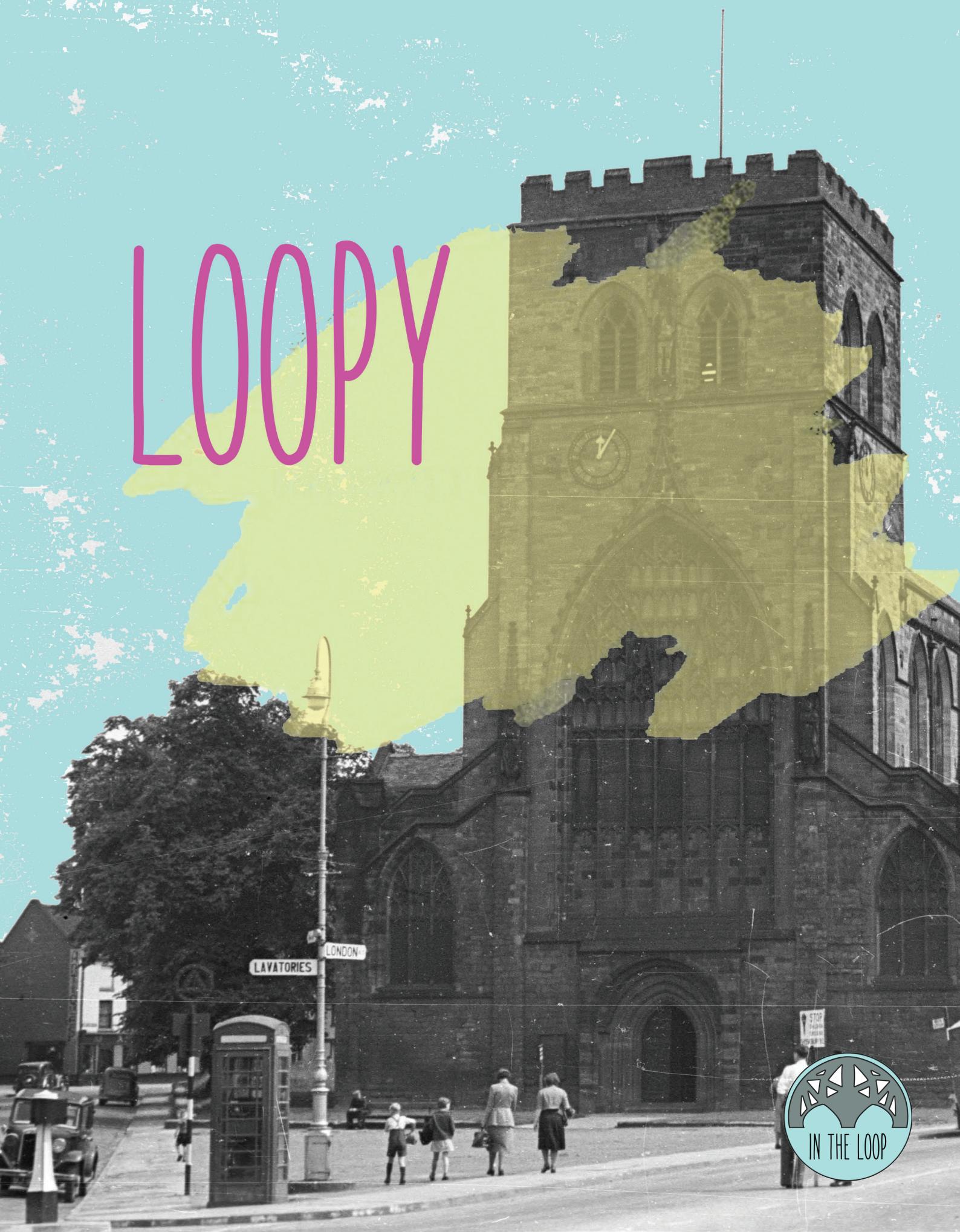


# LOOPY



A black and white photograph of a street scene in a town. The buildings are mostly made of brick, with some featuring traditional timber-framing. A prominent building has a sign that reads "TRUST HOUSE". In the foreground, there's a road with a few vintage cars and a person riding a bicycle. The sky is clear and blue.

