
THE
HERO
MAIDA VALE
EVENTS & PRIVATE HIRE



ABOUT

Located in the neighbourhood of Maida Vale, The Hero has a rich history dating back to the early 19th century. Over the years, the pub has undergone various renovations and changes, but it has retained its historic charm and significance.

We celebrate seasonal British produce, sustainably sourced from local suppliers including our own Market Garden at Bruern Farms, and complement our menus with a curated wine list and craft beers.

Private Sports Viewing

THE LOFT

The Loft on the top floor at The Hero can accommodate 36 guests for a seated dinner with screening or 60 guests for a standing party with drinks, canapés and bar snacks. The space is fully private.

Seated 40
Standing 60

THE LIBRARY

Located on the 2nd floor at The Hero, the Library space with its private island bar can accommodate both seated and standing parties.

Seated 22
Standing 45




The Loft







The Loft

Positioned on the top floor, The Loft is the ideal space for gatherings and events. The Loft features a New York loft-inspired layout, pink plastered raw walls, a log burner, and a mix of deep wooden tones create an airy atmosphere.

This versatile space caters to both sit-down meals and relaxed events, offering dishes from The Pub and a dedicated bar for drinks and canapés. The Loft's naturally organic ambiance is complemented by a freestanding bar island, making it an ideal private space for various special occasions.

