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### Concerto Group & Apex Hotels join forces

The Concerto Group are partnering with Apex Hotels to provide food and beverage for their London hotels. Create, a division of The Concerto Group are beginning this exciting venture with the opening of The Lampery at Apex City of London Hotel. The restaurant, bar and terrace space have been inspired by 17th century diarist Samuel Pepys and marks the start of the exciting partnership.



Apex City of London Hotel on Seething Lane is committing to modern British cuisine, with its name taking inspiration from Seething Lane's most illustrious resident – the famous diarist Samuel Pepys. Visitors and guests exploring the historic part of the capital can celebrate delicious dishes.

The fresh partnership is an exciting step for both Concerto and Apex; Angela Vickers, CEO of Apex and Adam Elliott, CEO of Concerto and Create are industry heavyweights with a shared ambition to create new and unique F&B concepts at each of the Apex sites. As experts in their own fields, with boundless passion and commitment, the opening of The Lampery marks the start of an incredible partnership.

Adam Elliott, CEO of Concerto, said: "Pepys can be considered the first food blogger and made countless entries in his diaries about meals he enjoyed. With Create and The Concerto Group behind The Lampery, the restaurant is going beyond to provide a thoroughly unique experience to ensure guests feel relaxed and comfortable, with the delivery of exceptional food. Angela and her team are experts at running successful hotels and we're eager to bring an F&B offer that exceeds expectations."

Angela Vickers, CEO of Apex, said: "It can be hard for two cultures to come together and work effectively but Adam and Concerto are passionate about hospitality and we have a shared vision to create something exceptional. Our belief is that the restaurants will enable us to play more active roles within the local business communities as well as providing an outstanding dining experience for Apex guests.

"Morning noon and night, The Lampery provides the destination for social gatherings and beautifully presented food. For unique dining by the Tower of London, the restaurant is the place where there's no pomp, just honest cooking – just as Pepys preferred."