

Forbes

Destination Spirits: This Caribbean Hotel Provides Guests With A Dedicated Rosé Butler



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Spirits

I cover spirits, wine and the global culture of imbibing.



Le Barthélemy Hotel & Spa

Rosé is synonymous with summer (though, real rosé fanatics will encourage you to drink it year round), and this summer, [Le Barthélemy](#) is accommodating that seasonal demand with their newly debuted rosé butler.

“The rosé butler is available at all hours upon request by ringing the concierge service,” explains Marc Dobbels, managing director at Le Barthélemy. “Guests can expect an expert selection of rosé options and personalized recommendations from the butler to suit their tasting preferences and recommendations for pairing dishes. The selection will then be delivered to wherever the guest chooses to enjoy.” At Le Barthélemy, that includes poolside, beachside, on your balcony taking in the views of its St Barths’ surrounds, or in one of the property’s two private villas.

Though the rosé butler launches in time for summer, the service will become a permanent offering at the resort as the team worked internally to elevate guest experiences post-pandemic. And, it’s no wonder, even in the heart of December, the tropical sun and Caribbean Sea render summer, thus beckon a glass of the pale pink liquid any day of the year. Dobbels says the rosé butler is just one of the ways that Le Barthélemy is prioritizing creativity pertaining to personalized service, especially around food and beverage.

“We’ve seen a strong interest in our spirits offerings overall, and in trying new cocktails or wine labels that are not well known or easily accessible in guests’

home cities,” says Dobbels, also noting their extensive bar menu, mixology demos, cocktails for every letter of the alphabet and unique barware.

Below, Dobbels shares more about Le Barthélemy’s rosé butler, including what labels guests can expect, and how the service reflects the hotel’s culture of couture hospitality.

Jillian Dara: When and how did the idea of a rosé butler come about?

Dobbels: The pandemic has challenged the hospitality industry to rethink and reimagine the guest experience. We know travelers are seeking even more personalization and supremely luxurious experiences than ever before and the past year has challenged our team to get even more creative with our offerings and so, the rosé butler was born.

Dara: What about the rosé butler is most unique to the property? How do you reflect the property in this experience?

Dobbels: The Le Barth way is *couture hospitality*. It’s our human-centered philosophy to deliver service that delights and surprises, offering amenities that are as unique as our guests. The rosé butler directly reflects this philosophy by

providing a selection of the best rosé wines curated from all around the world at a moment's notice.



Le Barthélemy Hotel & Spa

Dara: Are you working with a particular rosé? If so, how did you decide on these key partners?

Dobbels: We don't have one specific rosé partner but rather an assortment of rosé labels that guests can choose from—from Cotes de Provence to Champagne and Bandol. Guests can select labels from the biodynamic Champagne rosé Leclerc Briant, to Chateau Léoube, Domaine de L'Abbaye, Château Minuty, Château d'Esclans and Domaines Ott; which we have discerned to be the best in the world.

Dara: Why do you think it's so important to offer this type of amenity for your guests?

Dobbels: Vacations are an escape from reality, and we strive to make that escape as enjoyable as possible. The rosé butler is distinctive to our Le Barth brand identity; a tailor-made touch that we're excited to launch just in time for the summer months.

Dara: Aside from this new experience, how have the spirits, bar and wine offerings at the property changed since opening? What do you attribute to this?

Dobbels: We saw a desire for a relaxing atmosphere to enjoy a cocktail outside of the bustling Gustavia city center, so we opened a rooftop bar on-property following Hurricane Irma. The bar, [Whiskey Tango Foxtrot](#), is a spectacular spot to unwind and enjoy the sunset, live music and a sea breeze in a more secluded and laid-back atmosphere.

Dara: Do you see a shift in guest's demand when it comes to spirit or bar offerings?

Dobbels: To keep things exciting and diverse, we're very proud of our extensive bar menu, including cocktails for every letter of the alphabet as well as wines and liquors from different corners of the globe. All of our cocktails are served up in the most unique glassware from glass sea urchins to birds to create a 'wow' moment for guests as they see their drink approaching. To ensure that our guests can recreate their favorite Le Barth drinks upon returning home, we also offer mixology classes and demonstrations.