

GRAND MARNIER CELEBRATES ALCHEMY THROUGH INNOVATIVE BARTENDER ENGAGEMENT PROGRAMME

The programme aims to inspire the UK's best mixologists – the 'Grand Alchemists', a group of unconventional thinkers – to celebrate the alchemy of Grand Marnier and elevate good to grand

29th August LONDON: Launched in June, Grand Marnier's Grand Alchemy Programme at Crucible London has attracted some of the country's best mixologists, with bartenders from The Mandrake, The Savoy and Oblix attending the sessions to learn more about the unique alchemy behind Grand Marnier – the combination of the finest Cognac with exotic bitter orange essence.

Designed by Crucible's Stu Bale and Geoff Robinson, industry-renowned for their creative techniques, each Grand Alchemy session challenges bartenders to re-imagine Grand Marnier using a range of signature techniques, which include distilling and separating Grand Marnier – ensuring all mixologists keep front-of-mind that the liquid is a base for cocktails, not an enhancer.

The Alchemy sessions that take place at Crucible London are designed to inspire a generation of bartenders to celebrate the brand's 'Grand Alchemy' and share their vision of reinventing a classic that has been served in the world's most prestigious bars since 1880.

Victor Maggiolo of The Beaufort Bar at The Savoy took inspiration from the programme to add an eccentric twist to a classic – the iconic Moonwalk Cocktail, which uses Grand Marnier as a base – created in 1969 at The Savoy's American Bar by legendary bartender Joe Gilmore, in honour of Neil Armstrong's first steps on the moon.

Victor's creation – To the Moon and Back - is a perfectly-balanced combination of Grand Marnier, Campari, grapefruit essence and rose water, topped up with champagne.

Victor Maggiolo comments *'Mixology and alchemy are closely linked, and the Grand Alchemy session really captured this. Experimenting with Grand Marnier and how it can be used allowed us to engage with the spirit of the liquid and celebrate its intriguing complexity of cognac and bitter oranges. Inspired by this, I wanted to create a twist on a classic – and there is none more appropriate than The Moonwalk, a Savoy icon that heroes Grand Marnier.'*

London's Crucible is the perfect partner to bring the alchemy of Grand Marnier to life because of the industry-famous lab's understanding and passion for the brand, and the synergies they have with one another at their heart. For instance, like Grand Marnier's alchemy, the definition of 'Crucible' is a 'situation in which different elements interact, leading to the creation of something new'.



Consultant Geoff Robinson leads the sessions and has been impressed with the impact, commenting:

“It is really exciting to see Victor’s cocktail creation come out of our Grand Alchemy sessions. The programme aims to not only help bartenders re-imagine Grand Marnier, but also inspire them to use the principles of alchemy to create cocktails in their bars. Victor’s cocktail being available for a limited time at The Savoy is the first of many and we hope to see more as a result of the Grand Alchemy Programme, giving eccentric twists on classics that showcase the techniques learned at the training with alchemy at the heart”.

Bartenders can apply to take part in the sessions through their Campari UK representative or sign up here [INSERT LINE UP NOW LINK](#).

The training sessions at London’s Crucible will be taking place monthly until December. For more details on the training please contact grandmarnier@cohnwolfe.com or follow us on Instagram [@grandmarnier_uk](#).

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About Crucible London

Crucible London is the first creative hub for the drinks and flavour industry – a space where ideas come to life, learn techniques, develop with people outside your place of work.

Headed up by Director Stu Bale and Consultant Geoff Robinson, they provide a range of services including expert counsel and innovative training programmes.

About Grand Marnier

Created in 1880 by Louis-Alexandre, Grand Marnier Cordon Rouge is the flagship of the brand and combines the intensity of exotic bitter orange with the character of Cognac. The recipe has not changed since it was created, resulting in a liqueur with powerful and complex aromas and flavours. Grand Marnier contains 51% Cognac, which means that it brings an intriguing twist to cocktails and drinks – giving a multi-layered flavour and elevates classic cocktail serves.

Grand Marnier: Tasting notes

Colour: Bright topaz, brilliant with gold and amber tints.

Aroma: Attractive orange notes with nuances of candied zests and vanilla flavours from the Cognac.

Flavour: Full and ample, bitter orange aroma balanced by Cognac notes of hazelnuts and toffee. The finish is long and harmonious.

ABOUT CAMPARI UK

Campari UK is Campari Group’s subsidiary in the UK market, headquartered in London. A multicultural and dynamic team, Campari UK comprises 40 ‘Camparistas’ from numerous different nationalities.

At the heart of Campari UK are two main portfolio offerings. The first is the Italian portfolio, featuring distinctive brands such as Campari and Aperol. The second group is the White & Dark spirits portfolio, led by the Jamaican rum brands Appleton Estate Rum and Wray & Nephew Overproof – complemented by brands including Wild Turkey Kentucky Bourbon, Grand Marnier & BULLDOG Gin.

The company is proud to offer an unrivalled range of more than 40 premium spirit brands; each with specialty offerings in their quality, innovation, and style.



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ABOUT CAMPARI GROUP

Campari Group is a major player in the global spirits industry, with a portfolio of over 50 premium and super premium brands, spreading across Global, Regional and Local priorities. Global Priorities, the Group's key focus, include [Aperol](#), [Appleton Estate](#), [Campari](#), [SKYY](#), [Wild Turkey](#) and **Grand Marnier**. The Group was founded in 1860 and today is the sixth-largest player worldwide in the premium spirits industry. It has a global distribution reach, trading in over 190 nations around the world with leading positions in Europe and the Americas. The Group's growth strategy aims to combine organic growth through strong brand building and external growth via selective acquisitions of brands and businesses.

Headquartered in Milan, Italy, Campari Group owns 18 plants worldwide and has its own distribution network in 20 countries. The Group employs approximately 4,000 people. The shares of the parent company Davide Campari-Milano S.p.A. (Reuters CPRI.MI - Bloomberg CPR IM) have been listed on the Italian Stock Exchange since 2001. For more information: www.camparigroup.com/en

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