

The Goring Celebrates Belgravia in Bloom with a “Bloomin’ Lovely” Afternoon Tea

This Belgravia in Bloom, The Goring invites guests to indulge in a special afternoon tea amidst the elegance of The Goring Garden, one of London's finest and largest private gardens



LONDON, UK (March 27, 2024) – In celebration of Belgravia in Bloom 2024 and The RHS Chelsea Flower Show, The Goring, one of London’s most iconic luxury hotels, will introduce a new **“Bloomin’ Lovely” Afternoon Tea** available from 13th–26th May. The name, a nod to The Goring’s rich heritage and George Bernard Shaw’s *Pygmalion* which was published just a few years after the hotel’s opening.

Served within the opulent ambiance of The Veranda against the backdrop of The Goring’s flourishing garden, one of London's best kept secrets, guests will be treated to an assortment of floral-inspired sandwiches, scones, sweet treats and premium tea blends. Highlights include a beetroot and goats curd tartlet topped poppyseed and amaranth; blackcurrant and hibiscus scones, accompanied by clotted cream and homemade jams; strawberry and violet cheesecake; raspberry, blueberry and lemon verbena tartlet; and a chocolate and mint cake. Even the sandwiches will take a botanical twist with favourites such as smoked salmon and cream cheese, coronation chicken, and cucumber and yoghurt adorned with fresh herbs from the garden.

A vibrant array of herbal teas and floral infusions are available including Jasmine Pearls, Camomile Flowers, Peppermint, Mango & Strawberry, and Rosebuds - whilst traditionalists can stick to The Goring’s Afternoon Blend or a cup of Earl Grey. Guests also have the option to enhance their afternoon with a glass of either Bollinger Special Cuvée Champagne or Bollinger Rosé Champagne.

Recognised as one of London's largest private gardens, The Goring Garden is a haven of tranquillity in the heart of the capital. Its meticulously manicured landscapes and vibrant floral displays provide an idyllic setting where guests are invited to savour the essence of Belgravia in Bloom, and relax while enjoying delicate pastries in its lush expanse. In homage to the hotel’s royal neighbours, The Goring keeps a flourishing Royal Border, filled with an array of the family’s favourite flowers and shrubs.

The Goring remains a quintessential emblem of British refinement and luxury, underscored by its illustrious history and prestigious Royal Warrant granted by the late Her Majesty The Queen in 2013. So whether visitors are seeking a serene retreat or a refined afternoon tea experience, The Goring promises an enchanting and exclusive escape amidst the blooms of spring.

To Book: *The Bloomin’ Lovely Afternoon Tea will be served in The Veranda from Monday to Sunday, 12pm – 6pm between 13 – 26 May. From £80 per person + service charge. For more information please visit [here](#).*



About The Goring

The Goring was opened in 1910 by Otto Goring and is now the only five-star luxury hotel in London that is owned and run by the family that built it. Deep in the heart of Belgravia, close to Buckingham Palace, The Goring is within strolling distance of the Royal Parks and some of the city's finest shops, theatres and galleries. In January 2013 The Goring was granted a Royal Warrant of appointment to HM The Queen for Hospitality Services and in 2016 The Dining Room was awarded its first Michelin star. The Goring reflects one family's passion for quality, whose members have prided themselves on providing comfort, good food and drink and the most attentive service for over a hundred years. www.thegoring.com

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