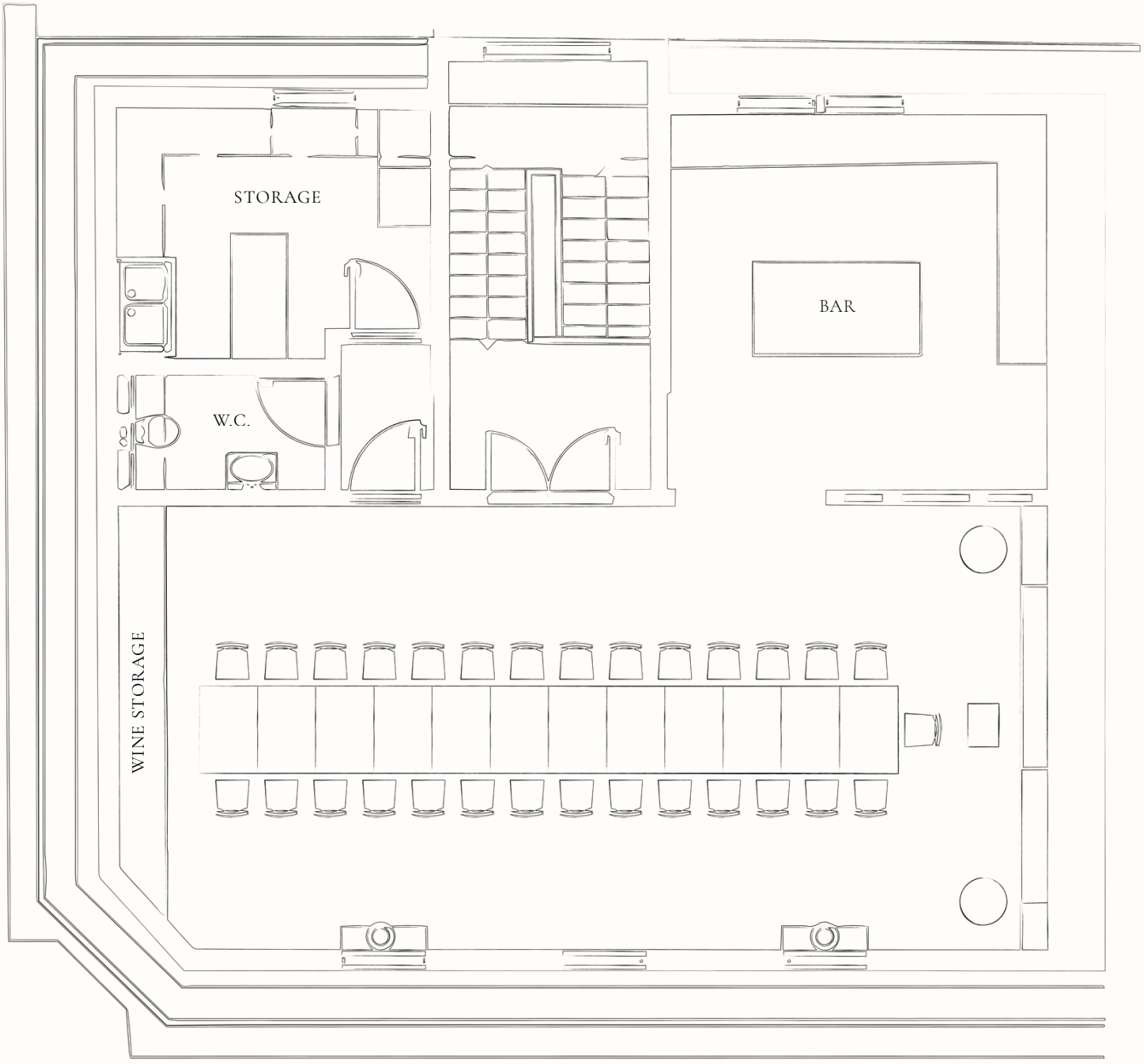
Standing 60
Seated 40

MENUS

Light Lunch | Lunch & Dinner | Snacks | Standing Lunch & Dinner

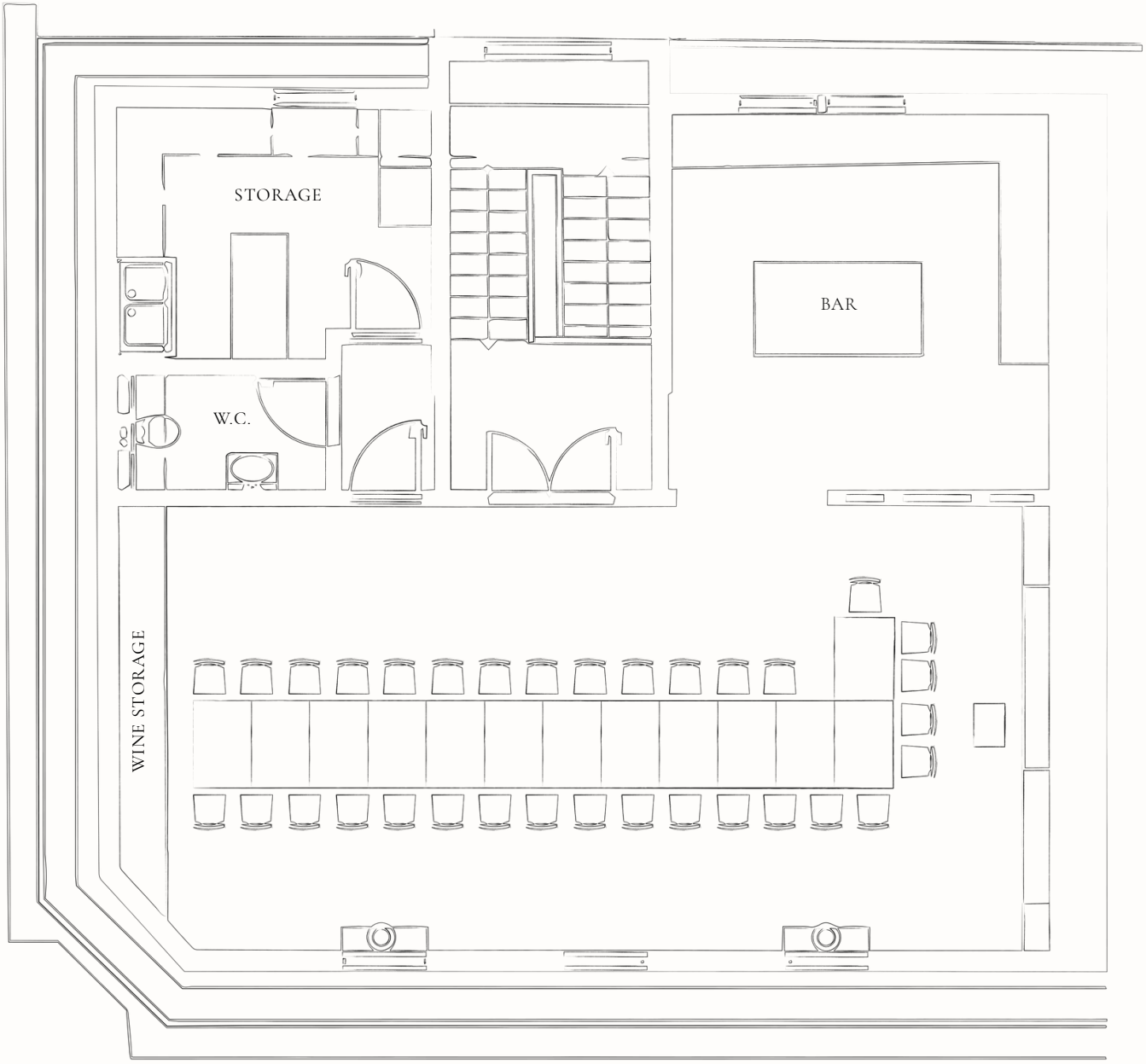
The Loft

Seated 29



