

Keyword: The Montcalm

London's the Brewery opens its doors to incentive groups

One of London's best known venues is opening its doors to inbound incentives and groups.

The Brewery, which has been at the forefront of the London venue and events scene for over thirty years, has recently benefited from the addition of a luxury hotel at the Chiswell street site. Operated by Montcalm, The Montcalm London City at the Brewery adds over 200 bedrooms to the Brewery's noted proposition.

Dating back to the eighteenth century, the Brewery can trace its history back to its days as a fully functioning brewery. The landmark site now consists of bedrooms as well as event spaces, this affords incentive planners a rich history combined with all the facilities expected from today's demanding travellers.

Situated in the heart of the capital, the Brewery offers easy access to London's major tourist locations with St. Pauls and the buzzing markets of Spitalfields and Brick Lane within easy walking distance. The Tower of London and Tate Modern are a short hop away as well as exclusive private view opportunities such as the over 700 year old 'ceremony of the keys' at the Tower of London.

Further afield, Windsor castle and Hampton court palace can be reached in just under an hour giving delegates a chance to take in London's vibrant districts and historic architecture from Tudor and Regency to the iconic outline of London's newest skyline feature, the Shard.

The Brewery can host groups of up to 750 for seated dinners, 1000 for reception drinks and 900 for a conference. Menus are designed specifically for each group by head chef Erling Rugsten, local provenance is very much order of the day whether planners are looking for a 5-course gala banquet or informal London street foods including fish and chips. The hotel site also includes a restaurant and cocktail bar and a Gastro-pub is due to open in autumn 2011.

Simon Lockwood, design and marketing manager commented, "For some years we have been recognised for our award winning food and beautiful location. The hotel, coupled with our city location means that we are an excellent option for incentive planners who want to be at the exciting heart of London."

(Turkey)

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