



brand news

extase-y

Malcolm Cowen has introduced a new orange liqueur to the UK market. Extase XO is made by French liqueur manufacturer Lejay-Lagoute and is a blend of champagne cognac that has a minimum age of 25 years and orange peel from Curaçao. Malcolm Cowen: 020 8965 1937.



martin miller's gin

The Reformed Spirits Company has launched a super-premium gin called Martin Miller's Reformed London Dry Gin. It's distilled in the UK, then shipped to Iceland, where it's blended with Icelandic spring water.

The Reformed Spirits Company: 020 7352 8697.

premixed half and half

Half and Half, a premixed blend of cream and skimmed milk, is newly available from Atlantic Foods. The product, which comes in 1 litre containers, has an ambient life of four months and, once opened, lasts up to two weeks if refrigerated.

Atlantic Foods: 01252 861707.

imagin blue gin

Facile & Co, producers of seriously... vodka and seriously... pinky, have just launched a new premium gin called imagin.... It is the first coloured gin to hit the market and is a cool glacier blue. It will be available from September this year.

Facile & Co: 020 7792 9343.

the magic of merlins

Merlins is a new energy drink made from guarana, ginseng and natural fruit flavours. Available from Coe Vintners, the product is already stocked at hip London bars such as Soho House, Art Bar and Akbar.

Coe Vintners: 020 8551 4966.

traditional absinthe

Liqueurs de France has launched Un Emile 68, a traditionally made absinthe produced in Pontarlier, France, the birthplace of French absinthe. The absinthe is made using an original recipe by a distiller whose great grandfather first produced absinthe at the distillery in 1890.

Liqueurs de France: 020 8398 2476.



fizzy vodka

Debuting at this year's bar. show was Vodka O₂, a lightly sparkling vodka. The purple-tinged premium grain vodka, which is made by Large Distilleries, in Scotland, is said to be infused with aphrodisiac herbal extracts, and comes in a 100ml bottle – to ensure the liquid keeps its sparkle.

Large Distilleries: 020 7518 0353.



serbian and montenegrin drinks

A range of plum brandies is newly available in the UK, thanks to Snova International, a new company specialising in importing Serbian and Montenegrin wines, beers and spirits. The plum brandy (or slivovitz) range, from producer Flores, includes the number one plum brandy on the market, Zuta Osa (Yellow Wasp). The company, which also imports pear brandies, vodka, gin and rum, is currently looking for wholesalers to distribute its products. Snova International: 01992 708 185.

casa julia gets fruity

Looza Fruit Juices from Belgium has appointed Casa Julia as its nominated distributor for Greater London. This coincides with the re-launch of its 20cl bottle in new packaging. There are 17 flavours in the Looza range.

Casa Julia: 01376 320269.

For outside London, contact James Clay & Sons: 01422 377560.

new from amathus

Corralejo Blanco, a new unaged tequila taken straight from the still, was unveiled at the bar. show by Amathus. The spirit has a rich, powerful agave flavour. Also new to the UK is Corralejo Triple, a fine spirit which is – unusually for tequila – triple-distilled.

Amathus also exhibited Samba & Cana artisanal cachaça at the show, along with the latest Cartron liqueurs. These included vanilla, caramel, café and noisette flavours.

Amathus: 020 8808 4181.

polish potato vodka

Luksosowa, Poland's premium luxury potato vodka, is now available in the UK through Marblehead Brand Development. The triple-distilled charcoal-filtered vodka, which is 40% abv, is made exclusively by the LWWG 'Polmos' distillery. Luksosowa, which means 'luxury', is described as having an earthy, buttery flavour and a long, sweet finish.

Marblehead Brand Development: 020 7486 9191.

