

Guoman's Charing Cross Hotel Launches The New Look Eleanor's Bar



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Guoman's Charing Cross Hotel has announced the launch Eleanor's bar.

The grand [Charing Cross Hotel](#) has undergone refurbishment to create a new look destination bar; Eleanor's, a sophisticated space designed to provide a luxurious oasis from the buzzing hub of The Strand and Trafalgar Square.

The charming four-star hotel is literally situated at the very centre of London, making it the perfect location for meeting friends, enjoying a leisurely cocktail after work or pre-theatre drinks. The bar's beverage offering has also been revamped and Eleanor's tempting new menu includes everything from classic cocktails to the highlight of the selection - Eleanor's Castilian Sangria.

The light and refreshing sangria has been specially created in celebration of Eleanor's cross, which is located just outside of Charing Cross Hotel and is one of twelve landmarks built to mark the points where the funeral procession of Eleanor of Castile stopped. Paying homage to Eleanor's Spanish roots, the cocktail is a twist on the traditional version and combines red Rioja and Brandy infused with cinnamon, mint, a blend of seasonal fruits and fresh orange to create a unique and delicious drink to be shared between two.

Eleanor's is a transformation of the existing bar area at the classic hotel and the newly designed interiors are a stylish combination of red and black, stunning black and white fashion prints, plush cushions and a striking marble bar which acts as the centrepiece of activity. When the sun goes down, the

atmosphere of the bar changes to exude a relaxing yet funky ambience - the whole area is lit with individual candles, a theme which is also continued throughout the hotel, creating a feeling of tranquillity and escapism from the world outside.

Eleanor's menu also includes an extensive selection of martini's, champagne cocktails, non-alcoholic drinks and tasty after dinner beverages including the whiskey and vanilla ice-cream Don Pedro and the Toberlone, combining honey with a hint of hazelnut.

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About [Guoman Hotels](#):

Guoman Hotel Management Limited operates two hotel brands within the UK market; Guoman Hotels, an exclusive collection of deluxe hotels located in central London and Thistle Hotels, a chain of quality full service hotels in the UK's major cities.

Guoman Hotels in the UK consists of four landmark properties; Charing Cross, The Cumberland, The Royal Horseguards and The Tower. Whilst each hotel in the portfolio is different with its own unique identity and style, each provides the very highest levels of comfort and service to its guests.

In 2010, Guoman Hotels launched internationally, with its new property opening in Shanghai. In the UK, The Grosvenor Victoria property will join the collection in the near future.

Guoman Hotel Management Limited is a wholly-owned subsidiary of GuocoLeisure Ltd, part of the Hong Leong Group which has hospitality and leisure businesses across the globe with hotels in Europe, USA, Australasia and Asia.

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