
Woodford Reserve (43.2%)		£13
Knob Creek (50%)		£15

IRISH WHISKY

Jameson's (40%)	50ml	£10
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BLENDED WHISKY

Chivas Regal 12yo (40%)	50ml	£9
Monkey Shoulder (40%)		£10
Johnnie Walker Black Label (40%)		£11
Suntori Toki (43%)		£12
Chivas Regal 18yo (40%)		£20
Johnnie Walker Blue Label (40%)		£45

SINGLE MALT

Glenmorangie 10yo (40%)	50ml	£12
Highland Park 12yo (40%)		£15
Laphroaig 10yo (40%)		£15
Glenfiddich 12yo (40%)		£16
Balvenie Double Wood 12yo (40%)		£16
Dalwhinnie 15yo (43%)		£17
Talisker 10yo (45.8%)		£17
Oban 14yo (43%)		£20
Yamazaki Distiller's Reserve (43%)		£25
Dalmore 15yo (40%)		£27

COGNAC

Martell (40%)	50ml	£10
Hennessy VS (40%)		£12
Courvoisier VS (40%)		£14
Remy Martin VSOP (40%)		£14
Remy Martin XO (40%)		£37
Hennessy XO (40%)		£39

VODKA

Ketel One (40%)	£9
Ketel One Citroen (40%)	£10
Black Cow (40%)	£10
Ciroc Apple (35%)	£11
Grey Goose (40%)	£11
Belvedere (40%)	£12

RUM

Gosling's Black Seal (40%)	£9
Bacardi Carta Blanca (37.5%)	£10
Kraken Spiced (35%)	£10
Havana 7yo (40%)	£11
Zacapa 23yo (40%)	£13
Zacapa XO (40%)	£32

MEZCAL

Quiquiriqui Mezcal (48%)	£14
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LIQUEURS

Bailey's (17%)	£9
Pimm's (25%)	£9
Amaretto (28%)	£11
Drambuie (40%)	£12

50ml

OTHER SPIRITS

Sagatiba Cachaça (38%)	£9
Aba Pisco (40%)	£10
Grappa di Moscato (40%)	£18

TEQUILA

Jose Cuervo Blanco (38%)	£5
Don Julo Reposado (38%)	£8
Casamigos Blanco (40%)	£9

50ml

25ml

SHOTS

Limoncello (27%)	£5
Sambuca Luxardo (38%)	£5
Jägermeister (35%)	£5

25ml

BEER & CIDER

Corona Cero 0% (330ml) (0.0%)	£5
Birra Morettii (330ml) (4.6%)	£7
Curious Brew Lager (330ml) (4.7%)	£8
Curious Brew IPA (330ml) (4.4%)	£8
Sassy Apple Cider (330ml) (4%)	£9
Kopparberg Mixed Fruits Cider (500ml) (4%)	£10

Btl

CHAMPAGNE

125ml | Btl

Laurent Perrier La Cuvée Brut
Champagne, France (12%) **VG**

£105

Laurent-Perrier's signature Champagne, La Cuvée is delicate yet complex with crisp notes of citrus fruit and white flowers.

Champagne Castelnau Brut
Champagne, France (12.5%) **VG**

£14 | £75

Complex and powerful, this Champagne uses a high proportion of reserve wine in the blend and is aged for significantly longer than required. Flavours of orange peel, spice and burnt butter.

SPARKLING WINE

Touch of Sparkle, Chapel Down
Kent, UK (12.5%)

£11 | £55

A great English Sparkling wine, Chapel Down Sparkling Bacchus displaying aromas of pineapple, grapefruit and elderflower. The palate is tropical and floral with a crisp texture and a refreshing finish.

PROSECCO

Prosecco, Famiglia Botter
Veneto, Italy (10.5%) **VG**

£9 | £45

Pale light-yellow colour with delicate bubbles. An aromatic nose of wild apple with hints of honey and floral notes. Light bodied and well balanced, this is a perfect aperitif.

125ml | Btl

Prosecco Rosé, Famiglia Botter
Veneto Italy (11%) **VG**

£8 | £38

Pale pink in colour and with a delicate but complex nose of red fruit and citrus. There are fine bubbles on the palate and fruity notes of white peach, green apple and lemon.

ROSÉ WINES

175ml | 250ml | Btl

Pinot Grigio Rosé 'Primi Soli' Cielo e Terra
Venezie, Italy (12%)

£9 | £12 | £34

A light, delicate style of rose wine with a soft, refreshing burst of summer red fruits.

Zinfandel Rosé, Monterey Bay
California, USA (10.5%)

£8 | £11 | £32

Quite the most delicious wine, a racy mix of watermelon and cherry with a delectable sweetness.

WHITE WINES

175ml | 250ml | Btl

LIGHT, CRISP & VIBRANT

Pinot Grigio, Sea Change
Terre di Chieti, Italy (11%) **VG**

£8 | £11 | £32

Sea Change Wine doesn't just taste good, it does good. Every bottle sold helps fund ocean conservation projects across the globe and our minimal packaging reduces waste and environmental impact. We believe everyone has a role to play in protecting our marine life. Turning the tide on plastic pollution is only going to happen if we all make changes, even small ones, and this is where the wine you choose can play a role. 25p from each bottle are donated to charities concentrating on the conservation of our waters.

The nose shows delicate floral aromas and a hint of citrus. On the palate the same citrus notes are present, resulting in a crisp and refreshing white.