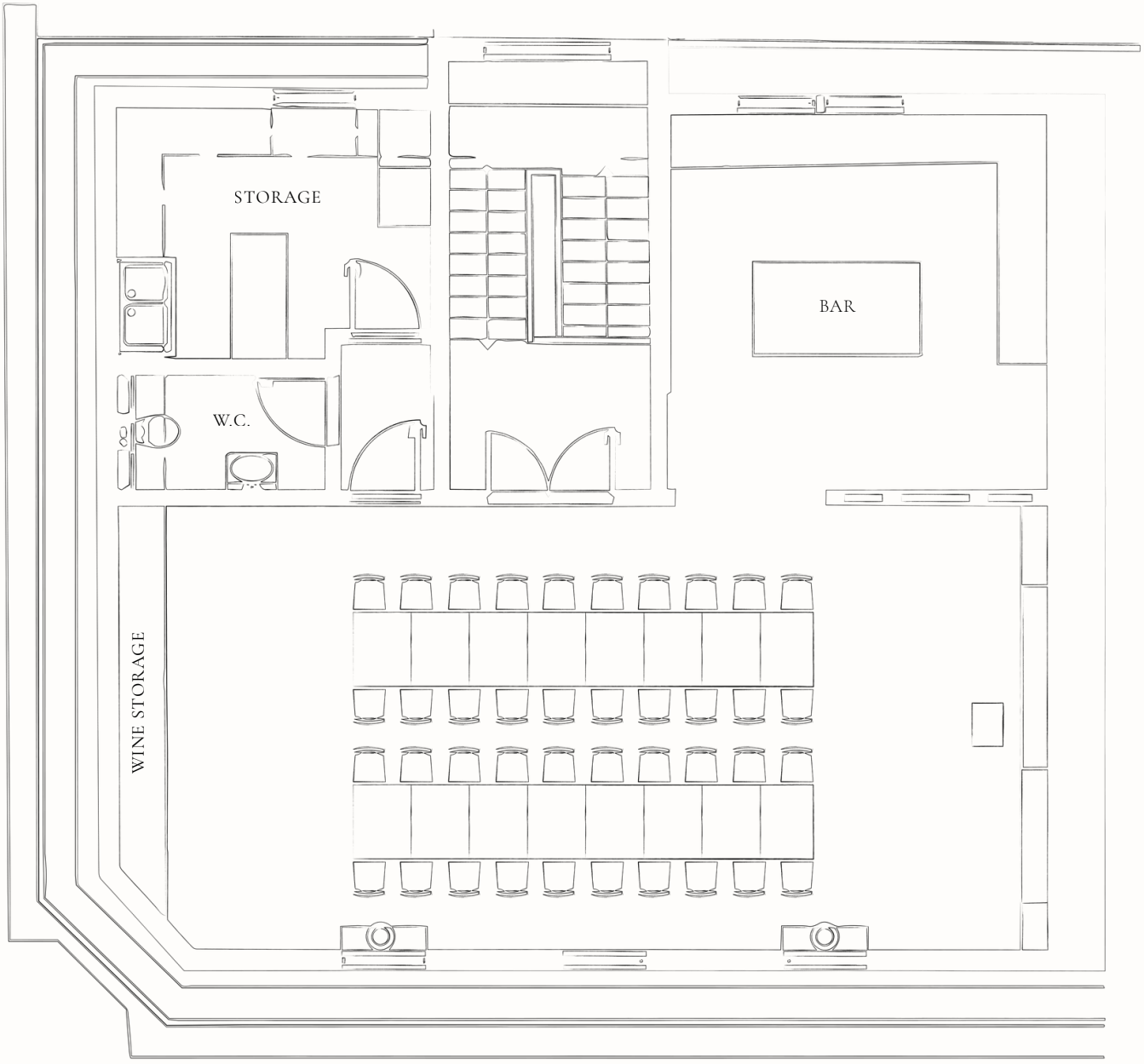
The Loft

Seated 33



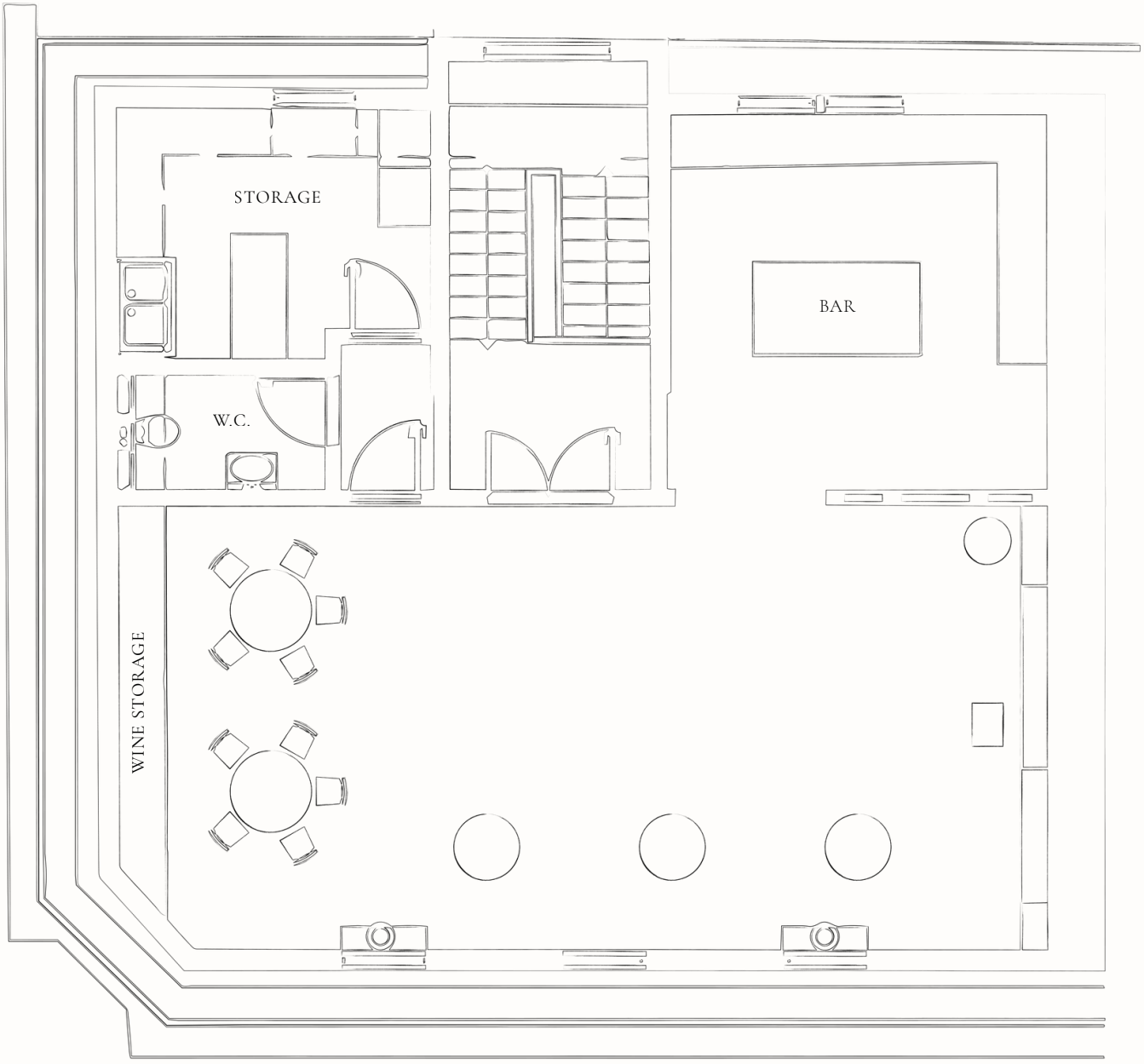
The Loft

Seated 40



The Loft

Standing




The Library

The Library

Located on the second floor, The Library is a cosy spot featuring a record player with a curated selection of vinyls, adding a nostalgic touch to your experience.

The space can be hired exclusively for private events, offering a selection of drinks and snacks.

