



## **BAR CULTURE '2.0' AT ITS BEST: THE WORMWOOD WAGON AT THE FONTENAY BAR**

**Hamburg, 27th June 2019. The exclusive Wormwood Wagon is the latest attraction at the Fontenay Bar of Hamburg's luxury hotel The Fontenay. The concept, which is unique to the global bar scene, was devised by bar manager Sebastian Schneider. Inspired and fascinated by the interplay of fine aromates and tastes, based on the 'Old Fashioned' as the archetype of a cocktail by its original definition, he invented and designed the Wormwood Wagon. Its uniqueness lies in the interplay of deconstruction and reconstruction: so, the Wormwood Wagon presents the separate components – essentially, the DNA – of vermouth in terms of bitterness, sweetness and herbs, and the individual ingredients are then reassembled at the table, in front of the guest's eyes. The new Wormwood Wagon at the Fontenay Bar is both a homage to a bar-scene classic and a trendsetter – and turns a traditional aperitif into a multi-faceted signature drink experience.**

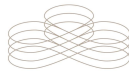
An aromatized wine that is delicate yet powerfully fragrant, vermouth captures the zeitgeist. 'What's exciting are the many nuances of flavors that in their combination are a true teaser for the tongue,' says Sebastian Schneider. 'Creating your own individual vermouth is a very involved and sensuous experience. In cooperation with the barkeeper, the guest gets to grips with the recipe and witnesses how the drink comes together.' It is meant to be a leisurely and enjoyable process. The long-term goal is to turn the Fontenay Bar guests into vermouth connoisseurs, so that they can be left on their own to create their vermouth according to personal preferences.

### **Vermouth DNA // Version 2.0**

The name vermouth comes from the wormwood herb, whose bitter aroma clearly influences the flavor. Vermouth is essentially an aromatized wine. Herbs (mainly the herb of Vermouth), spices, fruit and flower essences are added to enhance the flavor profile. Vermouth is further 'fortified' with alcohol, while sugar is added to balance out the bitter notes.

Bar manager Sebastian Schneider uses the individual vermouth ingredients of spirits, bitters and sugar, and reconstructs them to a modern interpretation of this classic drink. As a base, he chose top-quality wine, such as Lorcher Riesling for white, Yakka Shiraz for red, or Saigner rosé from Palatinate. The alcohol and hint of fruit are supplemented by fruit brandies from Germany, Austria and Switzerland. Red wine, for example, goes beautifully with black mission figs; white wine, with apple quince; and rosé, with banana flavors. An additional full panoply





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of aromas is provided by herb essences and elixirs from all over the world, that round off the flavor effect. Finally, sweetness is added, using all natural agave syrup, rice syrup or honey.

All chosen components are then mixed in the Wormwood Wagon - the one-off structure was hand-built by a small Italian manufacture - in a metal cup embedded in crushed ice. The high thermodynamic efficiency of the metal quickly cools the ingredients, and there is no dilution due to melting ice. The bartender then uses a matcha whisk to aerate the drink, which ensures the ingredients are blended lightly and evenly. Finally, the creation is presented without further ado, in a glass frosted right there and then on the Wagon. The ice cubes are branded with the logo of The Fontenay.

The following creations by Sebastian Schneider are currently featured on the Fontenay Bar drinks menu:

**No. 1**

**LORCHER RIESLING**

Quince / Honey / Peychaud's Bitters / Wormwood essence

**No. 2**

**PFALZ ROSÉ SAIGNER**

Banana / Agave nectar / Black Walnut Bitters / Wormwood essence

**No. 3**

**YAKKA SHIRAZ**

Black figs / Maple syrup / Angostura Bitters / Wormwood essence

### **About the Fontenay Bar**

It's not just its physical location – on the sixth floor, with spectacular panoramic views over Lake Alster and the city scape – that makes this a high-level bar but also its drinks menu. 'Our bar culture can trace its roots back centuries, but it is also very cosmopolitan. In our own interpretations, we highlight aromas from all over the world. But there are also firm references to the region and Hamburg,' according to bar manager, Sebastian Schneider.

The 'Fontenay's Finest' section reflects current trends on the international scene, often using homegrown ingredients. 'Stay Classy', meanwhile, pays homage to such classics as the Negroni, Manhattan and Knickerbocker à la Monsieur. One of the most popular creations in the Fontenay Bar is the 'Gin & Gently', made from gin, sherry, cold grip green tea, gentian liqueur and champagne.



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In summer, the Fontenay Bar is a place where you can revel in a divine atmosphere, on the bright and airy 500 m<sup>2</sup> roof terrace, with its generous selection of Dedon loungers, cocoons and Gloster chairs for relaxing throughout the day and long into the night. And even when the weather does not play along, the Fontenay Bar – with its dark wood fittings, monolithic, 6 m long bar and the outer Alster Lake glistening far below – is the ‘place to be’, for hotel guests and Hamburg residents alike.

The Fontenay Bar is open daily, from 12 midday until 2 in the morning, and can seat up to 70 guests, both inside and outside.

The Fontenay serves as an image of modern Hamburg – a homage to the Hanseatic city. Situated on the Outer Alster lakefront, this ‘modern classic’ is a unique combination of urban nature and cosmopolitan life. The intriguing, sculptural architecture accommodates 130 luxurious rooms and suites, many with a view of the Alster. An inner courtyard planted with trees and surrounded by glass, as well as an impressive enclosed 27 m high atrium, are at the heart of the building. Guests can enjoy a varied menu in the Parkview garden restaurant. A relaxed bar atmosphere awaits in the Fontenay Bar, which features an idyllic view of the Alster. The Lakeside gourmet restaurant is situated on the seventh floor. Four function rooms, ranging in area from 48 m<sup>2</sup> to 220 m<sup>2</sup>, and offering plenty of natural light, are available for conferences and events. High above the rooftops of Hamburg, guests can enter a world of relaxation in the Fontenay Spa, which extends over 1,000 m<sup>2</sup> and includes an indoor and outdoor pool. The hotel is a member of The Leading Hotels of the World.

**Further information can be found at**

<https://www.facebook.com/TheFontenayHamburg> and on the website [www.thefontenay.com](http://www.thefontenay.com).

Photos of The Fontenay Hotel are available via this link:

<http://www.thefontenay.de/media/download-galerie/>.

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