



COMING SOON: HERBS TAVERNE, A NEW CLARENCE STREET NEGRONI BAR

MUCHO Group, the creative team behind Sydney's most beloved bars, is proud to introduce Herbs Taverne — a Negroni bar dedicated to the strange joy of bitter drinks

Opening Saturday 3 May 2025, Herbs is the latest project from the team behind Cantina OK!, Centro 86, Bar Planet and Tio's Cervceria, who have turned their distinctive lens towards a whole new genre of drinks.

At Herbs, the focus sits squarely on the aperitif and digestif canon, anchored by the Negroni and a handpicked selection of the world's most iconic, rare and downright delicious amaros.

Like all MUCHO venues, the goal is to push past *pretty good* and into the psychedelic – with an emphasis on fun. At Herbs, these classic European drinking traditions have been filtered through Sydney's eclectic flavour pantry, from Polish delis to Chinese grocers.

The Herbs menu consists of 12 core drinks, including a monthly spritz special – three riffs on the classic Negroni, three aperitifs, three house-blended digestifs, and three original cocktails – each showcasing the creativity and eccentricity for which MUCHO is internationally recognised.

"Each drink is built to be purely delicious but also surprising," says Jeremy Blackmore, Creative Director at MUCHO Group.

"They each have something unexpected, from pairing amaro with parsley, or Gentian with passionfruit, even pairing Calvados and Żubrówka. Sometimes these combinations are more than the sum of their parts. It's these combinations we're looking for."

A fresh perspective on bitter drinks, in a bar that feels like it's been there forever, but couldn't have existed until now.

Herbs Negroni Taverne. The bar for maximum 'ahh...'.
- ENDS -

Herbs Taverne
213 Clarence St, Sydney
Open 7 nights, 4pm-2am

<https://www.instagram.com/herbs.taverne>

MEDIA CONTACTS

Annie Hayes - annie@muchogroup.com.au

Ben Hansen - ben@muchogroup.com.au