



## PRESS RELEASE

### PARISIAN BAR, LITTLE RED DOOR LAUNCHES ‘DON’T JUDGE A DOOR BY ITS COLOUR’ A NEW MENU INSPIRED BY THE STUDY OF TASTE



Critically acclaimed Parisian bar Little Red Door is launching its annual menu, ‘Don’t Judge A Door By Its Colour’, on 11 March 2020. Following on from the success of its 2019 drinks menu, ‘A Way With Words’, the latest experimental concept is an examination of our understanding of flavours and sensations.

To create the new menu, the bar’s international team spent a year exploring and experimenting with ingredients, all the while asking themselves two questions: *What does flavour taste like? What does flavour feel like?* The result is an in-depth study of both the way ingredients tastes and the reaction of our palates-

‘Don’t Judge A Door By Its Colour’ cocktails include:

#### **Coffee Without Bitter**

*Coffee distillate; strawberry vermouth; berry blend; tonic*

#### **Bitter Without Coffee**

*Campari; Grappa; Baldoria Rosso; Chicory*



**Mushroom Without Umami**

*Talisker Storm, Cepe Vermouth, Blueberry*

**Umami Without Mushroom**

*Havana Club Professional Edition A, Baldoria Bianco, Comte, Skinos Mastiha Spirit, Apple & Tomato Oil*

**Honey Without Sweet**

*Woodford Reserve Rye, Honey Spirit, Chouchen, Pollen*

**Sweet Without Honey**

*Empirical Spirits Plum, London Essence Tonic, Citric Hibiscus Tea, Miracle Berry Tablet*

Little Red Door has collaborated with Parisian designer Playground ensuring that the guests are presented with a beautifully designed and easy-to-understand menu that guides guests through the innovative and novel concept.

The cocktails based on ‘flavour’ are classic in design and pared-back while the ‘sensation’ creations give the guest an exciting and intriguing feeling on their palate as well as being extravagantly presented. Little Red Door presents an innovative way to reconsider familiar ingredients, creating a unique experience for their ever welcomed patrons.

‘Don’t Judge A Door By Its Colour’ will be available at Little Red Door from 11 March 2020.

**ENDS**

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**Notes to editors:**

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**About Little Red Door**

Situated in the heart of the third arrondissement of Paris, Little Red Door's unassuming exterior leads to an inviting and relaxed, cosy cocktail bar. Its international bar team embraces the creative scene of the Marais district through their conceptual yet accessible menus inspired by art, flavour perception, anthropology and social science. A popular bar for Parisians and tourists alike, Little Red Door is currently placed at number 36 in the World's 50 Best Bar Awards (2019).