



Mark Ludmon reports on the latest options for smokers, whether they want to go outside with a cigar or stay inside with an e-cigarette

Five years after the smoking ban was introduced in Scotland, and four years after it extended to England and Wales, bars and clubs are increasingly recognising the appeal of having a cosy outdoor smoking area – or a “COSA”, as some have dubbed them. The latest trend, particularly for hotel bars, is the cigar terrace, which was pioneered by the Lanesborough hotel in London and can now be found in other top hotels such as the Langham and Ten Manchester Street (see panels).

Investing in an outside area is no longer

just about a “smoking solution”, points out Duncan Chapman, managing director of Inn-fresco which specialises in outdoor spaces for bars. “After the smoking ban, many bar owners took the plunge and invested in parasols to accommodate the smokers. However, many have found that their outdoor solution was increasingly being enjoyed by smokers and non-smokers alike who wanted to sit out and enjoy the alfresco experience. Generally people socialise as a group of mixed smokers and non-smokers and our experience has



Ten Manchester Street

A cigar terrace was part of the set-up at boutique hotel Ten Manchester Street in Marylebone, London, when it opened a year and a half ago. New food and beverage manager Joel Lawrence, who has joined from St James’s Hotel and Club in London, is planning events for cigar smokers, including women, and a menu matching cigars with drinks. With a Hunters & Frankau humidoir, it offers brands such as Cohiba, Montecristo, and Romeo y Julieta, supported by a cigar sommelier service. Joel says he is looking at pairing cigars with wine, rum and tequila as well as cognac and whisky and is particularly interested in whether cigars would match with Citadelle gin vintages which are aged in oak casks.



Outdoor space created by Indigo Awnings

Barts Cuban Garden

Quirky speakeasy bar Barts in Chelsea, London, has been without a smoking area since it opened two years ago, forcing customers to leave the bar and walk through a foyer to stand on the pavement of the busy Sloane Avenue. Now it has created the enclosed roofless Cuban Garden in a vacant space accessible through glass doors right next to the bar. Supported by Cuban rum, Havana Club, it is decorated with plush velvet, silks and Latin-inspired hues of red, gold and brown as well as palms, tropical plants and Havana Club barrels and bottles.

The small patio garden, which sometimes hosts live music, houses a humidor offering a wide range of authentic cigars served at the perfect temperature. Co-owner Charlie Gilkes explains: "We decided to get a humidor when we created the Barts Cuban Garden as we think it fits perfectly with the authentic Havana-inspired atmosphere that we have created in the outside space. Humidors are the best way to store cigars. At Barts we are committed to the finest standards and this applies to every last detail, including even how we serve cigars to our guests."

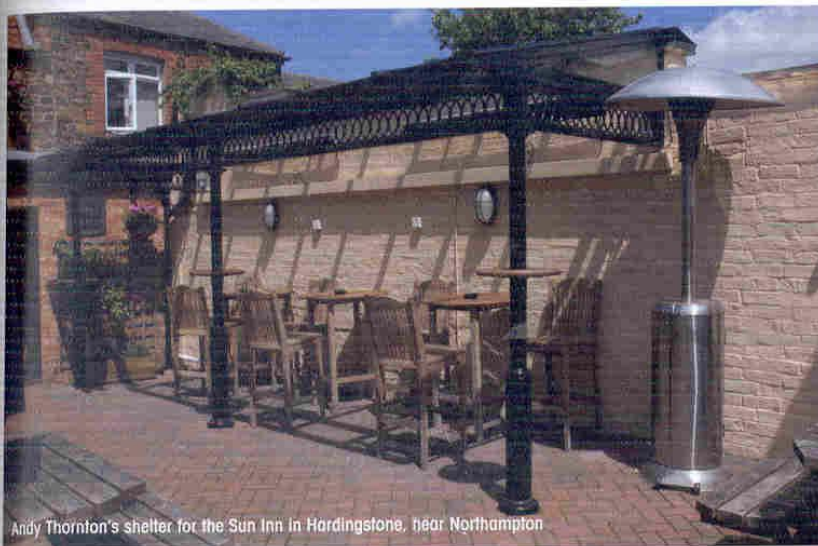


shown that, if the outdoor area is of a high standard, the group would rather stay outdoors and drink alfresco than split up."

