Press Clippings

November 29- December 4, 2014
Print/Online Coverage
CEO Interview
Lebua Sets Europe Expansion

Deepak Ohri may not have invented rooftop dining, but his launch of Sirocco (below) in December 2003 certainly popularized the concept and served as the inspiration for multiple followers across Asia, Europe, and the Americas. It is arguably the first outdoor fine dining restaurant, and pictures of its eponymous stand-up bar floating over the Thai capital are so popular, Google has over 40,000 results for the query. While the Lebua hotel group came after the restaurant, and now includes properties in India, Thailand and New Zealand, it will be food that again leads the expansion.

Breeze will bring its modern take on Asian haute cuisine served in a sexy ambiance to the Frankfurter Hof in April. Speaking during the International Luxury Travel Mart in Cannes, the group CEO said outposts in Berlin, Cologne, Zurich, and Monte Carlo are in the works over the next two years.

“We showed that fine dining could be fun dining,” Ohri said. To that end he is re-launching Mezzaluna, perched on the 60th floor of State Tower in Bangkok. He is cutting seating from 50 to 30, making for an intimate environment that will enable guests to watch chefs prepare their meals and have personal interaction during the dinner.

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Ohri hints hotels will also be coming in Europe as well. “We started with the restaurant before the hotel,” he notes. He says Germany’s growing population of High Net Worth consumers are looking for different and fun dining experiences where food is still at a gourmet level. The restaurants will also serve to promote the company’s hotels.

The Thailand property was popularized in the movie The Hangover Two, and Ohri says to expect the flagship to again be seen on the big screen in a yet to be finalized movie project.
Sugar is No, No, No

- Nears

Nears are not the secret of healthy eating. If you eat too much sugar, it can lead to weight gain and other health problems. In order to avoid these problems, you should try to limit your sugar intake. If you are having trouble doing this, you can try using a sugar substitute such as stevia. This will help you to enjoy your food without feeling guilty.

- Cars

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- Cows

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Print Coverage
The Dome at lebua
Sirocco
BANGKOK, THAILAND

Vom 63. Stock des States Towers aus wird die hektische Metropole zu einem idyllischen Lichtmeer. Die richtige Kulisse für Hummer und Wagyu-Steaks
Online Coverage
FOUR launches its ASIA & AUSTRALIA edition

FOUR's Asia & Australia edition will add to the growing family of FOUR's international editions, joining the already highly successful International (and supplement), German, Italian, and US editions. Launching today (Wednesday 26 November), the issue will include news, trends and events from across Asia & Australia.

Trendsetting culinary mixologist Ronald Ramirez reveals the unique art of using chefs’ ingredients to create highly attractive and stunningly innovative drinks for the bar, rather than the restaurant in his venue The Dome atop Tower Club Lebua, Bangkok.
Sky Bar at Bangkok’s Tower Club at lebua Introduces Festive Season Cocktail

November 26, 2014

Perched on a precipice high above the city, on the 63rd floor of Tower Club at lebua, the glittering multi-hued Sky Bar continues to propel Bangkok’s cocktail culture to ever-greater heights with the introduction of the holiday season “Under the Stars” cocktail.

For his latest innovation, resident master mixologist, Ron Ramirez set out to surprise and delight all the senses with super-premium spirits, evocative seasonal flavors and unexpected touches like the freshly shaken house-made vanilla passion fruit marshmallow foam topping.

Deftly crafted of cold-infused Absolut 100 vodka blended with passion fruit and raspberry purées, and with captivating hints of aloe vera juice and Moroccan tea syrup, the “Under the Stars” cocktail can be created at home by combining the following ingredients in a shaker with ice:

1 oz Absolut 100 Vodka
2 oz Passion fruit purée
1 oz Raspberry purée
2 oz Aloe vera juice
0.5 oz Lime juice
0.5 oz Moroccan tea syrup

A highlight of Bangkok’s nightlife scene, Sky Bar’s inspired cocktails, striking atmosphere and spectacular views led it to be named “the most stunning rooftop bar you’ll ever see” by the New York Times and is the world’s highest open-air bar.

