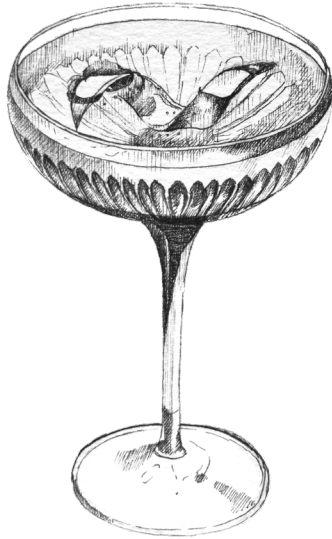


ATLAS

THE FIRST FIVE YEARS

THE JOURNEY SO FAR



ATLAS was born out of a desire to bring a fine drinking and dining experience that would do justice to the magnificent space in which it resides. We had big dreams, a strong vision, not much experience but a lot of heart and passion. So we gathered a team of equally passionate people who had the expertise, experience and (most importantly) the heart so that we could share our dreams with them and enlist their help to make it a reality. Fast forward and now we are celebrating the 5-year anniversary of living our dream.

Tonight is a celebration of where we have come in the first five years. Beyond the awards and accolades, it's the pride in delivering a meaningful and memorable experience every day to our guests that is most rewarding.

Vicky & Vincent
Founders of ATLAS

“

HIGHEST NUMBER OF GUESTS SERVED IN A YEAR
148,162 IN 2019

ATLAS CLASSICS

ATLAS pays tribute to the history of cocktails and the bartenders of the past, giving classic combinations that stir the senses with beguiling simplicity, an elevated, layered contemporary twist designed for modern-day fine drinking. The ATLAS classics are our take on the stalwarts of cocktails that have, through the years, become our mainstay signatures.



ATLAS Martini

london dry gin, ambrato vermouth, orange bitters, champagne vinegar

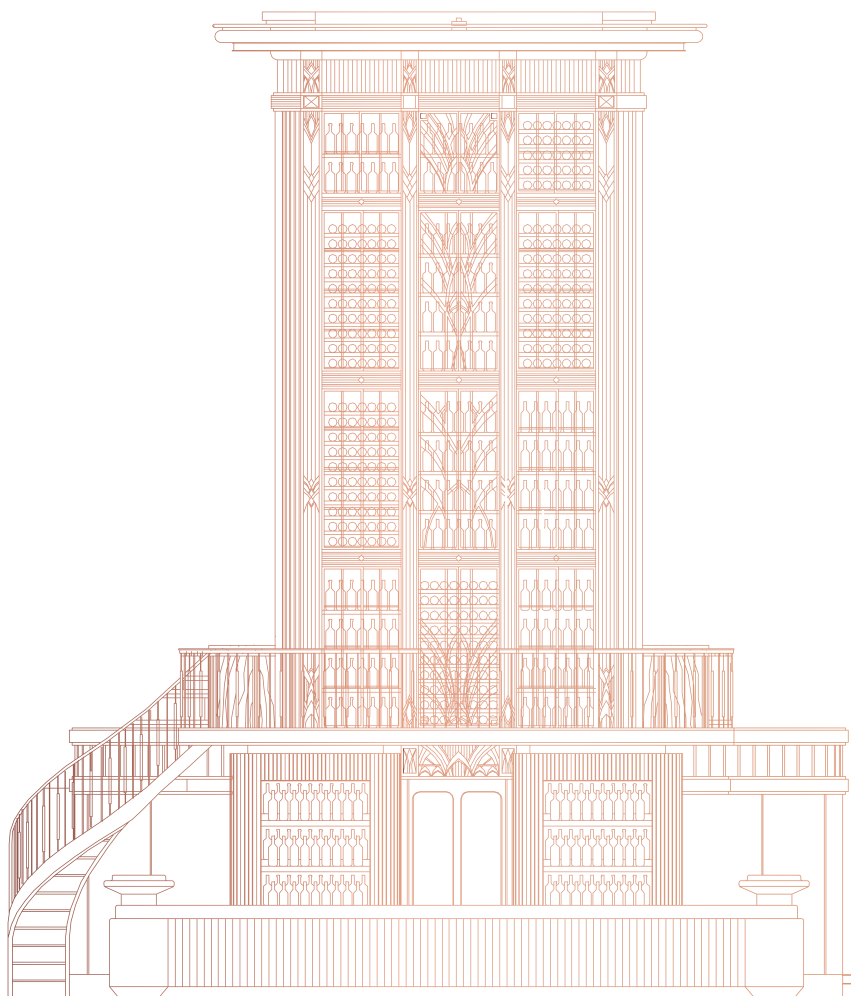
While the classic dry martini is a strong bracing cocktail not to everyone's taste, we decided to create a 'wet', 'approachable' martini in which everyone could imbibe comfortably, one that represented the style, art, and drinking customs of ATLAS and the era from which it draws inspiration. The champagne vinegar complements the floral vermouth and is bound by orange bitters.