This has resulted in an explosion of new products for the licensed trade over the past three years, from a simple awning for smokers through to a premium all-year covering. Inn-fresco has introduced a new product called the Med which features a concertina-style PVC roof, making it an all-weather solution. "However, in central locations many bars have limited space, and traditional products such as awnings and terrazols are great for the urban café culture

market," Duncan adds. "It is all about creating an inviting environment that makes your customers feel welcome, whether they are smokers or non-smokers and enable them to enjoy drinking and dining outside all year round. With the right solution they will enjoy their social time more, stay longer and so want to return again and again."

Furniture and design specialist Andy Thornton has installed outdoor solutions for many high-street bar and pub operators including Mitchells & Butlers, Fuller's and Greene King Pub Company. The company has a dedicated



Andy Thornton's shelter for the Sun Inn in Hardingstone, near Northampton



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**Smoking
kills**



architectural metalwork department that specialises in supplying bespoke outdoor structures that can be enjoyed by drinkers and diners whether smoking or not. It can manufacture anything from large stand-alone multi-purpose shelters to small lean-to canopies and decorative gazebos. "We are particularly noted for offering attractive high-quality structures that are designed to match the architectural style and period of the existing property and don't look like a bolt-on afterthought like many shelters that have been installed in recent years," adds marketing manager Jerry Hodkinson.

Most of the company's shelters and canopies are manufactured using structural steelwork, clad in decorative columns with cast aluminium panels, spandrels and balustrades which are lighter weight and provide a decorative element. The roof can be designed in any style and can feature toughened or Georgian-wired panels. Structures are usually finished in hard-wearing gloss powder coat to provide a long-lasting finish.

Investment in your outdoor space can quite literally "make you a profit out of fresh air", says Trevor Ruddle, managing director of Indigo Awnings, a specialist in solutions for the licensed trade. "Even allowing for new covers for a parasol after, say, five years, an average-size parasol of four metres by four metres, with heaters, will only equate to an average of under £500 per annum or under £10 per week plus running costs," he explains. "If you installed two units you would create a warm and comfortable area of 32 square metres which will accommodate a lot of people and thus provide a good return on investment."

Indigo Awnings was enlisted by a hotel to turn an unused and uninviting area at the front into a space suitable for smokers



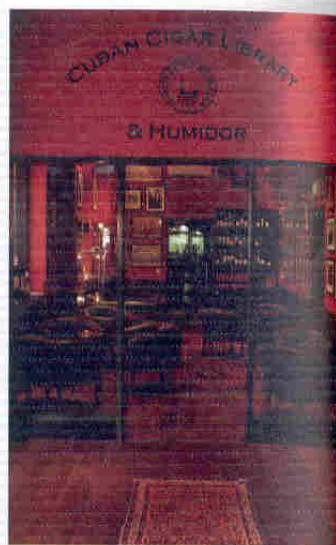
Boundary Rooftop

The Boundary Hotel in Shoreditch in east London features a rooftop bar with an open fireplace, a restaurant and a garden, offering 360-degree panoramic views of the city. It has been one of the attractions of the hotel since it opened in 2009, with a large sail-like canopy, heating, festoon lighting and blankets. It is popular with smokers who can puff away anywhere except for under the canopy.

Operated by Prescott & Conran, it features a humidor known as a Pachyderm which was created by Cuban designer José Ernesto Aguilera for cigar brand Monecristo and bought by Sir Terence Conran in 2007. The Rooftop reopened for the summer in April, offering a selection of fine Habanos from Hunters & Frankau.

(pictured page 39). The hotel invested in a full-commercial-grade giant parasol with heaters from Indigo Awnings plus new furniture, planters and up-lighting. "It has created a modern and welcoming look which now attracts so many customers that they have had to create an outdoor bar area to cope with the additional trade," Trevor says.

