# Hawksmoor Manchester’s £4,500 wine slip-up boosts business and promotes staff



# A Fortunate Mistake: The £4,500 Wine Incident at Hawksmoor Manchester

In May 2019, a dining experience at Hawksmoor Manchester transformed into an unexpected and humorous tale when two patrons were accidentally served a bottle of wine worth £4,500 instead of the £260 bottle they had actually ordered. The incident, initially a source of embarrassment for the restaurant staff, quickly became a viral sensation, garnering attention across social media platforms and mainstream news outlets.

The fortunate diners had sought a bottle of Chateau Pichon Longueville Comtesse de Lalande, a respectable choice from the wine list. However, due to a mix-up, they were instead presented with the renowned Chateau le Pin Pomerol 2001, a highly sought-after vintage from Bordeaux famed for its exclusivity and exquisite tasting profile. Hawksmoor's chief executive, Will Beckett, detailed the mishap during an appearance on the Go To Food podcast, recounting how the new assistant general manager mistook the two bottles during a busy service.

Her heart must have raced when she discovered her costly error just as the diners deemed the expensive bottle sufficiently delightful to request a second. “At that moment,” Beckett recalled, “she's like, ‘oh my f\*\*\*ing god, I've given them a bottle of Chateau Le Pin 2001.’” The commotion surrounding such a mistake heightened when the staff member realised the restaurant held only one bottle of the prized wine.

The aftermath wasn’t just an awkward moment for the staff; it spurred a significant surge in interest for the restaurant. Beckett later noted, “Hawksmoor got busier for like, it just had this little blip for a couple of weeks. We made way more money with that than we lost by giving away that thing.” His admission highlights how the incident inadvertently contributed to the establishment's visibility and popularity.

Furthermore, the virtually unparalleled rarity of Chateau le Pin Pomerol, with only about 500 cases produced per year, adds layers of intrigue to the story. The 2001 vintage, in particular, is recognised for its remarkable quality, drawing wine enthusiasts from far and wide. The intricacies of this wine—its deep ruby colour, along with notes of crème de cassis, cherry liqueur, liquorice, and sweet toast—contributed to the diners' enjoyment and the restaurant's reputation.

The restaurant’s social media response to the situation was equally commendable. Beckett took to Twitter, expressing his hope that the diners appreciated their evening and reassuring the staff member involved in the mix-up. His post resonated with many, with the tweet quickly amassing over 65,000 likes and spreading rapidly across platforms. The ensuing media coverage transformed the minor blunder into a global news story, highlighting the supportive culture within the restaurant that encourages learning from errors rather than harsh retribution.

In a surprising turn of events, the staff member involved in the incident was later promoted to general manager, a decision seen as a testament to Hawksmoor's supportive approach to staff development. This progressive response demonstrates that, instead of punitive measures, the restaurant values adaptability and resilience among its team members.

Reflecting on this unusual chapter in Hawksmoor's history, the incident serves as a reminder that sometimes, even the most costly mistakes can lead to positive outcomes and unexpected recognition. With the allure of fine dining, it is perhaps the human element—our errors, our joyful mishaps—that enriches experiences at establishments like Hawksmoor.

As the restaurant continues to thrive, the memory of that fateful night remains a charming anecdote woven into its narrative, reminding diners that fortune, indeed, can be a matter of serendipitous chance.

## Reference Map:

* Paragraph 1 – [[1]](https://www.dailymail.co.uk/news/article-14691041/Hawksmoor-mistakenly-served-diners-expensive-wine-bottle.html?ns_mchannel=rss&ns_campaign=1490&ito=1490), [[2]](https://www.theguardian.com/uk-news/2019/may/16/diner-accidentally-gets-4500-bottle-of-wine-in-manchester-restaurant), [[5]](https://www.itv.com/news/2019-05-16/restaurant-accidentally-serves-4-500-bottle-of-wine-to-customer)
* Paragraph 2 – [[1]](https://www.dailymail.co.uk/news/article-14691041/Hawksmoor-mistakenly-served-diners-expensive-wine-bottle.html?ns_mchannel=rss&ns_campaign=1490&ito=1490), [[3]](https://www.newsweek.com/chateau-le-pin-pomerol-2001-red-wine-hawskmoor-manchester-1427057)
* Paragraph 3 – [[1]](https://www.dailymail.co.uk/news/article-14691041/Hawksmoor-mistakenly-served-diners-expensive-wine-bottle.html?ns_mchannel=rss&ns_campaign=1490&ito=1490), [[4]](https://www.thedrinksbusiness.com/2019/09/hawksmoor-promotes-staff-member-who-served-4500-wine-by-mistake/)
* Paragraph 4 – [[1]](https://www.dailymail.co.uk/news/article-14691041/Hawksmoor-mistakenly-served-diners-expensive-wine-bottle.html?ns_mchannel=rss&ns_campaign=1490&ito=1490), [[6]](https://news.sky.com/story/lucky-diner-given-4-500-bottle-of-wine-by-mistake-at-hawksmoor-manchester-11721344)
* Paragraph 5 – [[1]](https://www.dailymail.co.uk/news/article-14691041/Hawksmoor-mistakenly-served-diners-expensive-wine-bottle.html?ns_mchannel=rss&ns_campaign=1490&ito=1490), [[2]](https://www.theguardian.com/uk-news/2019/may/16/diner-accidentally-gets-4500-bottle-of-wine-in-manchester-restaurant)

