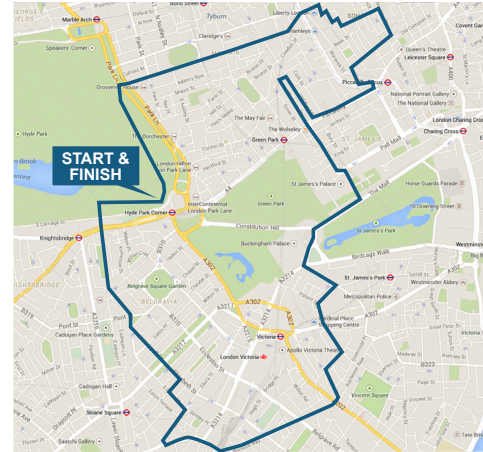


# WESTMINSTER'S FINEST CHOCOLATE TASTING RIDE



*You'd expect to find some of the world's best chocolatiers in Westminster; this route helps you to choose your favourites. Expect to spend a pound or two in each shop.*

*Start this circular anti-clockwise ride wherever is most convenient – we've chosen to start in Hyde Park. All the shops are open between 10am-6pm Monday to Saturday and noon - 4.30pm on Sunday afternoon.*

**A ROCOCO CHOCOLATES** 5 Motcomb Street, SW1X 8JU  
[www.rococochocolates.com](http://www.rococochocolates.com)

This flagship store includes a Moorish courtyard oasis, while a glass window in the shop floor lets you spy on the kitchen. Chantal Coody OBE, who founded Rococo in 1983, is the author of several books on chocolate. Look out for fair-trade, organic chocolate from Grococo, their farm in Grenada.



ROCOCO CHOCOLATES

**B PIERRE HERMÉ** Lowndes Street, SW1X 9EX  
[www.pierreherme.com](http://www.pierreherme.com)

Established in Japan in 1997 by fourth generation pastry chef Pierre Hermé, the company now has stylish shops in Asia, the Middle-East and Europe selling chocolates, pastries and macarons. Maybe try the dark chocolate Infiniment Vanille combining the vanillas of Mexico, Madagascar and Tahiti.



PIERRE HERMÉ

**C WILLIAM CURLEY CHOCOLATIER** 198 Ebury Street, SW1W 8UN  
[www.williamcurley.com](http://www.williamcurley.com)

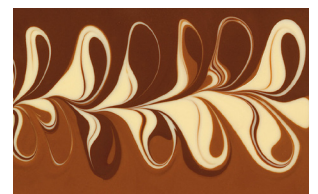
William and his wife, Suzue, opened the first store in Richmond in 2004 aiming to create the best patisserie / chocolate business this side of the Channel and to train and develop young people in this sector. William and Suzue have won multiple awards; William has been awarded 'Britain's Best Chocolatier' by the Academy of Chocolate four times. The Sea Salt Caramel chocolate is one of many you could try.



WILLIAM CURLEY

**D HOTEL CHOCOLAT** 133 Victoria Street, SW1E 6RD  
[www.hotelchocolat.com](http://www.hotelchocolat.com)

Established in 2004 and with their own cocoa plantation in Saint Lucia, Hotel Chocolat is the creation of British entrepreneurs Angus Thirlwell and Peter Harris. Consider tasting the Eton Mess - Creamy strawberry mousse with crisp meringue in a less sweet white chocolate.



HOTEL CHOCOLAT

**E CHARBONNEL ET WALKER** One The Royal Arcade, 28 Old Bond Street, W1S 4BT  
[www.charbonnel.co.uk](http://www.charbonnel.co.uk)

Founded in 1875 by Mrs Walker and Mme Charbonnel, the company is one of Britain's first and finest chocolatiers and holds a Royal Warrant as one of the few chocolatiers to Her Majesty The Queen. Their shop has always been in Bond Street, currently in the elegant Royal Arcade. Their Pink Marc de Champagne Truffles are popular with customers.



CHARBONNEL ET WALKER

# WESTMINSTER'S FINEST CHOCOLATE TASTING RIDE

**F LA MAISON DU CHOCOLAT** 46 Piccadilly, W1J 0DS  
[www.lamaisonduchocolat.com/en](http://www.lamaisonduchocolat.com/en)

Robert Linxe opened the first store in Paris in 1977 – one of the earlier flavoured chocolates was Zagora, a ganache infused with the scent of fresh mint leaves. Alternatively you could try the Quito - inside a dark couverture is a ganache of blended cocoa beans from Venezuela, Trinidad, Ecuador and Madagascar.

**G MINAMOTO KITCHOAN** 44 Piccadilly, W1J 0DS UK  
[www.kitchoan.com](http://www.kitchoan.com)

This mini chain (eleven stores in seven countries) sells Wagashi - Japanese style confectionery. The Chocolate Mochi (抹茶ショコラ餅) - pure chocolate wrapped in a glutinous cake of pounded short-grain Japonica, coated in cocoa powder – is delicious, as are those with red bean paste and other fillings.