He warns that operators should always opt for good-quality commercial products rather than cheaper ones. "A full commercial-grade parasol should last for 10 years plus if looked after. These units can also be used in far higher wind speeds than cheap replicas. This makes them useable for far more days throughout the year which again will allow greater use and generate more profit. When the smoking ban was introduced, there were literally dozens and dozens of new companies that entered into what is a specialist sector. A lot of domestic-grade large parasols and awnings were supplied to the leisure sector which were simply not suitable for the hard wear and tear that these units are subjected to and expected to take. The net result was that product simply didn't last for more than a year or two at best, added to which a large number of these companies are no longer



Boisdale of Canary Wharf

Cigar lovers are catered for as part of the new Boisdale of Canary Wharf, following the success of the cigar terrace at the original Boisdale of Belgravia. The new Docklands venue has a 16 square metre walk-in cigar library (pictured), with cigar lockers for members, which contains one of London's finest selections of Cuban cigars supplied by Hunters & Frankau as well as one of the UK's best collections of vintage Cuban cigars provided by Mitch Orchant of C Gars. Luxurious leather armchairs and sofas accommodate cigar shop customers and allow them to sample cigars indoors before making a purchase.

Guests can then settle in the awning-covered heated terrace with tartan-upholstered armchairs and sofas, supplied with tartan blankets. This area seats up to 42 people while the members-only area on the opposite side accommodates 22.

in business to service and warranty the product if it has survived."

Electronic cigarettes

However, new technology means that people need no longer go outside to get their nicotine buzz. Electronic cigarettes have been available for about five years, either online or at the bar, using chemicals that turn liquid nicotine into vapour – and therefore not banned indoors under UK legislation. Made of plastic or metal and powered by a tiny battery, they are designed to look and feel like regular cigarettes but do not contain tobacco or produce smoke. Leading suppliers such as E-Lites have seen



The Langham

A new rum and cigar alfresco bar opened last month for the summer at the Langham hotel in London after the new outside terrace was unveiled last year. The Terrace Bar, run by the same team as the hotel's award-winning Artesian bar, offers an extensive rum list, including many rarer and more unusual vintages, plus a list of selected cigars from Hunters & Frankau.

There is also a bespoke cigar and rum pairing menu. For instance, the medium-to-full flavour of Cohiba Piramides, a limited-edition cigar from 2006, is paired with Clément 1952 Rhum agricole. The full-flavoured Partagas Lusitanias Vintage 1999 cigars are paired with a Mount Gay Tri-anniversary Selection rum.

off the threat of a clampdown on e-cigarettes through lobbying and the creation of the Electronic Cigarette Industry Trade Association (ECITA). The Medicines and Healthcare Product Regulatory Agency (MHRA) announced in March that it was not planning any new regulation of e-cigarettes while it carried out another 18 months of research.

Against this background, bars, pubs and clubs are now showing more interest in stocking e-cigarettes, says Adrian Everett, one of the founders and a director of E-Lites. "Awareness among consumers is really building," he says. "It's still comparatively small compared to the tobacco market but that is very much changing." Over the last eight months, E-Lites has focused its marketing on events in boutique clubs such as February's Brits Awards party at Jalousie in London and a party at the newly launched Luxe club in Loughton, Essex, attended by Lucy Mecklenburgh and Lydia Bright of The Only Way Is Essex. "We already supply many celebrities with E-Lites," Adrian adds. "The obvious security and comfort factors of being able to stay in the club are as significant as the proven health benefits of a no-tar smoke." E-Lites even featured in BBC1's EastEnders in May when Dot Cotton learned about e-cigarettes from her carer Marta.

Most e-cigarettes come as starter kits containing a number of the cigarettes, a rechargeable battery and a charger, and the consumer then buys refills. However, E-Lites has launched a new disposable product this month, both in regular and menthol, which is equivalent to 40 cigarettes. This was developed specifically for the on-trade and, with enough quantities, bars and clubs can even get them printed with their logo or name.

A range of different products are available for another brand Nicolites, from its rechargeable kits to disposable e-cigarettes that are ready to use straight off the shelf. Each of the Nicolites Disposables lasts for about 25 traditional cigarettes and require no charging. "It is difficult to list the number of bars and clubs now selling or promoting Nicolites as many would order through the

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for 20

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Priced to fit into their lifestyle - £5.75^{RRP} for 20, £2.95^{RRP} for 10

Priced in the value segment, which accounts for 1 in every 3 packs sold in the UK*

Available in standard and price marked packs



Chesterfield
CUT TO BE DIFFERENT

This communication is for the information of tobacco traders only.
*Source: Nielsen MarketTrack

Smoking kills

smoking report



E-Lites party at Luxe in Loughon, Essex

several wholesalers and third party resellers we work with, but sales for Nicolites are growing exponentially which gives us great confidence in the popularity and the repeat custom our product is receiving," says director Birju Pujara. "Nicolites are now supplying over 40,000 pieces a month to trade, including such outlets as bars, forecourts, tattoo parlours, restaurants and convenience stores."

