

SAVOY

The Savoy announces the reopening of legendary restaurant, Simpson's in the Strand, with renowned restaurateur, Jeremy King

Monday 6 November: The Savoy, a Fairmont Managed hotel, will be reopening Simpson's in the Strand in 2024 with Jeremy King, co-founder of hospitality empire, Corbin & King, and founder of new business group, Jeremy King Restaurants.

Simpson's in the Strand first opened its doors in 1828 as a coffee shop and chess club, becoming a restaurant 20 years later and one of the first in the UK to win a Michelin star in 1974. The restaurant was renowned for championing traditional British fare, with roasts served on silver platters and carved tableside from impressive trolleys. Its unmatched, authentic old-world 'Englishness' endeared it to literary luminaries such as Charles Dickens, political figures like Winston Churchill, and captivating stars the likes of Laurence Olivier and Audrey Hepburn, making it a favourite haunt for them all. Having played witness to the laughter, debates and musings of history's most notable characters, the walls of Simpson's in the Strand now stand poised to embrace the next generation of great minds and lively spirits.

"It is now well over forty years since I fell in love with Simpson's in the Strand and over twenty years since I first became excited at the prospect of being able to work with The Savoy and take over its helm," says Jeremy King. "Simpson's is the last of the 'Grande Dame' restaurants that still retains its original décor and features, and the prospect of restoring it to its former glory is the apotheosis of my career. The history of this magnificent institution will be cherished as we bring it fully into the 21st Century."

Commenting on the announcement, Franck Arnold, managing director of The Savoy said, *"Reopening Simpson's in the Strand will be a truly momentous occasion for The Savoy and we couldn't be more delighted to be in partnership with Jeremy King. We know he will successfully breathe new life and vigour into this almost 200-year old prized London institution and we can't wait to welcome guests back through its storied doors."*

Since shutting its Grade-II listed doors in March 2020, the future of this cherished establishment has been a subject of speculation, with many expressing sadness at the possibility of permanent closure. The eagerly awaited reopening in 2024 promises to be worth the wait, marking a new chapter for Simpson's in the Strand. The restaurant will rekindle its legacy and once again become a culinary beacon at the heart of the London dining scene.

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For further press information, please contact:

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About The Savoy

The Savoy is the UK's original luxury hotel. Right on the River Thames, it is perfectly placed at the cultural heart of one of the world's most exciting cities. 267 rooms and suites are accompanied by some of the most well-known restaurants and bars in London, alongside magnificent and varied meeting and events spaces. The Savoy's legendary service creates wonderful memories to last a lifetime.

www.thesavoylondon.com

About Fairmont

Fairmont Hotels & Resorts is where the intimate equally coexists with the infinite – an unrivaled portfolio of more than 90 extraordinary hotels where grand moments of life, heartfelt pleasures and personal milestones are celebrated and remembered long after any visit. Since 1907, Fairmont has created magnificent, meaningful and unforgettable hotels, rich with character and deeply connected to the history, culture and community of its destinations – places such as The Plaza in New York City, The Savoy in London, Fairmont San Francisco, Fairmont Banff Springs in Canada, Fairmont Peace Hotel in Shanghai, and Fairmont The Palm in Dubai. Famous for its engaging service, awe-inspiring public spaces, locally inspired cuisine, and iconic bars and lounges, Fairmont also takes great pride in its pioneering approach to hospitality and leadership in sustainability and responsible tourism practices. Fairmont is part of Accor, a world leading hospitality group counting over 5,400 properties throughout more than 110 countries, and a participating brand in ALL - Accor Live Limitless – a lifestyle loyalty program providing access to a wide variety of rewards, services and experiences.

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