ATLAS French 75

london dry gin, lemon, peach, salt, champagne

Originally printed in Harry MacElhone's 'Harry's ABCs of Mixing Cocktails' in 1922 and named for a WW1 field gun, the classic French 75 cocktail presented the perfect opportunity to innovate. A dash of salt, peach liqueur to complement the Champagne and a tangy candied kumquat garnish. Finished table-side with a pour of Champagne, the ATLAS French 75 has a theatrical flourish that evokes a true sense of occasion.



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THE ATLAS GIN TOWER IS 8 METERS TALL, WITH THE OLDEST BOTTLE DATING TO 1910,
A UNIQUE BOTANICAL IN THE COLLECTION? SCORPION'S TAIL.

25TH MARCH 2017 - THE OPENING MENU

The Opening Menu celebrates the cultural hallmarks that defined the Art Deco period, the golden age of drinking and early 20th century Europe: bursting with colourful personalities, industrial achievements, and artistic masterpieces. A signature cocktail list that tells the ATLAS story: Grand cocktails inspired by European flavours, drinking rituals and a moment in time.
Flavours to drink up, as one should life.



Café Royal Special

london dry gin, sloe berry gin, pineapple, italian sweet vermouth,
lemon, champagne, edibles

A modern, culinary twist on a cocktail drawn from the The Café Royal Bar Book by William J. Tarling. A revered cocktail book from 1937 which perfectly embodies fun, yet classical cocktail drinking. - Jason Williams 2017