Source: [Noah Wire Services](https://www.noahwire.com)

## Bibliography

1. <https://www.dailymail.co.uk/news/article-14691041/Hawksmoor-mistakenly-served-diners-expensive-wine-bottle.html?ns_mchannel=rss&ns_campaign=1490&ito=1490> - Please view link - unable to able to access data
2. <https://www.theguardian.com/uk-news/2019/may/16/diner-accidentally-gets-4500-bottle-of-wine-in-manchester-restaurant> - In May 2019, a diner at Hawksmoor Manchester was accidentally served a £4,500 bottle of Chateau le Pin Pomerol 2001 instead of the £260 Chateau Pichon Longueville Comtesse de Lalande 2001 they had ordered. The restaurant acknowledged the mistake on Twitter, expressing hope that the customer enjoyed their evening and reassuring the staff member involved. The incident garnered significant media attention, highlighting the rarity and value of the wine served. ([theguardian.com](https://www.theguardian.com/uk-news/2019/may/16/diner-accidentally-gets-4500-bottle-of-wine-in-manchester-restaurant?utm_source=openai))
3. <https://www.newsweek.com/chateau-le-pin-pomerol-2001-red-wine-hawskmoor-manchester-1427057> - In May 2019, a diner at Hawksmoor Manchester was mistakenly served a £4,500 bottle of Chateau le Pin Pomerol 2001 instead of the £260 Chateau Pichon Longueville Comtesse de Lalande 2001 they had ordered. The restaurant addressed the incident on Twitter, expressing hope that the customer enjoyed their evening and reassuring the staff member involved. The Chateau le Pin Pomerol 2001 is a rare wine, with only 500 cases produced, and is known for its exceptional quality. ([newsweek.com](https://www.newsweek.com/chateau-le-pin-pomerol-2001-red-wine-hawskmoor-manchester-1427057?utm_source=openai))
4. <https://www.thedrinksbusiness.com/2019/09/hawksmoor-promotes-staff-member-who-served-4500-wine-by-mistake/> - Following the accidental serving of a £4,500 bottle of Chateau le Pin Pomerol 2001 to a diner, Hawksmoor Manchester promoted the staff member involved to general manager. The incident occurred in May 2019 when a diner ordered a £260 bottle of Chateau Pichon Longueville Comtesse de Lalande 2001 but was mistakenly served the more expensive wine. The promotion was seen as a positive response to the mistake, highlighting the restaurant's supportive approach to staff errors. ([thedrinksbusiness.com](https://www.thedrinksbusiness.com/2019/09/hawksmoor-promotes-staff-member-who-served-4500-wine-by-mistake/?utm_source=openai))
5. <https://www.itv.com/news/2019-05-16/restaurant-accidentally-serves-4-500-bottle-of-wine-to-customer> - In May 2019, Hawksmoor Manchester accidentally served a £4,500 bottle of Chateau le Pin Pomerol 2001 to a diner who had ordered a £260 bottle of Chateau Pichon Longueville Comtesse de Lalande 2001. The restaurant addressed the incident on Twitter, expressing hope that the customer enjoyed their evening and reassuring the staff member involved. The Chateau le Pin Pomerol 2001 is a rare and highly regarded wine, known for its exceptional quality. ([itv.com](https://www.itv.com/news/2019-05-16/restaurant-accidentally-serves-4-500-bottle-of-wine-to-customer?utm_source=openai))
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7. <https://www.cnn.com/travel/article/uk-restaurant-diner-wine-scli-intl-gbr/index.html> - In May 2019, a diner at Hawksmoor Manchester was accidentally served a £4,500 bottle of Chateau le Pin Pomerol 2001 instead of the £260 bottle they had ordered. The restaurant addressed the incident on Twitter, expressing hope that the customer enjoyed their evening and reassuring the staff member involved. The Chateau le Pin Pomerol 2001 is a rare and highly regarded wine, known for its exceptional quality. ([cnn.com](https://www.cnn.com/travel/article/uk-restaurant-diner-wine-scli-intl-gbr/index.html?utm_source=openai))