

SMALL BATCH SCOTTISH GIN

DRINKS ROUND-UP...

The Bolevie has released the latest in a range of 17 award winning. The first name Madera. Cook has been used in barely used to make fortified Madera wine and famous grape and dried fruit notes.



Bacardi Oro has changed its name to Bacardi Gold in a bid by the brand to align the products UK identity with the rest of the world. Meanwhile, Bacardi Superior rum has launched its national Domestic & Foreign Bottling in partnership with its export firm, Bavel. The bottling will visit nine regions across the UK and includes a limited edition competition, the first of which will compete to win a VIP trip to Puerto Rico. Join the Roadshow Facebook group for show and details.



Apple Brands has acquired the rights to distribute four House Bourbon from August 1.



Navas vanilla liqueur has revamped its bottle to retain its characteristic pot still shape, but here turns to more prominent Grand Marier logo with a vanilla flower cutting around the label.



Tangany Gin has undergone a bottle redesign to accommodate its classic cocktail shaker look.



This Water, previously available in Starbucks, is targeting the on-trade with the release of glass-bottled variants in lemon/lime, mango/passionfruit and passionfruit/blackcurrant flavours.



Monkey Shoulder will be opening a free house at the Turner Brewery in East London to celebrate the start of the whisky season. It opens in September.

Old Pultney has announced the release of a limited edition. Marketed for 20 years, the new addition extends the range of Old Pultney to four whiskies, with the 12, 17, and 21 year-old also available. The brand has led the release with the launch of its website where users can win a bottle of the old stuff.



Abaker vodka has released a limited edition 'no label' bottle designed to showcase diversity within its customer groups and launched an accompanying website for customers to express and share their views on products in all walks of life. The bottle is being launched at Selfridges.



Caorunn Scottish Gin is launching to the on-trade at the end of July, bringing the on-trade to a superpremium gin and boasting 11 botanicals, five of which are from Scotland, including heather, bog myrtle and dandelion. Caorunn, which is owned by International Beverage Holdings, uses pure grain spirit, Scottish Highland water and is distilled at the Balmorack Distillery.



www.farmersguzine.co.uk

DRINKS NEWS

COCKTAIL WORLD CUP FINALS

42BELOW COCKTAIL WORLD CUP 2010

42 Below has announced details of the UK final of its annual Cocktail World Cup. The year based around a rock n' roll theme will see a cocktail competition around the country up to July.

Participants will be asked to create a signature cocktail using the 42 Below released brand, and three bar winners from around the country will be selected to represent the UK.

Entries can be made online at www.cocktailworldcup.com until August 2, 2010, with regional final dates please contact the organisers during August and September as follows:

- August 17: Manchester
- August 18: Belfast
- August 18: Aberdeen
- August 19: Glasgow
- August 19: London
- August 20: Birmingham
- August 21: Liverpool
- August 24: Leeds
- August 24: Newcastle
- August 25: Cardiff
- August 26: Manchester
- August 26: Tottenham
- August 27: West London
- August 27: Queen of Herts
- August 27: East London
- September 1: Brighton
- September 1: Brighton
- September 2: Brighton
- September 3: Brighton
- September 4: Brighton
- September 4: Nottingham

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