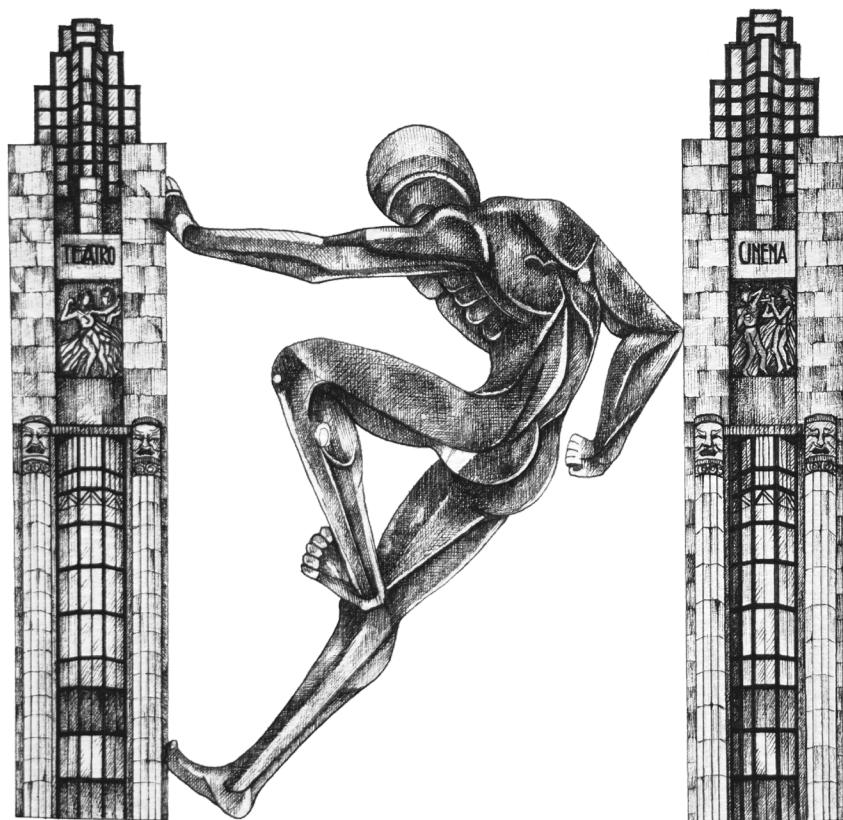


Bruschetta Triumph of the Sea

blue prawn tartar, sea urchin, pomegranate, caviar

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FROM CONCEPT TO LAUNCH, EACH EDITION OF THE DRINKING MENU TAKES UP TO
8 MONTHS



“

THE MOST ATLAS AFTERNOON TEA SETS SOLD IN A MONTH
1,372 SETS IN DECEMBER 2021

DECO ACROSS INDUSTRY

Style Moderne was the height of fashion as the Art Deco movement took the world by storm and influenced art, fashion, industry and architecture. For the second drinking menu, we celebrate unique elements of this era, from famed paintings like *Nude On A Terrace*, to pioneering feats of engineering such as the luxury liner *L'Atlantique*. A tribute to this golden age of innovation.



Coloured Rhythm

floral gin, elderflower liqueur, cedarwood, lemon, coloured sweetness

'In Robert Delaunay, I found a poet. A poet who wrote not with words but with colours.' - Inspired by the iconic art style of Sonia Delaunay, this cocktail expresses the harmony and fluidity of floral gin, elderflower with a punch of character from cedarwood. The isomalt shard garnish reflects Delaunay's bold use of colour. - Sim Sze Wei 2018



Spring Chicken Lollipop

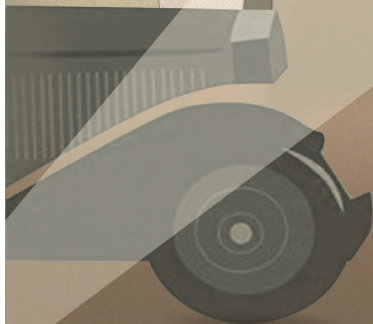
black pepper glaze

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HIGHEST NUMBER OF COCKTAILS SERVED IN ONE DAY

1,257 COCKTAILS ON 26 DECEMBER 2022

INTERBELLUM



INTERBELLUM

Interbellum (1920s-30s), the period between the two World Wars, was a time of great transition and change. From design and art, to music, fashion, food and drink, the period also heralded the birth of the Art Deco movement. People began to experience a morally enlightened, technologically-fuelled era of social and cultural change. In the third edition of the drinking menu, we commemorate this ground-breaking period by charting some of its leading cultural moments and celebrations.



Invisible Gin

scottish gin, gentian, apricot, pineapple, lemon, bitters

The Invisible Gin is one of those obscure cocktail classics, lost to time. The original recipe from the early 1950s, printed in 'The Gentlemen's Companion' and recorded by bon vivant cocktail writer Charles H Baker, called for gin, lemon, pineapple, apricot, and soda. Our modern take layers in hibiscus and gentian for a nice floral and bitter kick. - Jesse Vida 2019