Seated 22
Standing 45

MENUS

Snacks | Standing Lunch & Dinner








Restaurant PDR



Restaurant PDR

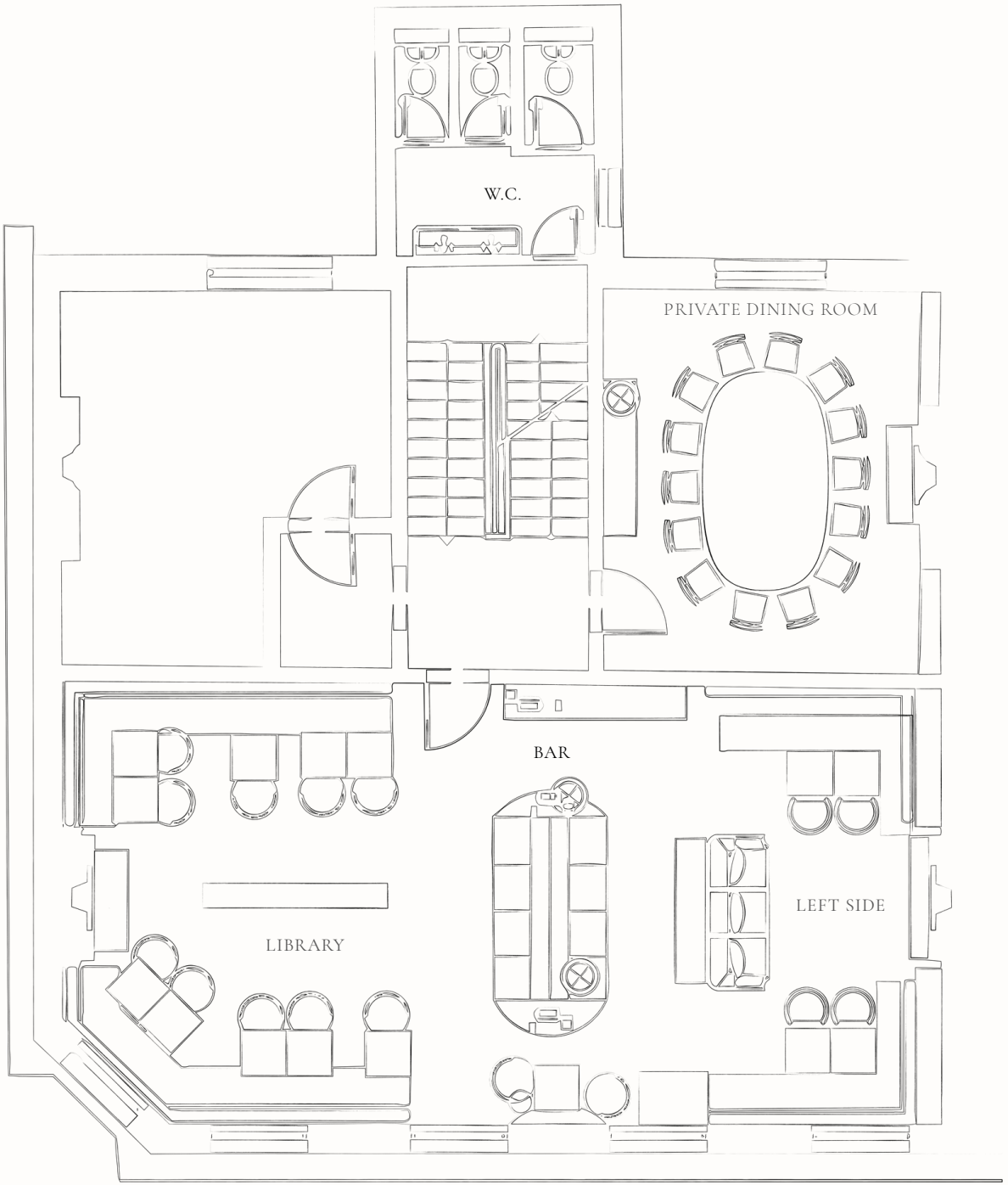
Situated on the second floor, our Private Dining Room can accommodate up to 14 guests for a sit down meal. Food served along the centre of the table for guests to share.

Seated 14

MENUS

Light Lunch | Lunch & Dinner

The Library & PDR



Sample Light Lunch

£35 per person

Available Monday - Friday lunch only. Served along the centre of the table for guests to share. Dietary requirements will be catered for individually.

MAINS - 1 choice
Slow Cooked Trout
Roast Chicken
Baked Cheddar & Pumpkin

SIDES - All served
Soda Bread & Butter | Chips
Green Salad & Mustard | Kohlrabi, Pear, Blue Cheese

DESSERT - Served
Ginger Pudding, Toffee Sauce

CHEESE COURSE (+10pp)
Cheese & Crackers

Sample Lunch & Dinner

£70 per person

Served along the centre of the table for guests to share. Dietary requirements will be catered for individually.

STARTER - 3 choices
Chicken Liver, Toast
Kohlrabi, Pear, Blue Cheese
Trout, Pickles
Fried Pig Cheek, Celeriac
Jerusalem Artichoke Salad

MAINS - 2 choices
Baked Cheddar, Pumpkin
Chicken, Leek & Suet Pie
Roast Chicken
Pork, Mustard
Hake, Green Sauce
Bone-in Sirloin (+20pp)
Whole Market Fish (+20pp)

SIDES - 2 choices
Chips | Mash | Green Salad | Creamed Spinach

DESSERT - 1 choice
Ginger Pudding, Toffee Sauce
Chocolate Mousse, Almonds
Set Buttermilk, Raspberries

CHEESE COURSE (+10pp)
Cheese & Crackers

Sample Snacks

£35 per person, 5 choices
£7 per person for additional choices

Oysters (+£4.5 per Oyster)