**H PRESTAT** 14 Princes Arcade, Piccadilly, SW1Y 6DS  
[www.prestat.co.uk](http://www.prestat.co.uk)

The first Prestat shop was established in 1902, with a Royal Warrant granted in 1975 as Purveyors of Chocolates to Her Majesty The Queen. Try the Red Velvet Truffle with a classic icing centre enrobed in milk chocolate and dusted in deep red raspberry powder.

**I PAUL A YOUNG FINE CHOCOLATES** 143 Wardour Street, W1F 8WA  
[www.paulayoung.co.uk](http://www.paulayoung.co.uk)

Paul, who opened his first shop in 2006, won three gold medals at the 2013 International Chocolate Awards world final (for his sea salted caramel filled chocolate, passion fruit curd filled chocolate and 85% raw Ecuadorian plain truffle) and received a special award in 2014 as Outstanding British Chocolatier. Temptations include The Love Potion (with Jasmine flower, ylang ylang, geranium, vanilla and lavender) and The London Gent (a black pepper and treacle caramel ganache)

**J CHOCYWOCCYDOODAH** 30-32 Fouberts Place W1F 7PS  
[www.choccywoccydoodah.com](http://www.choccywoccydoodah.com)

Choccywoccydoodah, born in Brighton, say that they, “specialise in chocolate, one-off sculptured fantasies, bespoke wedding cakes, chocolate gifts, chocolate pets and really, really naughty stuff”. This is undoubtedly one of London’s most flamboyant shops.

**K LIBERTY CHOCOLATE SHOP** Carnaby Street entrance, London W1B 5AH  
[www.liberty.co.uk](http://www.liberty.co.uk)

There is a final opportunity, on the department store’s ground floor, to buy chocolates from a number of the establishments visited on the ride.



