

Fairmont Hotels & Resorts launches two global bar initiatives

Fairmont Hotels & Resorts has launched two new worldwide initiatives launching as a part of its newly expanded Global Bar Programme. A celebration of hospitality, craftsmanship and storytelling, the bar programme elevates the guest experience across Fairmont's exceptional portfolio of bars and lounges, starting with the debut of a new series of seasonal activations. The series kicks off with the introduction of an 'It's Five O'Clock Somewhere' happy hour at select Fairmont properties around the globe, followed by a record-breaking cross-continental celebration in May 2025 in partnership with PATRÓN Tequila for 'World Paloma Day'.

Fairmont's new beverage initiatives are aimed at connecting the brand's unique properties around the globe with programming that inspires guests to celebrate every moment of every day, turning the ordinary into the extraordinary. By activating the brand's iconic bars and lounges, Fairmont is reinforcing its hotels' position as the social hubs of their cities – vibrant gathering places where people, community, and ideas converge. The new activations allow each hotel to curate offerings that reflect their own distinct character, location, and cultural influences, while also coming together to showcase the world-class experiences found at Fairmont hotels and resorts.

Fairmont's new 'It's Five O'Clock Somewhere' happy hour indulges guests in a complimentary welcome 'pour' from 5 pm at select Fairmont bars across the world, signifying the end of the day and the official start to the evening. This symbolic happy hour marks a transition, inviting guests to relax, connect and enjoy a cheers-worthy beverage experience. Fairmont properties providing this signature offering at launch include: The Savoy, A Fairmont Managed Hotel, Fairmont Century Plaza, Cape Grace, A Fairmont Managed Hotel, Carton House, A Fairmont Managed Hotel, Fairmont Singapore and Fairmont La Hacienda Costa Del Sol. This new program is inclusive to all guests, whether they imbibe or prefer a no or low alcohol option, with low ABV and alcohol-free drinks. The series will evolve seasonally with different beverage partners. The first round of 'It's Five O'Clock Somewhere' launches on May 1, 2025, in

collaboration with Fairmont's new soft drink partners, Fentimans and London Essence, as well as non-alcoholic spirits brand, Lyre's.

Fairmont's new Global Bar Programme builds on the successes we've welcomed at our award-winning bars and lounges and provides Fairmont mixologists and bartenders around the world with inspiration, tools, and a support network to continue to consistently deliver world-class bar experiences," commented Philip Mahoney, Senior Vice President, Food & Beverage, Fairmont. "Launching these two new initiatives reflects our core commitment to creating unforgettable moments in our hotels, for both guests and locals alike, underscoring our place at the heart of the local social scene in each of our destinations."

The second activation is in celebration of the globally renowned cocktail - the Paloma, a refreshing combination of tequila, lime, salt and pink grapefruit soda. Fairmont is joining forces with PATRÓN Tequila, a key player in cocktail culture and a favorite amongst mixologists, known for their commitment to exceptional tequila craftsmanship, with an emphasis on additive-free production and small-batch distilling. Together, Fairmont and PATRÓN will bring to life a unique, world record-breaking celebration on 'World Paloma Day', May 22. Six Fairmont properties around the globe will unite for 24 hours of Paloma parties, bringing the festivities across multiple continents and time zones, each celebrating with PATRÓN Tequila.

The 24-hour Fairmont Paloma party kicks off with a Paloma Pool Party at Fairmont The Palm, where guests will be able to enjoy poolside Palomas, bar snacks and live music. The celebrations then travel to the newly opened Fairmont Golden Prague for an exclusive Mexico-inspired party at Greenhouse - the hotel's terrace, before moving upstairs for Mexican delicacies and flowing Palomas at its new rooftop destination bar - Golden Eye. The festivities then continue back east to Fairmont Singapore for a night brunch of tequila, tunes and unapologetic flair, taking place at the hotel's Anti:Dote bar. The next stop is London at The Savoy, A Fairmont Managed Hotel where the iconic Beaufort Bar sets the stage for a music-led evening co-hosted by legendary Mexico City bar, Hanky Panky, whose renowned Paloma menu will be in hot demand that night. Next up, the Paloma Party heads across the Atlantic, all the way to Los

Angeles' Fairmont Century Plaza. Here, revelers can enjoy “a touch of pink” rooftop cocktail party, where guests will sip Palomas in the sun-kissed California evening. Finally, the party travels back to where the craze for the Paloma all started: Mexico. The perfect finale for this 24-hour Fairmont celebration is a Paloma Beach Party at Fairmont Mayakoba in the Riviera Maya.

“In recent years, we’ve seen a growing global appreciation for tequila, particularly within cocktail culture, thanks to its versatility—the Paloma, beloved for its citrusy flavor and vibrant appearance, is a prime example,” said Lauren Mote, PATRÓN Tequila’s Global Director of On-Trade Excellence. “As more consumers and cocktail enthusiasts discover tequila as a premium spirit for crafting cocktails, we’re proud to partner with Fairmont for this exciting celebration, championing the Paloma. At PATRÓN, we’re dedicated to crafting exceptional tequila while elevating cocktail culture and offering tequila fans the perfect way to celebrate.”

Guests and travellers who are unable to attend one of Fairmont’s Paloma Party destinations during the record-breaking 24-hour Paloma Party on May 22 can still enjoy a refreshing Paloma throughout the month of May. All month, Fairmont hotels will serve Paloma menus offering bespoke and regional variations of the beloved cocktail, alongside the classic PATRÓN Paloma – a signature serve of the brand. The vibrant PATRÓN Paloma is crafted with premium-aged, PATRÓN Reposado tequila, freshly squeezed lime juice, agave syrup, fresh grapefruit juice, sparkling water, and garnished with a grapefruit slice and a salt rim.