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Concerto announces partnership with Apex Hotels

Hospitality events company to provide food and beverage as part of concept, part of it's three year strategy

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The Concerto Group says its partnership with Apex Hotels, which sees it providing food and beverage for their London hotels, will result in "new and unique F&B concepts".

The group's catering division Create has kick-started the partnership with the opening of The Lampery at Apex City of London Hotel. Concerto and Apex have opened a dedicated department to oversee the development and running of the restaurant concepts.

Concerto's partnership with Apex forms part of its three-year expansion plan.

Adam Elliott, CEO of Concerto, said: "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 added: "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."