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# The libertine cocktail bar



The Libertine Cocktail Bar and Tea Room is located on butcher row. By day, the libertine is a unique vintage tea room where you can drink coffee out of tea cups and gulp milkshakes from milk bottles but by night it is transformed into a buzzing cocktail bar where you can drink out of teapots and pineapples! From day to night, the libertine never fails to surprise every guest that comes through its doors.

Sam Taylor opened 'The Libertine' in June 2011 taking inspiration from his travels around Australia. Sam has thought about everything that the bar has to offer, from quirky seating to drinking out of obscure things, The Libertine always delivers to its customers.

During the day you can ponder over a pot of loose tea or a cup of their own coffee. They even bake their own delicious cake, but be careful after one slice you will want more! At night the bar is always full at thriving. On a Friday and Saturday night, the bar is filling with live music from local and upcoming Dj's keeping the bar alive. Even during the week there is happy hour from 5-7 which everyone can enjoy £4 cocktails which can be quite lethal!

The Libertine is always have subtle changes made to its interior to keep the wow factor to it. From stag heads on the wall to big chandeliers, there is always something that catches your eye every time you go in. The bars menu has everything from bottled beer to cocktails (obviously!). There menu has classic cocktails to their own concoctions, like the mad hatters tea pot for two but we wouldn't judge if you had one to yourself. The staff are friendly and happy to take your order from the comfort of your own seat so you don't have to push your way to the bar.

If you're looking for a bit of an adventure away from Shrewsbury, catch the train to Aberystwyth where Sam has recently opened a second libertine. Take a stroll down the beach and pop into The Libertine for a long island ice tea or a milkshake, whatever takes your fancy.

# EAT - HOUSE OF THE RISING SUN

House of the Rising Sun



The House of the Rising Sun on Butcher Row specialises in Modern Australasian cuisine. The bar's decor blends oceanic blue hues and timeless timber tones to create a fusion of global dining in a luxurious atmosphere. Customers can drop in for a light snack and a cocktail in the afternoon, or enjoy fine dining and exquisite wines in the evening.

Sam Taylor opened the restaurant in 2013 taking inspiration from his travelling around Australia. His menu doesn't follow the tried-and-tested route of starter-main-dessert. Instead, he's created a concept best described as Pacific Rim-fine-dining-fusion-tapas. The Modern Australian cuisine offered by the restaurant combines Pacific Rim flavours, which are underpinned by European cooking tradition.

The man behind such beautiful food is Adrian Badland, who for some years has been one of Shropshire's finest chefs. He's worked at a number of restaurants in the county, though too often he's been encumbered by the need to win AA rosettes or cook in a certain style. Guests can choose from two separate menus – and both are temptation personified. The first provides a selection of small tasting plates to share among your friends and the second one providing a selection of bigger sized portions which are created just for one person if you aren't that keen on sharing. The restaurant is very different to its sister venue,

The Libertine but is still unique in its own way. If you are looking for somewhere to tickle your taste buds or if you just want somewhere to go for a civilised drink, this venue should be top of your list.

Crushed red velvet seating and geisha artwork add to the sensual dining experience. Sam and his team have invested serious money in creating a chic, sophisticated and contemporary dining room that you'd expect to find in London's Soho, rather than Shrewsbury's Butcher Row.

Sam has managed to create several outstanding unique businesses which hold the essence of Shrewsbury but somehow takes you away to a completely different world. If you ever want to visit different parts of the world but haven't got the money too, House of the Rising Sun offers an out of this world experiences that no other restaurant can do in Shrewsbury.





# St. Nicholas Cafe and Bar



Owners Stephanie and Ben Smith opened St Nicholas Cafe, Bar and Spa in Castle Street in Shrewsbury in 2014. Situated within a converted old church, St Nicholas is home to a luxury Moroccan inspired Day Spa, along with a cafe and bar. St Nicholas' philosophy is a fusion of ancient expertise with modern innovation.