The new “Under the Stars” cocktail will be offered at Sky Bar, as well as Distil one flight up on the 64th floor, through 15 January 2015, for THB 600++ (approximately $21 USD). For reservations or more information, please contact reservations@lebua.com, visit www.lebua.com/the-dome or call +66 2 624 9555.
Sky Bar at Bangkok’s Tower Club at @lebuahotels Introduces Festive Season Cocktail

December 1, 2014 by opulentdeals

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Press Release

Toast of the Town: Sky Bar at Bangkok's Tower Club at lebua Introduces Festive Season Cocktail

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PRWeb | December 3, 2014

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Bangkok, Thailand (PRWEB) December 02, 2014

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Recipe | Line-Caught “Madara” Codfish

Fresh from Mezzaluna, Tower Club's restaurant, enjoy this slow-cooked codfish in extra virgin olive oil, oven roasted celeriac, hazelnut, quinoa, and white Alba truffle recipe...

Serves 6

Ingredients
- 400ml codfish fillet
- 1000ml extra virgin olive oil
- 2pc bay leaf
- 1pc lemon
- 1pc garlic bulb
- 1pc celeriac root
- 50g hazelnut
- 500ml milk
- 1000ml chicken stock
- 50g butter
- 20g white Alba truffle

Others
- White truffle butter
- Truffle juice
- Sea salt
- Chervil
- Puffed quinoa
Article: Bangkok Ball Drop & New Year’s Eve Package

Date: December 2, 2014
Lebua at State Tower: quando i sogni incontrano il cielo

In Thailandia si trovano alloggi per tutte le tasche, ma se siete in cerca di un hotel speciale e indimenticabile allora sono in grado di darvi un consiglio su dove dormire a Bangkok.

Sto parlando del Lebua at State Tower, in assoluto uno degli alberghi più belli che io abbia mai visitato. Scommettiamo che in realtà lo conoscete già?

Ora molti di voi staranno pensando che no, non l’hanno mai sentito nominare, eppure io sono sicurissima che vi sarà familiare.

E’ proprio al Lebua, infatti, che sono state girate alcune delle scene più esilaranti di Una notte da leoni II.

Non mi vergogno ad ammettere che lo abbiamo scelto anche per questo motivi!
Bangkok’s Tower Club at lebua and New Year’s Eve package / USA
Date: December 4, 2014

Bangkok’s Tower Club at lebua has announced its exclusive one-night-only New Year’s Eve menu. Chef Gonzalo Ribot, at Sirocco, lebua’s Madhurmantri fine dining venue and the world’s highest alfresco restaurant, 63 stories up, and Chef Sam Pang at Breeze, the ‘new face of Asian dining,’ will offer a special six-course menu at Mazzarino, renowned German chef Thomas and Matthias Schüting will serve a special nine-course European set menu at the soothing strings of the classical quartet. lebua’s chic, bar is home to innovation and style. Distil presents an alternative venue for the celebrations. The bar, which has become known for elevating culinary mixology to a whole new level with new flavors, textures and visuals, will be offering an exceptional eight-course set menu with the same legendary skyline views plus a special guest DJ for the evening.

With its incomparable vantage points, record-breaking Ball Drop, and exceptional menu. New Year’s Eve at Tower Club at lebua is not to be missed. The cost of dinner at Sirocco is THB 21,999 (approximately $676 USD); THB 33,999 (approximately $738 USD) at Breeze; THB 25,999 (approximately $800 USD) at Mazzarino; and THB 17,999 (approximately $553 USD) at Distil. Prices are per person and do not include tax and gratuity. Reservations required in advance. For reservations or more information, please contact reservations@lebua.com or +66 2624 9505.

Video of Last Year’s Bangkok Ball Drop:
Website: http://www.thailand4.com/gen/2014-12-03/bbd1a4d07461a215d39c8720e97ae5c5/
Article: Bangkok Ball Drop at lebua and New Year’s Eve Package / Thailand
Date: December 4, 2014
Article: Bangkok Ball Drop at lebua and New Year’s Eve Package / Thailand
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Website: http://www.ryt9.com/s/prg/2044183