LA MAISON DU CHOCOLAT



MINAMOTO KITCHOAN



PRESTAT



PAUL A YOUNG



CHOCYWOCCYDOODAH

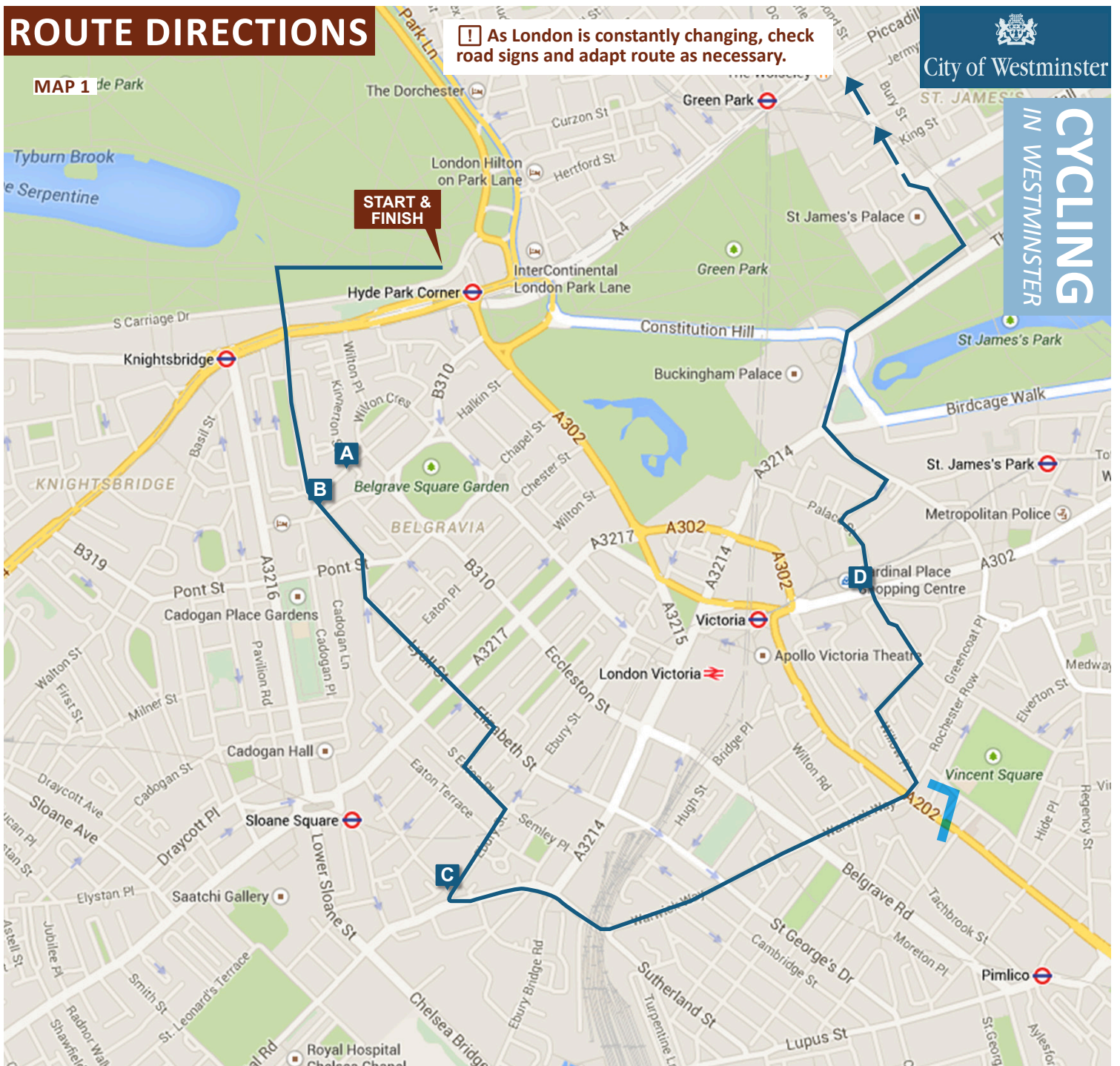


LIBERTY



# ROUTE DIRECTIONS

As London is constantly changing, check road signs and adapt route as necessary.



**L** Left    **SO** Straight on    **X** Cross Roads    **LHS** Left Hand Side    **RAB** Roundabout  
**R** Right    **T** T Junction    **TL** Traffic Lights    **RHS** Right Hand Side

**START:** From Hyde Park Corner docking station  
 Take the cycle track next to Rotten Row horse track then turn across it (before reaching the Serpentine lake) to exit Hyde Park via Albert Gate

**SO @ TL** into William St (cycle contraflow)  
**CONTINUE SO** to Lowndes St and stop on **LHS** just before Motcomb St  
**WALK** along Motcomb St to  
**A** **ROCOCO CHOCOLATES** 5 Motcomb Street, SW1X 8JU

**CYCLE BACK** along Motcomb St  
**L** into Lowndes St and stop on **LHS** near  
**B** **PIERRE HERMÉ** 13 Lowndes Street, SW1X 9EX

**CONTINUE** along Lowndes St, **BEARING L**  
**SO AT TL** into Chesham Pl  
**L** into Lyall St, becomes Elizabeth St  
**R** into Chester Row

**1ST L** into S Eaton Pl  
**1ST R** into Ebury St and stop opposite  
**C** **WILLIAM CURLEY CHOCOLATIER**  
 198 Ebury Street, SW1W 8UN

**L AT T** into Pimlico Rd  
**SO @ TL** into Ebury Br  
**L @ RAB** into Warwick Way  
**SO** across Vauxhall Bridge Rd @ TL into Rochester Row  
**1ST L** into Willow Pl  
**R @ T** into Francis St  
**2ND L** into Thirleby Rd  
**STOP BEFORE TL** and walk right on Victoria Street to  
**D** **HOTEL CHOCOLAT** 133 Victoria Street, SW1E 6RD

# ROUTE DIRECTIONS

**I** As London is constantly changing, check road signs and adapt route as necessary.



**CROSS** Victoria St to cycle along Palace St  
**2ND R** into Wilfred St  
**L @ T** into Buckingham Gate  
**SO @ TL** into Spur Rd  
**R** before the Victoria Memorial into The Mall and onto the cycle track on the **LHS**  
**L @ TL** into Marlborough Rd  
**L @ T** into Pall Mall  
**FOLLOW R** into St James's St  
**SO @ TL** into Albermarle St  
**R @ T** into Grafton St  
**R** into New Bond St  
**STOP** opposite

**E CHARBONNEL ET WALKER** One The Royal Arcade, 28 Old Bond Street, W1S 4BT

**CONTINUE** along New Bond St  
**L @ TL** into Piccadilly  
**STOP ON LHS** by

**F LA MAISON DU CHOCOLAT** 46 Piccadilly, W1J 0DS and

**G MINAMOTO KITCHOAN** 44 Piccadilly

**WALK ACROSS** to Princes Arcade for

**H PRESTAT** 14 Princes Arcade, Piccadilly, SW1Y 6DS

**CONTINUE** along Piccadilly  
**L @ TL** at Piccadilly Circus into Regent St  
**IMMED R (TL)** into Air Street  
**R @ X** into Brewer St  
**L @ T** into Wardour St

**STOP** by Broadwick St on LHS outside

**I PAUL A YOUNG FINE CHOCOLATES** 143 Wardour Street, W1F 8WA

**CYCLE ALONG** Broadwick St

**R @ X** into Marshall St

**1ST L** into Ganton St

**1ST R** into Newburgh St

**STOP** at top by

**J CHOCYWOCCYDODAH** 30-32 Fouberts Place, W1F 7PS

**WALK OR CYCLE L** along Foubert's Pl

**R** into Carnaby St

**STOP** before Gt Marlborough St at

**K LIBERTY CHOCOLATE SHOP** Carnaby Street, London W1B 5AH

**L** onto Gt Marlborough St

**SO @ TL** into Maddox St, becomes Grosvenor St and continue towards Hyde Pk.

**R @ TL** onto Park Lane and immed L onto pavement cycle track into Hyde Park

**L** on Hyde Park cycle track in the direction of Hyde Park Corner  
**R** to the cycle track alongside the Rotten Row horse track

**END**