

## An Easter Tale with a twist at The Grove, Hertfordshire



### January 2010: The giant cakes in the lobby say it all...

The Grove ([www.thegrove.co.uk](http://www.thegrove.co.uk)) takes all that's best about Easter: the food, the flowers and the family - adds a dash of daring, a touch of avant-garde and mixes in a healthy dose of classic fun. The result? An Easter that is surprisingly different, with something for everyone all through the holidays from 28 March until 25 April 2010.

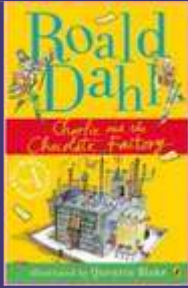
The irresistible charm of four classic children's tales - *Charlie and the Chocolate Factory*; *Peter Pan*; *Alice in Wonderland* and Beatrix Potter's *Peter Rabbit* - lie at the heart of The Grove's Easter fun this year. Each much-loved tale will be portrayed in different parts of the hotel, allowing children to step into their favourite character's worlds... (was that an oompah-loompah?)



A deliciously un-traditional twist comes as Eric Lanlard - Master Pâtissier du jour and creator of London's sumptuous Cake Boy boutique and cookery school ([www.cake-boy.co.uk](http://www.cake-boy.co.uk)), will be making a guest appearance. Eric - whose second TV series 'Glamour Puds' launches on Channel 4 on 1 March - will be running fantasy cake making classes for all the family throughout the Easter weekend, bringing to life the magic of *Alice in Wonderland's* Mad Hatter's Tea Party. And what's not to love about a pop-up stand showcasing some of Eric's edible masterpieces?

Adding to the glamour stakes - and for those wishing to hone their skills even further - there will be flower workshops inspired by the world of Beatrix Potter throughout the holidays in the Walled Garden with McQueen's ([www.mcqueens.co.uk](http://www.mcqueens.co.uk)), pioneers in the new English style of floristry since 1991. McQueen's have been the creators of The Grove's much-talked about floral installations since the hotel opened.





What would Easter be without chocolate? The Grove's finest pastry chefs will be hosting a series of chocolate-making classes. Parents and children will be able to dive into the enchanted world of Charlie and the Chocolate Factory, and indulge their deepest chocolate cravings...

Finally, Anouska's, The Grove's OFSTED-approved children's club, will be running a packed programme of activities during the holidays, both inside and out, come rain or shine. The highlights of the holidays will be performance classes with professional actors from Perform, the renowned children's drama group ([www.perform.org.uk](http://www.perform.org.uk)), culminating in a show based on Peter Pan – all ages welcome.

Together The Grove, McQueen's and Eric Lanlard and Perform will cast an Easter spell over the hotel, so that every guest, whatever their age, has a deeply delicious, relaxing and highly entertaining holiday.

The Grove is offering four nights for the price of three throughout the Easter holiday period from 28 March to 25 April 2010. Room rates start from £290 based on two people sharing a room in the contemporary West Wing, including breakfast and VAT with a wondrous 25% off for adjoining children's rooms for children under 12 years old.



**No Golden Tickets required – just come and enjoy the fun!**

- Ends -

**Reservations at The Grove:**

[www.thegrove.co.uk](http://www.thegrove.co.uk)

**Telephone +44 (0) 1923 296 010**

**Email: [reservations@thegrove.co.uk](mailto:reservations@thegrove.co.uk)**

#### **EDITOR'S NOTES**

##### **About The Grove**

The Grove- London's Country Estate – (Conde Nast Traveller's UK Leisure Hotel 2008) is just 18 miles from Central London, with stunning contemporary interiors and relaxed friendly service. Sequoia, the spa, was voted Favourite UK Hotel Spa at the Conde Nast Traveller Readers' Travel Awards. The 18-hole championship golf course hosted the 2006 Amex World Golf Championships. With three restaurants and 300 private acres – including Anouska's, the private OFSTED registered kids club, woodland, formal gardens, a canal, tennis courts, a beach and the kitchen garden in the Walled Garden, the options for quality time are endless.

##### **About Eric Lanlard**

Eric Lanlard, **Master Pâtissier** and twice winner of the prestigious **Continental Pâtissier** of the Year at the British Baking Awards, has changed the face of British Patisserie and through his bespoke cake making brand, **Savoir Design**, has earned himself an international reputation for superlative cakes with an A-list clientele including Madonna, Sir Elton John, Elizabeth Hurley, Claudia Schiffer and George Michael. His cake emporium *Cake Boy* based in south west London houses a coffee lounge, a cookery school and one of the most beautiful cake counters filled with the most delicious cup cakes and fresh patisserie. Eric's TV series *Glamour Puds* (series 1 and series 2) will be launching on Channel 4 on 15 February 2010.

### **About McQueens**

When Kally Ellis set up McQueens in 1991 she had one aim in mind. "I wanted to sell simple, stylish flowers, beautifully presented, to the people of London. And I knew they would love it."

Since then, drawing on her business experience gained within the marketing team of a large international French merchant Bank, and her flawless instinct for colour and design, Kally has established McQueens and the McQueens Flower School as the premier name in a business that crosses all floral boundaries. Housed in Clerkenwell, East London, the McQueens empire now supplies flowers to clients as diverse and prestigious as Louis Vuitton, Cartier, Christian Louboutin, Mulberry, The Grove, The Berkeley and the Connaught Hotel. Perhaps their greatest accolade has been to provide the flowers and styling for the legendary Vanity Fair parties that include the Oscars, the Cannes Film Festival and the TriBeCa Film Festival.

#### **Further information:**

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