

# SAVOY



## **The Savoy Partners with Caviar Brand, Petrossian**

*To launch a pop-up boutique in the Upper Thames Foyer*



[The Savoy](#) has announced a new partnership with iconic caviar brand [Petrrossian](#), with a pop-up boutique in the Upper Thames Foyer set to launch in February 2024.

The new 'Petrrossian at The Savoy' pop-up will offer a wide retail selection of fine foods, from truffle specialties to chocolate assortments, alongside the full range of Petrossian caviar, smoked salmon and other delicacies. A Petrossian caviar expert will be at hand to advise and accompany customers in their choices, allowing hotel guests, visitors and London locals to experience a true Petrossian moment at The Savoy or at home.

The celebrated London hotel is a natural home for Petrossian, which has been sourcing and maturing the world's finest caviar since first bringing the delicacy to Paris in 1920. The new experience will replace The Savoy's existing Gucci Valigeria pop-up, as the hotel continues to curate unique and exciting experiences for all who pass through its doors.

The two brands share a common history, with links to legendary hotelier, Cesar Ritz, who played an important role in the success of The Savoy as its first famous General Manager from 1890 to 1897. Ritz is also credited with introducing caviar to the upper echelons of French society by collaborating with Petrossian in the 1920s, contributing to caviar's status as a luxury food item today.

The pop-up boutique represents the beginning of a wider partnership between the two brands, with additional plans for 2024 to be announced soon.

The Petrossian boutique at The Savoy will open from Tuesday to Saturday from 11.30am to 7.30pm  
and on Sunday from 12 to 5.00pm

For more information, visit [www.thesavoylondon.com](http://www.thesavoylondon.com) and [www.petrossian.com](http://www.petrossian.com).

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#### **About The Savoy**

The Savoy, A Fairmont Managed Hotel is perfectly located on the River Thames, in the heart of all that London has to offer. At the forefront of the luxury hotel scene for over 130 years, the hotel features 267 rooms and suites decorated in elegant Edwardian or art deco style, many with views over the river. Gordon Ramsay presents the best of British cuisine in Savoy Grill and The River Restaurant, with exceptional fine dining in Restaurant 1890. Additional culinary highlights include afternoon tea in the Thames Foyer, 1920s-inspired cocktails in the American Bar and creative drinks in the Beaufort Bar. Beauty & Fitness at The Savoy includes a light-filled swimming pool in its own atrium, sauna, steam room and state-of-the-art gym facilities. There is also a collection of spaces available for meetings, corporate events and weddings.

#### **About Petrossian**

Petrossian is a French company founded in 1920 by 2 Armenian brothers, Melkoum and Mouchegh Petrossian, who introduced caviar to Paris, France. Over the years, the Petrossian family has passed on its knowledge and expertise in the art of caviar maturation, a traditional craftsmanship still done by hand in house, by Petrossian' caviarologists. In addition to caviar and fine food, the company started branching into smoked fish in the 1930's, constantly aiming to bring excellence and unforgettable experiences to their customers. Petrossian boutiques and restaurants have spread from the historic first location on Boulevard de Latour-Maubourg in Paris to New York, Brussels, Las Vegas and Los Angeles. In 2016, Petrossian UK was born, supplying mainly fine dining restaurants and 5 star hotels before soon expanding to the B to C market with the launch of an e-shop in 2020. 2 years later, its first boutique and gourmet cafe opened in South Kensington soon to be followed by another venture within The Savoy.