

The place to be on a Sunday

WANT to know where the best bar to chill out is? Well according to readers of the Evening Chronicle it's Pitcher & Piano down on the Quayside in Newcastle.

We teamed up with Big Tom spiced tomato juice to find the Best Sunday Chill Out Bar in Newcastle, and readers and visitors to www.bigtom.co.uk, unanimously voted Pitcher & Piano their favourite.

This regional competition is part of a nationwide search to find the best Sunday Chill Out Bar in the UK. Regional heats are taking place throughout 2004 and our very own Pitcher & Piano has been voted Newcastle's favourite.

Pitcher & Piano was singled out for "lounge sofas", "great food", "perfect views" and "the ultimate relaxed atmosphere."

The competition was set up to raise awareness of the changing Sunday

culture that's gripping the UK. With many of us working harder and longer during the week than ever before, making the most of our weekends is essential. Sunday is now seen as a valuable part of the weekend and not just for washing the car and watching TV! Sunday Chillout culture started off in the capital but has spread across the UK to become a social occasion where friends and family can relax, read the papers and enjoy a therapeutic Bloody Mary (50ml of Vodka mixed with 250ml of Big Tom of course!) and great food.

The award was presented by Lawrence Mallinson, Managing Director of James White Drinks (makers of Big Tom Spiced Tomato Juice) and received by Margaret Virrane, Manager at Pitcher & Piano, Newcastle. Margaret enthused:

"This is a great accolade for Pitcher & Piano and it is testament to the

ongoing efforts of the Newcastle team. Demand on a Sunday has steadily increased over the past two years and it's now one of our busiest days." She added: "We do our utmost to provide excellent service, mixed with great food and a relaxed atmosphere."

Lawrence Mallinson, Managing Director, James White Drinks said: "We set up the competition after visiting many towns and cities across the UK and realising the Sunday Chillout trend had spread out of London. Sundays are now synonymous with relaxing in a chilled atmosphere, enjoying great food and drinks such as a therapeutic Bloody Mary, while reading the Sunday Papers. This is my first visit to Pitcher & Piano in Newcastle and what a fantastic location and bar it is."

■ The national winner is due to be announced in the first half of 2005.



ACCOLADE – Lawrence Mallinson and Margaret Virrane



BIG TOM

Evening Chronicle
Newcastle, 2004