

**'SHAKEN, NOT STIRRED' –  
ST. JAMES' COURT, A TAJ HOTEL TOASTS 'ENGLISH CLASSICS, REINVENTED'  
WITH A MARTINI MASTERCLASS AND LITERARY THEMED COCKTAILS**



**FOR IMMEDIATE RELEASE**

Uncover the secret behind England's famous spy's weapon of choice - the martini - shaken, not stirred, of course, courtesy the master mixologist at The Hamptons Bar at St. James' Court, A Taj Hotel. Continuing its celebration of **'English Classics, Reinvented'**, St. James' Court is toasting Fleming's favourite character and the most popular cocktail catchphrase in literary history with a one-night only 45-minute martini masterclass that'll inspire every gentleman and intelligence officer to make a martini like a master mixologist.

Lead by the hotel's in-house mixologist, guests and secret agents alike are invited to **The Hamptons Bar**, a venue of undeniable class a gemstone's throw from Buckingham Palace, emanating the suave and sophistication Her Majesty's Secret Service of yore would well be accustomed to. Studded armchairs, rich in leather and red velvet, panels of deep oak and mirrored walls envelop guests as they sip on delicately crafted cocktails to the harmonious accompaniment of the resident pianist.

There couldn't be a more apt and iconic location than these historic streets of London where Fleming's work was both inspired and created. From his first spy novel, Casino Royale in 1953 till his death in 1964, Fleming resided at 16 Victoria Square, a short walk from this Victorian hotel. The building that the real MI6 occupied from 1927 to 1967 lay at 54 Broadway, 0.2 miles from St. James' Court, where the walls and bartender alike have kept many a secret over the years. This is also where Fleming's fictional spy would have started his career in 1941. For film buffs and automotive aficionados, Taj 51 Buckingham Gate also boasts the signature **Cinema Suite** and the world's only **Jaguar Suite**, designed by the luxury vehicle maker's Design Director.

The martini masterclass is the latest in a series of literary inspired elements of Taj's **'English Classics, Reinvented'** marketing campaign featuring bespoke limited edition hardbacks, literary themed **afternoon teas** and **festive parties** and exclusive dining experiences like the **'Around The World in 80 Tastes'** gastronomic journey. In tribute to its literary legacy and courtyard surrounded by the world's longest Shakespearean brick frieze, The Hamptons Bar has also introduced a series of **classic cocktails with a Shakespearean twist**, from the Macramble and Ophelia's Bloom to The Tragedy of Julep Caesar and The Taming of the Sea Breeze.

*The martini masterclass runs on 26<sup>th</sup> October at 6pm, and costs £30 per head. To reserve your spot, visit [www.stjamescourthotel.co.uk/007](http://www.stjamescourthotel.co.uk/007), call [+44 20 79638373](tel:+442079638373) or mail [hamptonssjc.london@tajhotels.com](mailto:hamptonssjc.london@tajhotels.com)*

*"I never have more than one drink before dinner. But I do like that one to be large and very strong and very cold, and very well-made" - Casino Royale, Chapter 7: Rouge et Noir*

**-Ends-**

## **Notes to Editors:**

### **St. James' Court, A Taj Hotel, London**

In a country that values understatement, St. James' Court is an English classic typifying the concealed charm of one of Britain's finest hotels. The custom of St. James' Court, A Taj Hotel is the distinctive choice for more than service with a smile. With a distinguished pedigree shaped over the centuries, this discreet Victorian masterpiece with its award-winning Shakespearean Courtyard is perfectly placed between Buckingham Palace and the Houses of Parliament in a historic enclave marking the centre of power. Crisp and elegant, with an easy charm that's reserved, yet attentive, we strive to make each visit more pleasurable and memorable. St. James' Court has 338 rooms and suites, offers complimentary wi-fi, premier Golden Keys Concierge service and an exceptional range of dining options with four restaurants and two bars and the luxury lifestyle boutique Taj Khazana. Exceeding the expectations of today's discerning traveller, St. James' Court is a slice of the past served up on a contemporary platter. For more on St. James' Court, A Taj Hotel, visit [www.stjamescourthotel.co.uk](http://www.stjamescourthotel.co.uk)

### **Taj 51 Buckingham Gate Suites and Residences, London**

Taj 51 Buckingham Gate Suites and Residences offers authentic luxury experiences in a bespoke and personalised environment a gemstone's throw from Buckingham Palace. It comprises three Victorian townhouses - Kings, Minsters and Falconers, each distinctly designed and beautifully restored to their iconic heritage. The 85 luxurious suites and residences with butler service offer the space and exclusivity of a private home each with their own separate kitchen and living area. Taj 51 Buckingham Gate Suites and Residences reflects the universally acclaimed warmth and personalised service that the Taj is recognised for as one of the finest in the world. Treading the path from tradition to tomorrow, Taj 51 Buckingham Gate Suites and Residences redefines the meaning of luxury, creating a distinctive, customised and exclusive Taj experience. Make the most of complimentary wi-fi, the premier Golden Keys Concierge service, tailored treatments at the Wellness Centre and a host of on-site dining options including Kona, showcasing the colours, flavours and vibrancy of contemporary Europe. For more on Taj 51 Buckingham Gate, visit [www.taj51buckinghamgate.co.uk](http://www.taj51buckinghamgate.co.uk)

### **Taj Hotels Resorts and Palaces**

Established in 1901, Taj Hotels Resorts and Palaces is one of Asia's largest and finest group of hotels, comprising over 130 hotels across the globe, including presence in the United Kingdom, India, North America, Africa, Middle East, Malaysia, Sri Lanka, Maldives and Bhutan. From world-renowned landmarks to modern business hotels, idyllic beach resorts to authentic Grand Palaces, each Taj hotel offers an unrivalled fusion of warm Indian hospitality, world-class service and modern luxury. For over a century, The Taj Mahal Palace, Mumbai, the iconic flagship has set a benchmark for fine living with exquisite refinement, inventiveness and warmth. Taj Hotels Resorts and Palaces is part of the Tata Group, a global enterprise headquartered in India. For more on the Taj Hotels Resorts and Palaces, visit [www.tajhotels.com](http://www.tajhotels.com)

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