Tobacco companies are already responding to the growth of e-cigarettes with their own products. In April, British American Tobacco (BAT) said it was preparing to launch new products that would offer a similar experience to smoking a cigarette but without the health risks of tobacco. However, without revealing more, BAT did insist they would not be electronic cigarettes.

Tobacco companies continue to invest in new cigarette products for adult smokers for sale in bars, clubs and pubs despite new restrictions. From October 1, cigarette vending machines will be banned in the licensed trade, forcing licensees to sell tobacco products over the bar without point-of-sale advertising. In the past two months, manufacturer Philip Morris has launched the Chesterfield range, which offers adult smokers an alternative choice to their usual cigarette. Made using the highest-quality Virginia blend tobaccos, there are three variants in the Chesterfield range: Chesterfield Red, Chesterfield Blue and Chesterfield Menthol. First manufactured in 1896, the brand combines a classic British name with a "modern, unconventional



feel" for adult smokers looking for value for money. They were introduced into the licensed trade in mid-April, supported by an extensive trade programme and special activities including hostesses selling them in bars, pubs and clubs in cities across the UK.

Also new from Philip Morris is Marlboro Gold Touch, the newest product in the Marlboro range. At a sleek 7.1mm in diameter – slightly thinner than Marlboro



The Box, Leeds

Arc Inspirations developed an all-year outdoor drinking area for its bar The Box in Headingley, Leeds, that was designed to comply with current smoking legislation. Working with outdoor specialist Inn-fresco, Arc created 60 square metres of trading space on what was once the roof of a bank.

It features a triple Patiola system – the semi-permanent fixed awnings – which was fitted to the existing perimeter wall. It has a fully retractable weather-resistant roof, and each of the three units can be controlled independently for flexibility. As well as plants and bespoke furniture, Arc installed all-weather TVs and speakers.

Gold Original – it offers a refined and smooth taste in a high-quality cigarette that is slimmer to the touch than conventional cigarettes. It was also introduced in mid-April across the UK.

Another alternative to cigarettes and cigars is shisha, the flavoured tobacco that comes from Arabic countries. As well as a common feature of restaurants specialising in Middle East cuisine, shisha or hookah has long been established at stylish venues such as the Moroccan-style outside terrace at Momo in London. The Japanese Garden at Hotel Rafayel in Battersea, south London, has offered shisha smoking since it opened last year. Its outside terrace and shisha bar, with views of the Thames and luxurious seating, has proved so popular that a new service bar was installed there last month. The latest place to add shisha to the menu is hotel 51 Buckingham Gate in London's Victoria, where shisha waterpipes – with shisha attendants – are on hand for guests to enjoy alongside cocktails, dining and live music. Despite legislation, it seems that smoking in all its many forms is set to remain an important part of going out.

Drink up your tobacco

Bartenders like to get creative with infusions, and inevitably tobacco is one that some have tried playing with. However, infusing spirits with tobacco can be dangerous, creating a liquid with toxic levels of nicotine – much higher than actually smoking a cigarette. One solution comes from absinthe specialist Ted Breaux who came up with Jade Liqueurs' Perique Tobacco Liqueur. This is made with Louisiana Perique, a rare and precious tobacco from around the Mississippi River, and has a subtle aroma and flavour of tobacco that would satisfy both smokers and non-smokers. It is now available in the UK through distributor Jenny Gardener of Sip or Mix.

Perique liqueur is one of the ingredients in a new cocktail at Paramount bar in London's West End. Called the Don Draper No 2, it is inspired by the central character of Mad Men who is often seen puffing on a cigarette while sipping a Manhattan. This new cocktail, created by bartender Marco Caimi, mixes Perique with Woodford Reserve bourbon, chocolate and orange bitters and brown sugar, stirred together like an Old Fashioned.