Rosemary Fritters
Leek Rarebit
Gem Curd, Herbs
Pumpkin & Chestnut Toast

Cod Cheeks, Tartare sauce
Trout, Horseradish
Rosti, Smoked Mackerel

Pork Pie
Sausage Roll
Raw Beef Toast
Chicken Liver Cracker

Sample Standing Lunch & Dinner

£45 per person, 3 choices

Oysters (+£4.5 per Oyster)

Leek Rarebit, Pickled Walnut
Kohlrabi, Pear, Blue Cheese
Beef Mince, Mash
Roast Chicken, Bacon Salad
Lentil, Pumpkin, Green Sauce

Ginger Pudding, Toffee Sauce (+£8pp)

Sample Wine

Sparkling

Jean Becker, Cremant d'Alsace Extra Brut, France, NV	12	68
Langham Estate , Blanc de Blancs; Dorset, England NV	15.5	98
Devaux, Blanc de Noirs Champagne, France, NV	18.5	105
Krug, Grand Cuvée, 172éme Edition Brut; Champagne, France NV	32	189

White

Bodega Ochoa, Blanco Lías, Chardonnay/Viura, Navarra, Spain, 2024	9.5	45
Solitar S.A. Prumm, Trocken Riesling; Mosel, Germany 2024	10	52
L. Papin, Garance Muscadet Sur Lie, Loire Valley, 2023		54
Monte Tondo, Soave Classico; Piemonte, Italy, 2022	11.5	57
Can Sumoi, Xarel·lo, Penedès, Spain, 2023		65
Clos Saint-Michel, Cuvée Mathilde, Côtes-du-Rhône, France 2024	13	65
Prophet's Rock, Dry Riesling, Central Otago, New Zealand, 2022		78
Roodekrantz, Die Kliphuis Chenin Blanc, Swartland, South Africa, 2021	14.5	82
Restless River, Chardonnay, Hemel-en-Aarde, South Africa, 2023		85
Barone di Villagrande, Etna Bianco Superiore DOC, Sicily, Italy, 2022		90
Domaine Jean-Marc Boillot, `Les Genievres`, Macon-Lugny, Burgundy, France, 2022	18	110
Olivier Leflaive, La Macabree, Auxey Duresses, Burgundy, France, 2023		145

Red

Vinos Inacayal, La Cueva País Blend, Maule Valley, Chile, 2024	9.5	45
Marchese di Borgosole, Salice Salentino Riserva, Puglia, Italy, 2020	10	52
Mas de Liban, "Bout d'Zan", Cotes du Rhone, France, 2024		55
Badenhorst Family Wines, Papegaai, Swartland, South Africa, 2025 (chilled red)	11.5	57
Chateau Cambon, Beaujolais, France, 2024		62
Azienda Agricola COS, Frappato, Sicily, Italy, 2024		68
Antoine de La Farge, Sancerre Rouge, Loire Valley, France, 2022	13.5	70
Franz Haas, Pinot Nero, Alto Adige, Italy, 2023		85
Château Beaumont, Haut-Médoc, Bordeaux, France, 2020	15.5	87
Ramón Bilbao, Gran Reserva, Rioja, Spain, 2015	16	90
Tenuta Meraviglia, Bolgheri, Tuscany, 2020	18	110
Domaine Changarnier, "Meix Bataille" 1er Cru, Monthelie, Burgundy, France, 2022		145

Rosé / Orange

Mas de Daumas Gassac, Réserve de Gassac Rosé, Languedoc, France, 2024	9.5	45
Château d'Astros, Côtes de Provence, Provence, France, 2023	10.5	56
Tiko Estate, Kisi, Kakheti, Georgia, 2024 (Skin Contact)	12	70



Wine Packages

£45pp

Sparkling	Jean Becker, Cremant d'Alsace, France, NV
White	L. Papin, Muscadet Sur Lie “Garance”, Loire Valley, France, 2024
White	Trinity Hill, Chardonnay, Hawkse Bay, New Zealand 2023
Red	Tiefenbrunner, Schaiva Merus Vernatsch, Alto Adige, Italy 2025
Red	Chateau Mahon-Laville, Bordeaux Superieur, France, 2024

£75pp

Sparkling	Devaux, Coeur de Bar, Champagne, France, NV
White	Mullineux, Old Vines Swartland White Blend, Swartland, South Africa 2023
White	Domaine des Brosses, Sancerre, Loire, France, 2024
Red	Corino, La Morra Barolo, Piedmont, Italy, 2022
Red	Jean Fournier, Le Chapitre, Marsannay Rouge 2023

£120pp

Sparkling	Philippe Fourrier, Prestige, Blanc de Blancs, Brut NV
White	Pierre Frick, Riesling Grand Cru, Alsace 2022
White	Vincent Latour, Les Pellans, Meursault 2022
Red	Echo de Lynch-Bages, Pauillac 2019
Red	Thousand Candles, Single Vineyard, Yarra Valley, Australia 2018

Beer

Bottle & Cans - Packs of 24
Available in The Loft & Library

London Pilsner by Portobello Brewery	144
Table Beer by The Kernal Brewery	170
Small Pale Ale by The Kernal Brewery	160
Lucky Saint 330ml bottle	130
Steady Rolling Man by Deya	350
Lightbulb by Verdant Brewing Co.	300

KEGS
Available in The Loft only.

