

Grand Marnier®

For immediate release

London 18th September 2017

ENTER A WORLD OF ECCENTRIC SOPHISTICATION WITH GRAND MARNIER AT LONDON COCKTAIL WEEK

This year at London Cocktail Week, you are invited to get inspired by the world of Grand Marnier, an iconic French liqueur boasting an unchanged recipe since 1880. The Grand Marnier bar will offer a truly unique drinking experience, introducing guests to a world of refined substance where traditions are twisted with elegant touches of eccentricity.

Discover the Grand Marnier bar in the Cocktail Village at Old Spitalfields Market, guarded by oversized white lions and dressed in a twisted red ribbon. Feel Grand with exceptional mixologists who will be on hand to tutor guests in this iconic French spirit and the many delicious ways to enjoy it.

The unique taste of Grand Marnier elevates classic cocktails to the next level and at London Cocktail Week, Grand Marnier will introduce a modern evolution of two classic drinks. The Grand Sidecar, a refreshing update on the classic Sidecar drink and an eccentric twist on a gin classic – The Grand Tonic.

Grand Marnier Cordon Rouge brings to life the perfect marriage of unexpected ingredients; masterfully blending a 51% cognac base with exotic bitter orange essence. Share your experiences of Grand Marnier at London Cocktail Week and your Grand Classic cocktails using the hashtag #FeelingGrand.

The Grand Classics: Description and Recipe

The Grand Sidecar



Grand Marnier contains 51% cognac and it lends itself to making the perfect Sidecar, a drink from the golden era of cocktails.

This update – The Grand Sidecar – elevates this classic recipe by adding an elegant complexity, effortlessly marrying the citrus notes of Cordon Rouge's bitter orange essence with the intensity of cognac.

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 chilled cocktail glass and serve.

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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

or call 0207 331 2342

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 Gruppo Campari'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 Icons. The second group encompasses Jamaican Rums, Whiskies, and Modern Mixables, led by Appleton Estate Rum and Wray & Nephew Overproof, Wild Turkey Kentucky Bourbon, Grand Marnier & BULLDOG Gin.

The company is proud to offer an unrivalled range of more than 30 premium spirit brands; each with speciality offerings in their quality, innovation, and style.

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

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