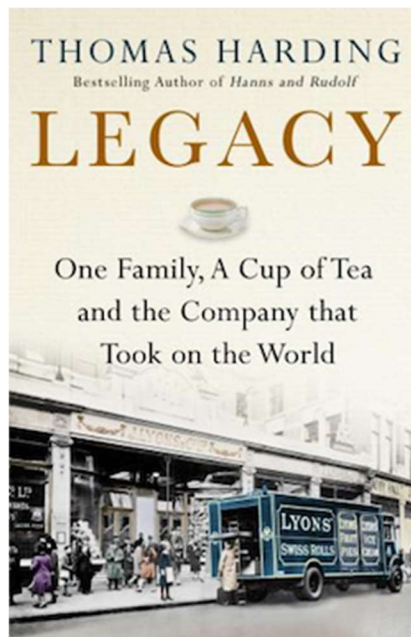


STRAND PALACE CELEBRATES THE LAUNCH OF LEGACY: THE STORY OF LYONS & CO.



Strand Palace, one of the London's most iconic hotels has partnered with renowned publishers William Heinemann, to host the launch of Thomas Harding's hotly anticipated new novel *Legacy* – a panoramic history of modern Britain, as told through the story of one extraordinary family and ground-breaking British company: Lyons & Co.

Legacy is a tale of the virtue of hard work, perseverance and an indomitable spirit in the face of repeated obstacles: poverty, hatred and injustice. It is a tale that is rarely told, of an immigrant family's journey from rags to riches: the story of poverty, hatred and anti-Semitism. It is also an illuminating new exploration of Britain and its place in the world.

In the 1930s Lyons & Co controlled the largest food empire, the company ran high class restaurants and hotels, founding the Trocadero in 1895 and opening Strand Palace in 1909. Lyons also developed a pioneering range of teas, biscuits and cakes that were sold in grocery stores across the world. For over a century, Lyons was everywhere. Its restaurants were on every high street, its coffee and tea in every cup, its products in every home. By bringing the world to the British people, the company transformed the way they ate, drank and entertained – democratising luxury and globalising tastes.



Harding is an author and journalist who is well-known in the literary world for his award-winning novels *Hanns and Rudolf* and *The House by the Lake*. His latest book is a sweeping yet intimate work of history, filled with stories of sacrifice and selflessness, betrayal and personal tragedy, Empire and its cost, and success on an unimaginable scale.

Located at 372 Strand and having first welcomed guests in 1909, Strand Palace is steeped in history. The hotel has witnessed three monarchs, lived through two world wars and watched governments rise and fall. This summer the hotel has undergone a multi-million-pound investment large-scale renovation, which has transformed it into a one of a kind lifestyle destination for business and leisure guests in the heart of London.

As part of the rejuvenation, the hotel unveiled a brand-new restaurant and dining concept and a dedicated Tea Room. All spaces encapture a touch of the 1920 art deco stylings that the hotel is renowned for – with a contemporary twist.

David MacRae, Managing Director of Strand Palace said:

“2019 has been a huge milestone year for the hotel, with the refurbishment and the launch of Haxells Restaurant & Bar. It seems only fitting that at the start of this new era, we look back and celebrate the birth of Strand Palace and the story of its founders Lyons & Co.”

The Legacy book launch will take place on Wednesday 4th September 2019 at Strand Palace. The event is invitation only, media requests should be sent to lottie@mason-williams.com

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About Strand Palace

Having welcomed guests since 1909, Strand Palace is surrounded by the best London has to offer. Set on the Strand, the hotel is located just minutes from Covent Garden and the River Thames, making it the perfect location for guests looking to indulge themselves in the heart of London.

History of the Haxells Name

It was J. Lyons & Co, who in 1907 gained permission to build a ‘grand’ hotel in the Strand. Two years later Strand Palace was built, however the hotel was significantly smaller and resided on the corner of Exeter Street and the Strand. In 1922, J. Lyons & Co acquired the neighbouring Haxells family hotel, making Strand Palace a 785-guestroom hotel. With Haxells Family Hotel having played an integral part of Strand Palace’s history, it was unanimously agreed to name the new restaurant in its name.

About Thomas Harding



Thomas Harding is an author and journalist who has written for the Financial Times, the Sunday Times, the Washington Post and the Guardian, among other publications. He co-founded a television station in Oxford, and for many years was an award-winning documentary maker. He also ran a local newspaper in West Virginia, winning the West Virginia Association of Justice's Journalist of the Year Award, before moving back to England in 2011, where he now lives with his family. He is the author of Hanns and Rudolf, a Sunday Times bestseller and winner of the JQ-Wingate Prize; the acclaimed Kadian Journal: A Father's Story; The House by the Lake, a Costa Biography Award and Orwell Prize nominee; and Blood on the Page, winner of the 2018 Gold Dagger Award.

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