Allsopps Double Diamond 30L	390
Lost & Grounded Keller Pilsner 30L	373
Verdant Lightbulb 30L	431

Cocktails

Available for The Loft and The Library.

Cocktails available in large quantities.
Different volumes available upon request.

Margarita (Spicy) Neurita Blanco, Dry Curacao Tropical, Lime	8L/600
Negroni Papa Salt, Dolin Rouge, Campari	8L/750
Bowtai Bowmore 12, Orgeat, Lime	4L/500
Pineapple Daiquiri Planteray, Stiggin's Fancy, Lime	4L/440

Restaurant PDR

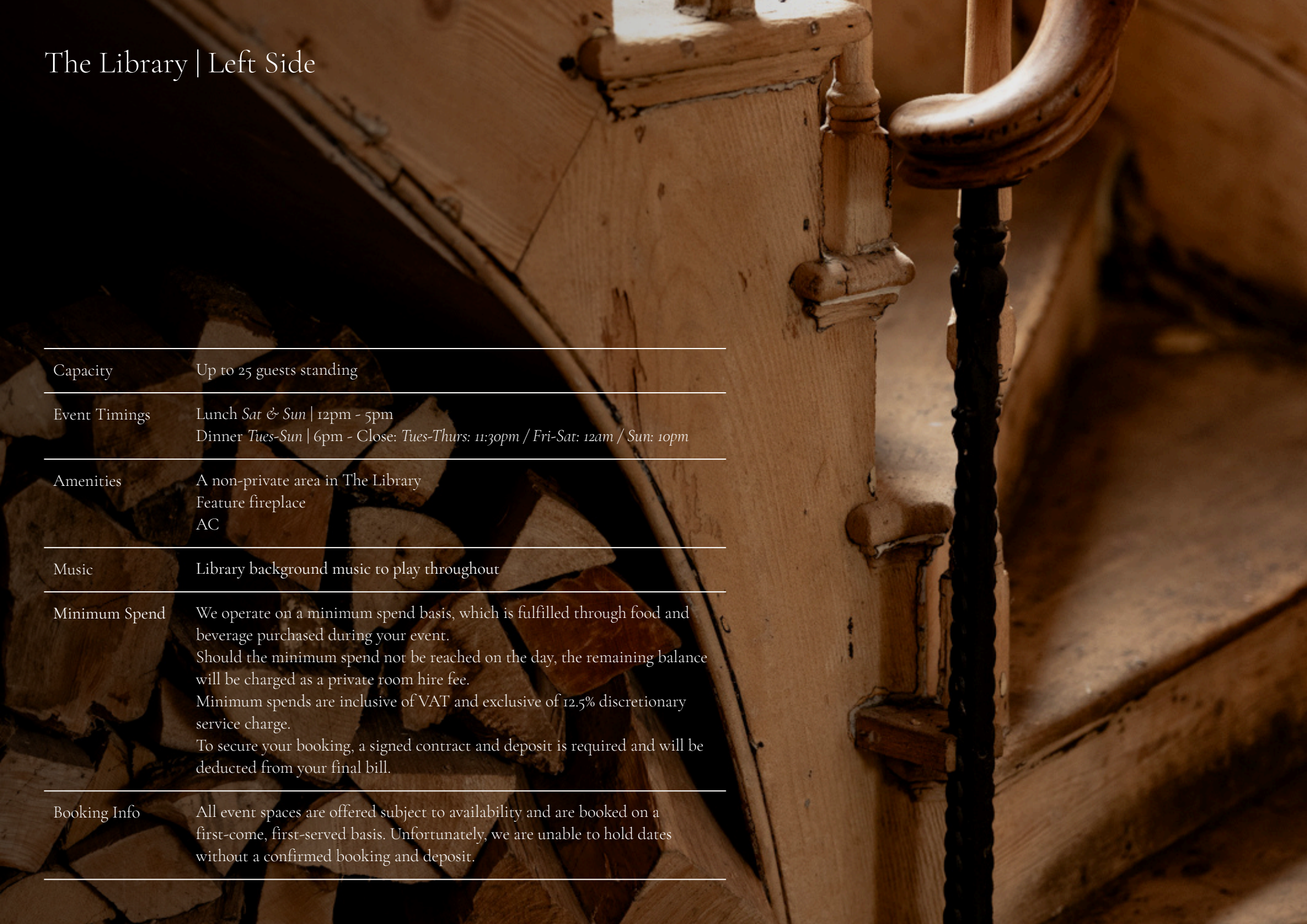
Capacity	Up to 14 guests seated on one long table No standing
Event Timings	Lunch | 12pm - 5pm Dinner | 6pm - Close: *Mon-Thurs: 11:30pm / Fri-Sat: 12am / Sun: 10pm*
Amenities	Private use of The Hero Restaurant PDR Feature fireplace Table dressing including tablecloth, and tapered candles Well behaved dogs allowed.
Music	Restaurant backrgound music in the space • Client can bring their own speaker and play music • Volume to be lowered to background at 11pm • Windows to close at 9pm
Minimum Spend	We operate on a minimum spend basis, which is fulfilled through food and beverage purchased during your event. Should the minimum spend not be reached on the day, the remaining balance will be charged as a private room hire fee. Minimum spends are inclusive of VAT and exclusive of 12.5% discretionary service charge. To secure your booking, a signed contract and deposit is required and will be deducted from your final invoice.
Booking Info	All event spaces are offered subject to availability and are booked on a first-come, first-served basis. Unfortunately, we are unable to hold dates without a confirmed booking and deposit.



