



ESSENCIA TO LAUNCH WITHIN SIPS BARCELONA

Simone Caporale and Marc Alvarez of the critically acclaimed Barcelona venue to launch unique bar-within-a-bar concept this November



10th October 2022, Barcelona: Simone Caporale and Marc Alvarez are delighted to announce the launch of their new bar-within-a-bar concept, Essencia. Long known for their forward-thinking approach to mixology, Essencia will encapsulate Marc and Simone's reimagining of the modern cocktail experience and offer guests an unparalleled tasting menu this November.

Occupying a breathtaking custom-designed space behind the multi award winning Sips Drinkery House, Essencia represents the evolution of hospitality, as they see it. Rather than outlining the drinks available, the unique menu will list a curated selection of concepts, such as 'Ice' and 'Bloody Mary', each of which denotes two or more cocktails designed to capture their very essence. On choosing their concept, guests will be presented with the associated drinks, in sequence, showcasing the unrivalled innovation and inimitable flair of Marc, Simone and their team.

The front room will remain Sips Drinkery House, internationally renowned for its creative take on immediately recognisable classics and Sips signatures.

To celebrate the launch, Essencia have partnered with ITALICUS Rosolio di Bergamotto and SAVOIA Americano. Created by Giuseppe Gallo, one of the world's most respected mixologists, Italicus and Savoia reinvent the aperitivo category for the modern age.

For all press enquiries, please contact Amelia@lx-pr.com or Hashim@lx-pr.com





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Editors Notes

Address: Sips, de Muntaner, 108, 08036 Barcelona, Spain
Opening Times: Thursday - Sunday 6:30 PM - 2:00 AM
Instagram: [@sips.barcelona](https://www.instagram.com/sips.barcelona)
Website: <http://sips.barcelona/>

About Sips:

Sips, the destination bar located in L'antiga Esquerra de L'eixample district at the heart of Barcelona, was founded by industry supremes Simon Caporale and Marc Alvarez. The Italian and Spanish duo joined forces to launch the bar in 2021, with the vision to create an immersive drinking experience whilst providing an undertone of dark and moody interior which lends itself to the molecular detail which inspires each drink on the menu. From the glassware to the decor, the bar's unique offering has garnered mass media and consumer traction since its inception.

About Simone:

Caporale is one of the most talked-about bartenders in the industry, internationally renowned for his distinctive service and style which pays impeccable attention to detail, heightening the senses through the carefully chosen ingredients he uses and technological innovations to which Simone pushed the boundaries for. His playful and experimental presentation is a staple of his influences and his personal touch. Hailing from Como in Italy, Simone rose to fame during his five years at the Artesian at The Langham, London where he was credited for re-inventing the five-star hotel bar experience and leading the venue to win the title of World's Best Bar four years in a row.

About Marc:

Alvarez, co-owner of Sips and part of the Schweppes family of Mixing Masters, pools together his knowledge of super-specialist ingredient harmonizing and innovative techniques which crowns him one of the most well-regarded bartenders in Spain. With a background in molecular biology, Alvarez has quickly amassed industry accreditation, now seen as an industry heavy-weight. Alvarez began his journey in hospitality at the age of 15, and took advantage of the different types of bars and restaurants he worked at over the years to hone in on his craft before taking on a unique role at Barri Group's beverage programme, one of the most powerful gastronomic groups in the country. Over the course of 8 years, he managed the drinks programme for the group's six restaurants and bars. Now, Alvarez spends his time managing the ever-evolving and quickly growing reputable Sips, leading Barcelona as the cocktail destination on the continent.

