

## NEWS

**Hayman's now available at London Palladium**

15 SEPTEMBER 2025

*By Miona Madsen*

London-based Hayman's has teamed up with LW Theatres to offer its products at six venues in London, including London Palladium.



Hayman's The Original Gin is now served at six LW Theatres in London

LW Theatres in London include London Palladium, Theatre Royal Drury Lane, His Majesty's Theatre, the Cambridge Theatre, the Gillian Lynne Theatre, and the Adelphi Theatre, which is owned in association with Nederlander International Limited.

As part of the three-year partnership, Hayman's The Original Gin, Respiration British Made Vodka, and Mercer Rum will be available at all bars in the six theatres starting September 2025.

James Hayman, co-owner and Hayman's fifth-generation distiller, said: "We have enjoyed all our discussions with LW Theatres – another family company who pride themselves on family traditions while creating experiences which are of the highest standard.

"As the largest operator of musical theatres as well as London's iconic landmarks, LW Theatres provides occasions and experiences which are authentic and timeless, a true reflection of our family-made spirits."

The partnership kicks off at Theatre Royal Drury Lane with a Hayman's Gin and Tonic bar located in the main foyer.

Additionally, the gin brand will host consumer events and experiences, including cocktail masterclasses, such as an evening with Christopher Hayman, master distiller, as well as seasonal on-site activations for theatre-goers and venue guests.

LW Theatres has also contributed theatre tickets for the retail promotion, Hayman's Original Day Out, which is currently taking place nationwide.

Hayman's is the last family of original gin distillers still making gin in London today, and its spirits are available in more than 70 countries worldwide.

In July, Hayman's announced its plans to open [a new brand home for Merseur Rum](#) in southwest London later this year.

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