The Library | Exclusive

Capacity	Up to 22 guests seated across 2 tables Up to 45 guests standing
Event Timings	Lunch | 12pm - 5pm Dinner | 6pm - Close: *Mon-Thurs: 11:30pm / Fri-Sat: 12am / Sun: 10pm*
Amenities	Private use of The Hero Library Two Feature fireplaces Freestanding bar In-house speaker AC Table dressing including tappered candles. Well behaved dogs allowed.
Music	Client can play their music playlist. Live music or DJs can be accommodated (DJ deck can be provided) until 11pm. Volume to be lowered to backrgound at 11pm Windows to close at 9pm
Minimum Spend	We operate on a minimum spend basis, which is fulfilled through food and beverage purchased during your event. Should the minimum spend not be reached on the day, the remaining balance will be charged as a private room hire fee. Minimum spends are inclusive of VAT and exclusive of 12.5% discretionary service charge. To secure your booking, a signed contract and deposit is required and will be deducted from your final bill.
Booking Info	All event spaces are offered subject to availability and are booked on a first-come, first-served basis. Unfortunately, we are unable to hold dates without a confirmed booking and deposit.

The Library | Left Side



Capacity	Up to 25 guests standing
Event Timings	Lunch *Sat & Sun*	12pm - 5pm Dinner *Tues-Sun*	6pm - Close: *Tues-Thurs: 11:30pm / Fri-Sat: 12am / Sun: 10pm*
Amenities	A non-private area in The Library Feature fireplace AC
Music	Library background music to play throughout
Minimum Spend	We operate on a minimum spend basis, which is fulfilled through food and beverage purchased during your event. Should the minimum spend not be reached on the day, the remaining balance will be charged as a private room hire fee. Minimum spends are inclusive of VAT and exclusive of 12.5% discretionary service charge. To secure your booking, a signed contract and deposit is required and will be deducted from your final bill.
Booking Info	All event spaces are offered subject to availability and are booked on a first-come, first-served basis. Unfortunately, we are unable to hold dates without a confirmed booking and deposit.

The Loft

Capacity	29 seated on one long table 33 seated on one L shaped table 40 seated across two long tables 60 standing
Event Timings	Lunch | 12pm - 5pm Dinner | 6:30pm - Close: *Mon-Thurs: 11:30pm / Fri-Sat: 12am* Dinner | 6pm - Close: *Sun: 10pm*
Amenities	Private use of The Hero Loft Freestanding bar Feature fireplace In-house speaker system AC Table dressing including tablecloths, dried flowers, and tapered candles Please note that the space cannot be used as a dance floor. Well behaved dogs allowed.
Minimum Spend	We operate on a minimum spend basis, which is fulfilled through food and beverage purchased during your event. Should the minimum spend not be reached on the day, the remaining balance will be charged as a private room hire fee. Minimum spends are exclusive of VAT and discretionary service charge. To secure your booking, a deposit is required and will be deducted from your final invoice.
Booking Info	All event spaces are offered subject to availability and are booked on a first-come, first-served basis. Unfortunately, we are unable to hold dates without a confirmed booking and deposit.



ENQUIRE HERE

Nearest Tube/Trains Stations

Warwick Avenue: Bakerloo Line (5 minute walk)
Paddington: National Rail, Elizabeth Line (15-20 minute walk)

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