

Photo: drinkstmaur.com



FOOD BITES

# THE SPIRIT OF ST MAUR

Described as ‘a little drop of England’s heart’, St Maur Elderflower Liqueur was launched in lockdown by William and Kelsey Seymour, Earl and Countess of Yarmouth. William – the eldest son of the Marquess of Hertford – grew up at Ragley Hall, Alcester, and counts Henry VIII’s wife Jane Seymour among his ancestors (St Maur was the name used by the family, before being modified to Seymour).

‘It took us two years to develop the liqueur and St Maur branding,’ says William. ‘The steep learning curve, though, was launching a business and learning to trade a new product in the middle of a pandemic! We had to think on our feet.’

The wild elder-blossoms that go into the liqueur are hand-picked in the woodland and around the farm in the early morning ‘as the sun begins to rise and they are at their most fragrant’, and everyone lends

a hand. The liqueur, which has already earned three prestigious industry awards, is a true coming together of both William’s and Kelsey’s family roots.

‘The recipe started with one of our directors, Jacqui Rowe, who is also Kelsey’s mother,’ continues William. ‘It originated from a cordial which has been in her family for years. We have balanced St Maur to ensure there is a good blend of sweet and citrus, alcohol and flavour.’

‘Ours is a family business,’ adds Kelsey. ‘We take a long-term view for the future and for the generations who follow us. Equally, though, if you have a family name going back to the 13th century, then why not use it?’

Expansion plans and new premises at Alcester Park Farm mark the latest chapter for the couple who already have new products in the pipeline. [drinkstmaur.com](http://drinkstmaur.com)

Photo: hundredhills.wine



## THE FINEST FIZZ

Fiona and Stephen Duckett of Hundred Hills kept their 42-acre vineyard in Oxfordshire quiet for almost 10 years until its first wine was perfectly aged to release, and now Raymond Blanc OBE has it listed at his Le Manoir aux Quat’Sainons. Raymond was impressed that the couple shared his ethical and sustainable values. [hundredhills.wine](http://hundredhills.wine)

## THE CURRY CROWN

Prithvi restaurant in Cheltenham has been crowned the Best Restaurant in the South West at the 2021 British Curry Awards. The ceremony was hosted by comic Omad Djalili, with awards being presented by the likes of *Love Island*’s Priya Gopaldas, MP Chris Grayling and Azeem Rafiq. [jmsocials.co.uk](http://jmsocials.co.uk)

Photo: doubletheduke.com



## CREATURE COMFORTS

This month Country Creatures, the boutique hotel and restaurant group, launches its Guest Chef series across the group, which includes The Chequers in Churchill, The Swan Inn in Ascott-Under-Wychwood and The Double Red Duke in Clanfield. £60pp, including a five-course menu. [countrycreatures.com](http://countrycreatures.com)

# 3 of the best CELEBRITY-ENDORSED DRINKS



Photo: hawkstone.co

Hawkstone is Jeremy Clarkson’s new beer, brought to life by Rick and Emma of the Cotswold Brewery. [hawkstone.co](http://hawkstone.co)



Photo: SWNS

Blur bassist Alex James launched his Britpop cider – with the help of Much Marcle-based Westons – at Co-op in Chipping Norton recently.



Photo: @AdamHenson

Adam Henson’s Rare Breed pale ale is a characterful, artisanal beer, made from purest Mendip Spring Water. [butcombe.com](http://butcombe.com)