Sauvignon Blanc, 'Parlez Vous'
Maison Lacheteau, VDF France (12%)

£9 | £12 | £36

Very expressive with floral notes evolving into aromas of exotic fruit. Fresh, full and well-balanced with an expressive finish and a slight return of exotic fruit and floral zest.

Vinho Verde, Janelas Antigas Grande Escolha
Casa de Vila Verde, Portugal (11.5%) **VG**

£9 | £12 | £35

Early harvesting of grapes gives this wine a real bright freshness with flavours of tropical fruit and citrus. On the palate there's ripe fruit flavours and a delicate natural effervescence.

FRESH & AROMATIC

175ml | 250ml | Btl

Chenin Blanc, Writers Block
Western Cape, South Africa (12.5%)

£38

This lovingly crafted Chenin Blanc delivers a medley of ripe fruits, pear, peach and honeydew melon with a zesty citrus finish.

Sauvignon Blanc, Turtle Bay
Marlborough, New Zealand (12%)

£11 | £15 | £42

This wine is fresh and vibrant with passion fruit, gooseberry and some melon characters. It has a balanced richness of fruit with a floral note through the palate, intense depth of flavour and a crisp finish.

Picpoul de Pinet, Domaine Sainte Roches
Languedoc, France (12.5%) **VG**

£43

Crisp and dry on the palate with additional notes of peach and melon, there is a backbone of intense minerality and a zippy, clean acidity that work together to deliver a long refreshing finish.

RICH & COMPLEX

Chardonnay Reserva, Via Alta
Central Valley, Chile (13%) **VG**

£9 | £12 | £34

A fresh, tropical fruit flavoured Chardonnay. This wine displays lots of refreshing citrus acidity to give a great lift on the palate

Albariño, 'Maccerrato' Vina Almirante
Rias Baixas, Spain (13%)

£45

Pale yellow with greenish glints, giving clean, bright appearance. Intense, full nose with marked varietal character. Aromas recalling plants that merge perfectly with fruity notes, particularly citrus and white stone fruit, as well as hints of lemon verbena and mint.

RED WINES

175ml | 250ml | Btl

175ml | 250ml | Btl

MODERN & FRUIT FORWARD

Cabernet Sauvignon, Le Jardin
VDF, France (12%) £8 | £11 | £32

Exhibiting typical Cabernet aromas of cassis and cedar spice, this wine is full bodied on the palate with hints of spice and a long finish.

Pinot Noir Reserva, Alma De Chile
Viña San Esteban
Maule Valley, Chile (13.5%) **VG** £10 | £14 | £40

Bright cherry fruit on the nose with hints of tea leaf and eucalyptus. Light and spicy (white pepper and nutmeg) in the mouth with clean strawberry fruit flavours.

Organic Montepulciano d'Abruzzo,
'Dega' Vigna Madre-Famiglia di Carlo
Abruzzo, Italy (13%) **VG** £38

Ruby red in colour, there are red fruits such as cherry, blueberry, blackcurrant and plum on the nose as well as some floral notes of rose and violet. On the palate it is dry and refreshing with soft tannins.

FULL BODIED & ROUND

Merlot, 'I Castelli' Cielo e Terra
Veneto, Italy (12%) £9 | £12 | £34

Typical Italian Merlot, ruby red in the glass with aromas of raspberry and blueberry. The palate is rounded and fruity.

Malbec, La Grupa Malbec, Casareyna Estate
Mendoza, Argentina (12.5%) **VG** £10 | £14 | £39

An upfront ripe red fruit nose with sweet spice hints leading to a voluminous structure of cherries & plum, followed by a warming pleasant finish.

Cabernet Sauvignon Shiraz, Fat Barrel,
Imbuko Family Vintners
Western Cape, South Africa (14%) £10 | £13 | £37

An enticing bouquet of cassis and blackberry together with sweet spice and vanilla. It has dense black fruit flavours of blackberry and blackcurrant, with cedar notes and a great tannic structure.

RICH & COMPLEX

Rioja Tinto DOCa, Faustino Rivero-Ulecia
Rioja, Spain (13.5%) **VG** £38

A bright wine with red berry aromas underscored by notes of liquorice.

Chianti Classico, 'Sant'Ilario' Castello Di Abola
Tuscany, Italy (13%) **VG** £46

Morello cherry, forest fruit and violet scents.
Dry and full bodied with a fresh flavour.

SOFT DRINKS

Coca Cola (200ml)	£4
Coca Cola Diet (200ml)	£4
Franklin & Sons Ginger Ale (200ml)	£4.50
Franklin & Sons Ginger Beer (200ml)	£4.50
Franklin & Sons Tonic (200ml)	£4.50
(Indian, Light, Mallorcan, Grapefruit and Bergamot, Rhubarb & Hibiscus, Rosemary & Olive)	
Franklin & Sons Original Lemonade (200ml)	£4.50
Franklin & Sons Soda (200ml)	£4.50
Franklin & Sons Lemonade (275ml)	£5.25
(Raspberry, Rhubarb)	

WATER

Still Water (750ml)	£5
Sparkling Water (750ml)	£5

VG - Vegan

If you have any allergies or food intolerances, please speak to a member of our staff about your requirements before ordering

Please note Strand Palace is unable to cater to any nut allergies as our kitchen is not a nut-free environment.

All prices are in GBP and are inclusive of VAT at the current prevailing rate.

Please note that a discretionary service charge of 12.5% will be added to your bill.

25ml servings and 125ml servings are available upon request.



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www.strandpalacehotel.co.uk



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