



Licor 43 offers bartender prizes in new campaign

Bartenders are being given a chance to expand their drinks knowledge and flavour-matching expertise through a national campaign run for Spanish liqueur Licor 43.

Five exclusive Fiesta de la Copa 43 events will be held across the UK in July and August, each with 43 places for bartenders.

To be invited, bar staff need to register at www.guessthe43.com and identify 10 ingredients they think are contained within the Licor 43 secret recipe.

One person at each of the regional events in Leeds, London, Brighton, Bristol and Edinburgh will win a trip to Barcelona, Valencia and Ibiza.

Licor 43 brand manager Jessica Gibbons said: "Licor 43 itself has long been the secret ingredient of many great cocktails in Spain and in recent years has been growing in popularity with bartenders around the world.

"The recipe of Licor 43 is a closely guarded secret handed down over generations in the Cartagena area of southern Spain. The Fiesta de la Copa 43 events will provide a real taste of Spain with the aim of unlocking the secrets of Licor 43 for UK bartenders whilst having some fun in the process."

New drive to get Scots drinking cocktails

Puree and cocktail mix specialist Funkin is stepping up its sales drive in Scotland where it believes there is an opportunity to get more people drinking cocktails.

It has appointed a national account manager Jonathan Phillips who will focus on the development of business north of the border. Activities include bar staff training and consumer sampling.

"Scotland is home to Funkin's best-performing outlets in both the on- and off-trade," said Funkin chief executive Andrew King.

"There is a big opportunity to expand cocktail consumption in Scotland, and this appointment, together with our investment in training and consumer awareness, will help Scottish retailers and licensees make the most of the expanding cocktail opportunity and provide a quality service for customers."

Vintage trend boosts Ceylon Arrack

Increased interest in vintage cocktails is helping to drive sales of Ceylon Arrack, the Sri Lankan spirit made from the sap of coconut flowers.

Rockland Distilleries has been highlighting to the bar trade that, while Ceylon Arrack was launched in the UK two years ago, arrack was an ingredient commonly used in cocktails in the 19th century.

Working with drinks specialist Mangrove, Rockland has come up with recipes inspired by the classics such as an Old Fashioned. They include the Ruby Punch which is served in a large punch bowl, combining 700ml of Ceylon Arrack, 280ml of port,



280ml of fresh lemon juice, 210ml of sugar syrup and 1,050ml black tea (brewed and cooled). It is ideally mixed in the bowl with one very large chunk of ice.

"In cocktails and mixed drinks, Ceylon Arrack can pull a flavour and throw it completely up in the air," said Amal de Silva Wijeyeratne, whose family founded Rockland in 1924.

Arrack as a category is little known in the UK but is growing thanks to bars such as VOC in Kings Cross, London, where different arracks are used in cocktails. "When people try Ceylon Arrack and know about it, they like it," Amal added.

READER PROMOTION

Celebrate the Great British Summer with Funkin Strawberry Woo Woo

To celebrate Wimbledon, the iconic British sporting event and its long association with strawberries, cocktail experts Funkin have created the perfect summer cocktail solution for bartenders who want to innovate their offering: The Funkin Strawberry Woo Woo cocktail mixer. A twist on the most popular cocktail of the moment, the new flavour acknowledges the surge in consumer demand for strawberry-flavoured cocktails.

Funkin Strawberry Woo Woo, designed for mixing with vodka, combines top-quality peaches, cranberry juice and lemon juice and takes just 10 seconds to prepare with the addition of ice and vodka. Made from 100

per cent natural ingredients, the mixers are a great alternative to fresh fruit and require just 10 seconds to make and minimal bar staff training. The 120ml individual serve pouches take the hassle and cost out of making quality cocktails, whilst helping to boost profits with high-margin drinks.

The range includes 11 mixers, such as the Funkin Cosmopolitan, Funkin Mojito and Funkin Bramble, all developed to be served with the best-selling spirits, including vodka, rum and gin. For more information and details on stockists, visit www.funkin.co.uk.

Answer the question below for a chance to win a case of Funkin Strawberry Woo Woo

cocktail mixers, with 32 individual serves, as well as a bottle of premium vodka.

What spirit is a Funkin Strawberry Woo Woo designed to be mixed with?

- A) Gin
- B) Rum
- C) Vodka

Email your answer, together with your name and place of work, to [info@lime-](mailto:info@lime-pr.co.uk)

[pr.co.uk](mailto:info@lime-pr.co.uk) by July 29 when 10 lucky entries will be drawn at random. Prizes will be dispatched to the winning bars.