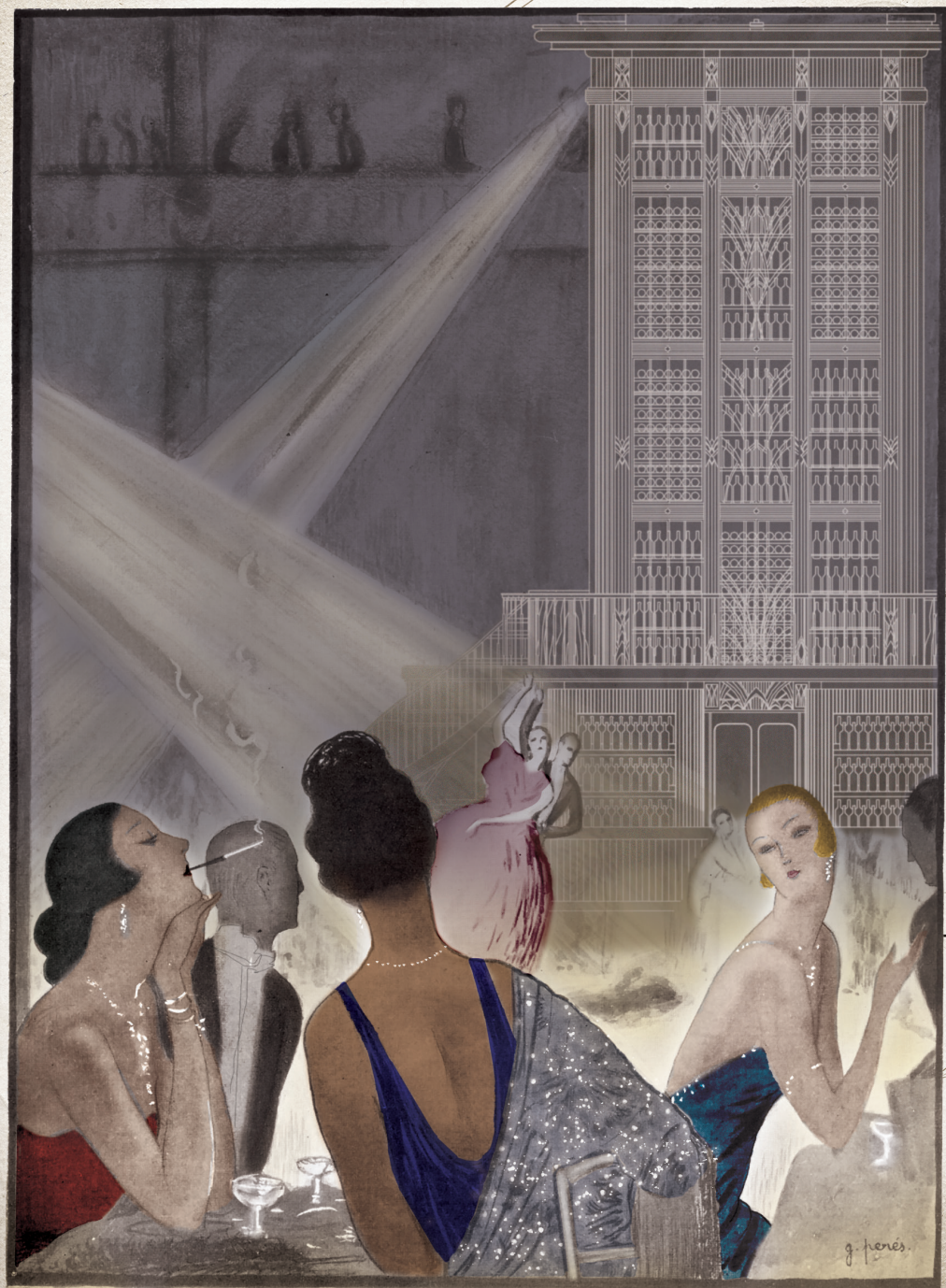
The Burnt Edges of the Margherita

olive tapanade, basil

“

NUMBER OF CHAMPAGNE BOTTLES ENJOYED

5,259



LA GRANDE NATION

Capturing the essence of the time through immersive storytelling, La Grande Nation is a journey through the birth of the Art Deco movement. ATLAS' fourth drinking menu, explores the works of four seminal creatives from the era, experienced through Cecil Beaumont, a writer who embarks on a trip to Paris to attend the 1925 Exposition Internationale des Arts Décoratifs et Industriels Modernes. Step back in time to the Golden Age and revel in unabashed Jazz Age elegance.



