

GRAND MARNIER BRINGS ALCHEMY TO LONDON COCKTAIL WEEK

- *Parisian take over with one of the world's best bars - Le Syndicat at Experimental Cocktail Club / ECC*
- *Oriole partnership presenting "A Touch of Rouge" performances and "Grand Alchemy Masterclass"*
- *The Grand Alchemy: Sip on the refreshingly eccentric 'Grand Rouge', the unmissable London Cocktail Week cocktail at Oriole for £6*

LONDON 3rd September 2018: Grand Marnier, presents alchemy themed experiences during London Cocktail Week from 2nd-7th October, transforming good to grand in partnership with two of the world's Top 50 Bars – Le Syndicat (Paris) and Oriole (London). Inspired by the unique alchemy of Cognac & bitter Oranges at the heart of the brand, Grand Marnier invites Londoners to elevate their cocktail experiences this London Cocktail Week, by bringing together the best of London & Paris with the takeover of Le Syndicat X ECC, continuing with eccentric twists on classic cocktails, grand alchemy masterclasses, and 'A Touch of Rouge' performances at Oriole.

GRAND MARNIER PRESENTS: LE SYNDICAT X ECC

Innovative Parisian bar Le Syndicat, takes over London's Experimental Cocktail Club on the 2nd and 4th October. Famous for their French only spirits menu, urban vibe and passionate young team the takeover at ECC will bring together the best of Parisian and London mixology, blending their passion, expertise and La Touche Francaise, to create perfectly crafted cocktails. The bespoke menu, created by Le Syndicat head bartender Aris Makris, will be served in the bar's signature surroundings: a low-key urban vibe complete with retro hip-hop playlists.

The four cocktails include*:

- 'The Smoking Car', a citrusy, smoky boasting a deep rich flavour
- 'The Last Man Standing in ECC', dry and strong with a touch of sweetness
- 'The Grand Marinier', a touch of the exotic, with a refreshingly bittersweet taste
- 'Juliette is mad in ECC', the perfect fusion of sweet and sour, with a rich aftertaste

Le Syndicat X ECC is free to enter, open from 6pm-1am, 2nd – 4th October.

GRAND MARNIER PRESENTS: A TOUCH OF ROUGE AT ORIOLE

On Tuesday 2nd and Wednesday 3rd October, Grand Marnier presents "A Touch of Rouge" at London's Oriole, an exquisite performance from The Divine Company, which re-imagines the daring creativity of The Belle Epoque era, when Grand Marnier was founded.

Guests will be treated to a combination of choreographed and impromptu contemporary dance, performed around the venue to Oriole's signature live music. The "A Touch of Rouge" performance will beguile guests, creating an enthralling cocktail environment.



The performance is free to enjoy, with a Grand Marnier menu on at reduced prices.

GRAND COCKTAILS AT ORIOLE

For London Cocktail Week Oriole bartenders have created two exclusive Grand Marnier cocktails, offering guests a choice of two contemporary twists on classic cocktails, exclusive to London Cocktail Week digital wristband holders.

The hero cocktail, the 'Grand Rouge' is inspired by alchemy, creating a low ABV cocktail that brings together Grand Marnier, baked orange wine, rose kombucha, artichoke, rubino and lime, to result in an unexpected, must taste drink.

Also available is the 'Parisian Espresso', a French take on the Espresso Martini both are priced at £6 for LCW wristband holders.

GRAND MASTERCLASS

On Tuesday 2nd October cocktail lovers will have the chance to enjoy a bespoke Masterclass at Oriole, hosted by Grand Marnier ambassador Joe St Clair-Ford. There will be the opportunity to learn about Grand Marnier's unique alchemy of cognac and bitter orange essence, and cocktail making demonstration.

The Grand Masterclass is £15, which includes a welcome cocktail on arrival and tastings of the three signature serves. Spaces are limited, to book your space please do so via the [Oriole website](#) using the *Grand Masterclass Booking Type*.

THE GRAND ROUGE

Ingredients:

- 25 ml Grand Marnier
- 25 ml Baked orange wine
- 15 ml Rose kombucha
- 10 ml Artichoke Rubino
- A dash of lime juice

Instructions

- twist and sparkle (carbonated drink)
- Garnish with a scattering of red rose petals

PARISIAN ESPRESSO

- 45 ml Grand marnier
- 45 ml chickpease coffee
- 15 ml Meyer aperitif
- 10 ml grape distilate

Grand Marnier invites you to #LiveGrand, boldly twisting traditions to create the unexpected. Drink with style.

Drink responsibly. https://www.instagram.com/grandmarnier_uk/ www.grandmarnier.com

-ENDS-

Enjoy Grand Marnier Responsibly



Le Syndicat

Cocktail recipes include:

THE SMOKING CAR

30ml Cognac

30ml Grand Marnier

20ml lemon juice

10ml orange blossom

Smoke a small empty bottle with orange bark using a smoking gun and we serve the cocktail inside the bottle with an empty glass.

LAST MAN STANDING IN ECC

30ml Rhum Agricole

20ml Grand Marnier

20ml Cognac

20ml Cap Corse rouge or any other red wine apéritif or red Vermouth

2 dash peychaud bitters

THE GRAND MARINIER

30 ml Grand Marnier

15 ml gentiane liqueur

Top up with tonic

JULIETTE IS MAD IN ECC

15 ml roasted grain syrup

15 ml citron

20 ml egg white

3 coffee beans

45 ml Grand Marnier

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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.

Enjoy Grand Marnier Responsibly



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.

Visit www.campariuk.com to find out more about the company and range of products or follow Campari UK on Twitter at @CampariGroupUK.

ABOUT CAMPARI GROUP

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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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