During the day, the café serves a selection of teas, coffees, hot chocolates, healthy smoothies, soft drinks and naughty shakes! Food available includes sandwiches, paninis and wraps, as well as sharer boards for up to 3 people. If you want a quiet place to study, then this hidden gem is the place to go.

At night the bar serves a selection of alcoholic beverages including delicious cocktails. During the week the bars vibe continues to stay quiet and chilled, so if you want a mid-week catch up with your friends then this is the perfect time and place to go. At the weekends the bar is thriving and a great place to start your evening before you head into town.

St Nicholas is also home to a luxury Moroccan inspired day spa. The philosophy fuses ancient expertise with modern innovation. A concept echoed throughout the contemporary spa, bringing together the hugely beneficial rituals of Moroccan wellness and grooming, including Hammam, Rhassoul and Salt Infused Steam Room experiences, with scientific advances in skin care and products to deliver tangible results. The dedicated spa mentors guide you through the bespoke yet affordable treatment menu to ensure maximum benefit from your spa experience. If you're ever in need of a pamper or a destress then this is the place to go. Situated opposite Shrewsbury's library it is only a 10 minute walk away from the student accommodation located in Mardol. Also don't forget that in this year's loyalty passport you could be awarded with free treatments including free manicures and a free spa treatment!

# Brok Menswear

Brok is a standalone independent menswear retailer, situated on the Wyle Cop. It is home to high quality footwear brands including Chatham, Sperry Top-Sider, Selected, Jack & Jones, Duck Feet and Walsh Casual. Whether you need boots or whether you need deck shoes, Brok has every kind of shoe that you can think of! Along with footwear the shop also sells a stylish selection of accessories including leather satchels and canvas backpacks that you will need for all of your books that you need to buy for university from brands such as Sandqvist, Fjallraven, Scaramanga and Small Castle.

The store has been open since 2013, open 6 days a week. If you're looking for a decent pair of shoes that aren't from Primark then gentlemen then this is one of the affordable menswear stores in Shrewsbury. Although Shrewsbury is home to many unique and different independent stores, when coming to menswear especially shoes there aren't many stores around. Brok offers a vast range of different brands and styles for men of all ages so make sure you take your dad to the store when he visits!

The store boasts a unique and trendy style for any fashion conscious male. A hipster heaven and one that you might expect to find strolling around the London suburb of Shoreditch. This interesting varied selection of clothing and footwear brands is complemented by the stylish decor throughout Lloyd, who is the owner is always happy to help, offering exceptional customer service. It's unlikely that you'll come away empty-handed, watch out student loan! Offering a unique style of shop, friendly atmosphere and outstanding service, Brok footwear is well worth a visit.

If you prefer shopping online, the store has a website where you can purchase anything that the store has to offer. From shoes to socks to stylish hats even though the store is small you will always find something that tickles your fancy. The store is open Monday till Saturday, 9.30 till 5.30, suitable for you early or late risers depending on how nasty your hangover is from the previous night!





# Interview with Sam Taylor

## Interview with Sam Taylor

Owner of The Libertine Cocktail Bar,  
House of the Rising Sun & 77 Wyle Cop.

What's your favourite independent business in Shrewsbury and why?

Pocket because Paul's got a great thing going there. The business has changed since I worked there but maybe I am bias but I see how hard Paul works on it and he was the one who taught me about customer service, whether it was as soon as you see the customer coming in he will run to the door to open it for them or if it meant someone needed a pair of trousers altered for that night, Paul would go get them altered and jump in his car and drive them around the guys house. I know how hard he works there, I'm sure every place does but just having that first-hand knowledge, I've got a bit to owe him for giving me that mind set really.

That is one of the things with the libertine what we wanted to do was bring a retail customer service to a bar. Bars traditionally customers would walk to the bar stand there waiting for a drink, whereas at The Libertine we would like to think someone would come in and take a seat and we will come and take their order unless it is a busy Saturday night but that is where our priorities lie and that's what I got from Paul.

