



TRADER VICS CELEBRATES 45 YEARS IN LONDON

Opened in 1963 within the first Hilton hotel built outside of the USA, Trader Vic's at the London Hilton at Park Lane is celebrating its 45th anniversary in London.

The Polynesian themed restaurant and cocktail bar, one of 25 around the world, has become renowned for its exotic island atmosphere and blend of French, Oriental and American cuisine.

Dusan Sofranac, restaurant manager, says: "Trader Vic's has offered people an island escape in the heart of Mayfair for almost half a decade and has been popular with many celebrities during that time, from Jimi Hendrix to Lewis Hamilton.

"Our laid back atmosphere goes back to the restaurant's Californian roots and when mixed with the potent cocktails and mouthwatering food it makes for a special experience."

Trader Vic's first started in California in 1932 when Victor Jules Bergeron built a cozy pub across the street from his father's store and called it Hinky Dink's. His mix of potent tropical cocktails and Americanized version of Polynesian food quickly made, what became known as Trader Vic's, one of the most popular places in Northern California's Bay Area.

Having grown his empire, each of the Trader Vic's around the world is based around the island theme and has become best known for creating the legendary Mai Tai cocktail, made with 17 year old Jamaican rum.

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The Trader Vic's in London opened in the spring of 1963, in the lower ground floor of the London Hilton on Park Lane. The 453-bedroom hotel was the first Hilton built outside of the hotel and contains the only Trader Vic's in the UK.

The menu combines an array of cooking styles including steaming, grilling, wok stirring or slow roasting in the signature Chinese Wood Fired Ovens. Dishes include steamed sea bass Cantonese style, Indonesian rack of lamb and whole suckling pig.

Trader Vic's is open for lunch Monday to Friday, dinner Monday – Sunday and the bar is open daily. It is one of seven bars and restaurant in the hotel, including the widely acclaimed Galvin at Windows.

Trader Vic's, London Hilton on Park Lane, 22 Park Lane W1K 1BE. Bookings can be made by calling 020 7208 4113 and more information is available at www.tradervicslondon.com.

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