The Musician

cognac, coconut cream, mint, cacao, chocolate bitters

The painting 'The Musician' by Tamara de Lempicka blended classical and modern elements, hallmarks of the Art Deco style. We took the same approach to craft a variation on a Grasshopper. A house-made mint tea syrup with cacao was used in place of the traditional liqueurs. It is an indulgent, minty drink, perfect for a nightcap. - Lidiyanah K. 2020



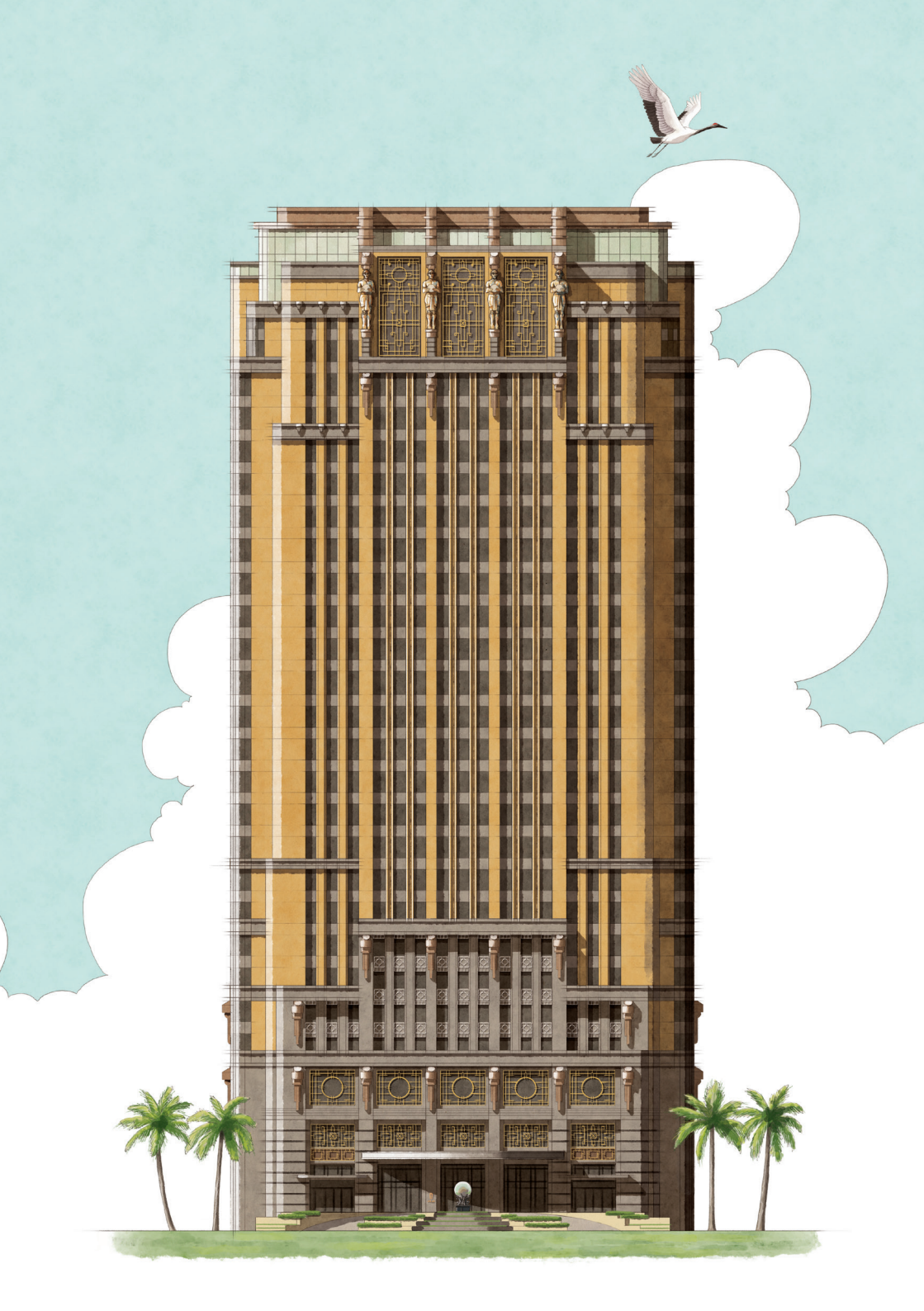
Smoky Beef Puffs

waygu brisket, pickled mustard seeds

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BOTTLED COCKTAILS ENJOYED WITH #ATLASATHOME

15,994



SENSE OF PLACE

Discover the architectural wonders of Art Deco, including Parkview Square, which ATLAS calls home. Through connections to these magnificent structures, we pay homage to shared human experiences that have spanned generations. A timeless ode to both past and present, and a showcase of ATLAS' continued dedication to great beverage traditions.



