

Grand Marnier®

For immediate release

August 2017

EMBRACE ECCENTRICITY WITH GRAND MARNIER: WITH SOPHISTICATED TWISTS ON CLASSIC COCKTAILS

Since its creation in 1880, Grand Marnier – the iconic French liqueur – has boasted an unchanged recipe. Grand Marnier Cordon Rouge brings to life the perfect marriage of unexpected ingredients; masterfully blending a 51% cognac base with exotic bitter orange essence.

This unique taste gives Grand Marnier the power to elevate classic cocktails to the next level, adding a layer of complexity and sophistication through its cognac notes and bitter orange aroma.

The distinctive and inimitable flavour of Grand Marnier makes it an ideal choice for discerning drinkers, perfect for creating a sophisticated twist on a number of classic cocktails.

For a truly unique drinking experience – whether in a sophisticated bar or making a drink at home – why not try a Grand Classic cocktail?

The Grand Classics: Description and Recipe

The Grand Sidecar



The Sidecar is a drink from the golden era of cocktails, and this update – The Grand Sidecar – elevates a classic recipe by adding an elegant complexity.

The Grand Sidecar effortlessly marries the citrus notes of Cordon Rouge's bitter orange essence with the intensity of cognac. As Grand Marnier contains 51% cognac, it lends itself to making a perfect Sidecar.

To create this perfectly balanced and refreshing cocktail, combine 50ml Grand Marnier Cordon Rouge, 20ml Cognac and 20ml fresh lemon juice in a cocktail shaker. Add ice and shake vigorously until well chilled, then strain into a glass and serve.

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The Grand Collins

Playful yet elegant, this riff on the Tom Collins brings some fun to cocktail hour. The notes of cognac within the Grand Marnier give this drink a multi-layered complexity – adding a refined twist to the original recipe.

To start building this intriguing drink, add ice cubes up to the rim of a tall glass. Then, combine 50ml Grand Marnier Cordon Rouge with 15ml fresh lemon juice – top up with soda water, and stir well. Garnish with orange zest, and add a touch of red with a raspberry to finish.



The Grand Tonic

Grand Marnier, with its cognac and bitter orange notes, perfectly complements the bitterness of tonic in this serve – creating a drink of refined simplicity.

To prepare this eccentric take on a traditional Gin & Tonic, pour 50ml Grand Marnier Cordon Rouge in a glass over ice cubes before filling to the top with Indian Tonic Water. Add your own choice of garnish for a truly unique twist – such as a raspberry or a grape.

-Ends-

For more information please contact the team at grandmarnier@cohnwolfe.com

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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.

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 Gruppo Campari

Gruppo Campari 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-

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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 owns 18 plants and 1 winery worldwide and has its own distribution network in 19 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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