What inspired you to open another libertine in Aberystwyth?

The ten year plan is to have ten businesses but we looked at a lot of places and did a SWOT analysis on them. I did it for Shrewsbury and I thought about Chester and they have their races, they've got the university but the hardest thing were the threats for Chester and that was keeping people in Chester because you've got Manchester and Liverpool which have these amazing bars and restaurants on their door step.



I went to a bar when I was checking out Chester once and I asked them where is the best place to go after here and they said Liverpool and I thought to myself what's really good about Shrewsbury and I thought about all the catchment areas because you've got Telford that's has around 165,000 people but they have nothing bar wise. So you know where are they going to go? Wolverhampton or Shrewsbury and it's same with Bridgenorth. With Ludlow its either Shrewsbury or Hereford, so you've got all these massive catchment areas which makes Shrewsbury really population massive.

It's the same with Aberystwyth, they've got 15,000 students that want go out on week nights and there is only two clubs, and they've got all the bars that open that are just built for students which close when the students aren't there. There is also this bar which is busy 7 nights a week because they're trying to look after the locals and the locals love it. We thought if we went down the route of making sure we looked after the locals of aberystwyth which would be our main customer but also the students as well, so we do happy hour and it's really worked well for us.

### What's your favourite cocktail?

Its changed so much over the years, classically it's just a mojito, I always feel I can tell a bar by its mojito because there is loads of different

elements in it and lots of ingredients that need to be fresh, like fresh lime, fresh mint but then it's also what rum they use, what glass they use and the ice is really important, whether the ice is like snow or it's a big clump. That is how I traditionally check a bar out.

That's why we always try and do a reconstructed one here with a little bit of a dark rum top but now as I get older I like old fashions, not only because it's obviously a very classic cocktail but because I prefer sipping drinks.

With different cocktails people get frustrated with ice but there is a reason it is there. If it was a cocktail like a Singapore sling and it has cubed ice, it's got to be so cold so you don't want the ice to dilute quickly. Whereas a mojito, it's just pure rum, lime, sugar and mint with alcohol, that's why it's made with crushed ice because crushed ice dilutes quicker, whereas with old fashions you dilute it yourself and you make it perfect but you don't want too much ice as it'll get too watery so it's things like that.

Ice is so important, people don't realise how important ice is. Sometimes you get people in here saying 'I don't want all that ice', that's fine but it's not going to be the same cocktail as your what your friend is having.



### What's your favourite dish as the House of the Rising sun?

The thing I've eaten the most is the teriyaki beef and that is our best seller. I also love the squid tempura, because it's all little bits. My favourite bit of the new menu is the Scotch egg, the Japanese style scotch egg.

What was your inspiration for "The Libertine"?

The inspiration for 'The Libertine' was from places like Melbourne and Sydney that I travelled too, I went to all these amazing quirky bars.

Before the libertine a bar would open and it would be your Yates or whetherspoons and it would be full of masses of people and I wanted a place that was good atmosphere on a Monday just as a Saturday so when you come in here and there are ten people and it feels comfortable. Whereas if you went into Yates on a Monday night and was just and 4 people and this massive bar, you'd just be wanting to finish your drink and go.

I also wanted to give Shrewsbury a little bit of city life. When we first opened, people would tell me they forgot they were in Shrewsbury and we still get that now in the house of the rising sun all the time now.

That was the goal really, whether that was serving cocktails in teapots or unusual vessels, it was all to add to the experience. I wanted people to come in and go 'wow, look at the furniture, it's all different' or 'oh wow look at the pommel horse and look at that the cupboards open', I wanted people to not come in and just be amazed at one thing, I wanted it to be constant.

And again with the cocktails we wanted to do all the classics and but also all our own signature ones, like the 'fudged up' with the dry ice or the smoked old fashioned with the maple wood. We've also had the teapot one, we've done ones in plant pots and we've done ones in pineapples!

Even with the day time business we've always had coffee served in tea cups, and loose leaf tea and you vintage teapots so it's just constantly giving people something a little bit different.

Check out the full interview over on the website!