Vapour Guide

peach oolong-infused american vodka, english gin,
bianco vermouth, rose aperitif

Vapour Guide, a reimagining of a Vesper Martini, is inspired by the rich history of Battersea Power Station. To make the drink more approachable, peach oolong tea is infused into vodka to heighten the fruity flavour, rose aperitif is added for a touch of wine notes, and a cucumber garnish for a refreshing end. - Sylvia Chong 2021



London Spicy Chorizo Sandwiches

pickled capsicum, rocket, aioli

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GLASSWARE BROKEN EACH YEAR

2,946

ATLAS COLLECTIONS

The ATLAS Collections feature two of the world's most remarkable physical collections of Gin and Champagne, celebratory tipples that defined good living. A labour of love to curate and assemble, it includes contributions from generous friends, distillers and vintners from the far corners of the globe.



GIN

ATLAS houses one of the world's most diverse and thoughtfully curated physical gin collections - more than 1,300 gins in all. Discover the most exciting modern craft gins from the far corners of the world or sample London dry gins from as far back as 1910 with ATLAS Vintage.

To share our love of gin, the Juniper Society was born! To date, Juniper Society has hosted over 108 different sessions from the ATLAS Stage, from exploring the different styles of gin, diving into the storied history of gin cocktails, including making the infamous Ramos Gin Fizz with the iconic Crawley's Imperial Shaker, to special gin dinners.

The future of gin is bright and we look forward to what awaits this incredible spirit.



CHAMPAGNE

The modern world of Champagne is even more diverse and tasty than it was in the Twenties. ATLAS houses one of Asia's great Champagne lists, including treasures from the Parkview Family Cellar. It has been carefully curated to bring out these sensations and stories through the finest wines from the Champagne region.

Whether it is a special occasion or not, we are delighted to offer you our very favourite Champagnes to celebrate the joys in life.



THE ATLAS CHAMPAGNE ROOM ALSO HOUSES A SHIPWRECK CHAMPAGNE FROM 1907,
PRESERVED FOR 90 YEARS DEEP IN THE BALTIC SEA

THANK YOU



Today at ATLAS, some of our original team remain and inevitably, some have moved on. We have also picked up new team members along the way who are now integral members of the ATLAS family. Everyone who has been a part of the ATLAS journey so far has left their own contribution to where we are today, and for that, we are truly grateful.

We've achieved some incredible things thanks to everyone who has been a part of our story - from our team members to consultants, suppliers and most importantly, our beloved regulars and guests. It's not been an easy road - especially through the past couple of years - but we've come out stronger and have grown from every experience.

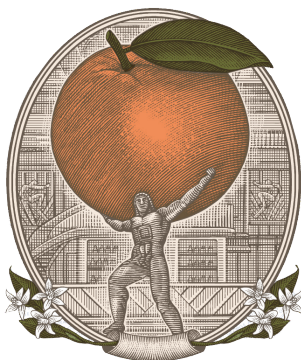
Thank you to all of you who help to make this a reality, either by choosing to spend your time with us or by being one of the many elements behind the scenes that come together to make the ATLAS experience. The first five years have been a hell of a ride – we can't wait to see what the next five will bring.

With gratitude,
Vicky & Vincent

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ATLAS MARTINIS POURED IN FIVE YEARS

37,178



St George ATLAS Orange Gin

ATLAS' very own Gin is an exclusive collaboration with the team at St. George Spirits, a craft distillery in California.

Woven with the golden thread of Seville and Bergamot oranges, as well as Valencia orange blossoms, this gin is balanced with lemon, lime, grapefruit, cardamom, dill, coriander, juniper berries and a host of other aromatic ingredients to create an orange tree in your glass.

Sip it and lift the weight of the heavens off of your shoulders.

“

BOTTLES OF ST GEORGE ATLAS ORANGE GIN SAVOURED

2,580