



Press release

June 2010

Pace is fast & creative in the Luxardo Challenge roadshow

Dates are set in the nationwide 20-city Luxardo Challenge for the regional live heats. Pubs and bars are preparing to win a share of the £20,000 prize fund from Luxardo, as Cellar Trends puts its campaign on the road. With a season of new listings which include Town and City Pub Co. outlets, and extended presence in Mitchells & Butlers and NUS student outlets, there is a wide range of entrants assured. Judges and top mixologists who are well known in their local city will assist in motivating participants – all of whom have under three years experience at a high level of cocktail making as a condition of entry.

The Luxardo Challenge mobilises outlets to abandon controversial price cutting and outdated cheap shots. In come creative new drinks mixes to enhance revenue and boost the quality appeal of a big night, alongside music, sports and entertainment. Peter Thornton, Luxardo mixologist at Cellar Trends, adds, “The Luxardo Challenge is rare in featuring categories for both pubs and bars, and is attracting a very wide range of outlets. What they share is a commitment to raising the standard of fast-serve drinks that work well for their style of outlet on a big, busy night. Out goes fast & furious, in comes fast & creative.”

The first round of entries closes on 30 June, and the live heats include:

Leeds, 25 July	Liverpool, Sheffield 16 August	Birmingham TBC
Brighton, 3 August	Manchester, 12 August	London TBC
Nottingham, 4 August	Leicester, Newcastle, 18 August	Grand final London, 18 October
Southampton, 13 August	Glasgow, 23 August	[dates subject to change]

The Luxardo Challenge encourages participating outlets to use new campaign POS to demonstrate their pledge of quality to customers. Regional and national prizes lead to the ultimate title of **Luxardo Challenge Pub of the Year** and **Luxardo Challenge Bar of the Year** and winning outlets will win a Challenge trophy. Individual bartenders in each sector will be awarded a title of **Luxardo Challenge Bartender Winner**. Generous individual prizes lead to the grand final mix-off.

Luxardo World Cup shotails® proves that ‘fast & creative’ wins extra time

Luxardo mixologist Peter Thornton has been wielding his shaker and barspoon by demonstrating Luxardo’s fast & creative approach. His new collection of Luxardo shotails® - layered cocktail shots - celebrate the World Cup. They show the layering ability of the strong Luxardo sambuca range, as well as lighter mixes with Cellar Trends’ Finest Call fruit purées.

Early popularity is gaining them plenty of extra time at the bar beyond World Cup nights. Luxardo World Cup shotails® have made a début at Fever Pitch Fulham - London’s first World Cup pop up bar – as well as other pubs and bars around the UK.

England Reds on Top

This red and white stunner creates a high impact line-up at the bar.

Keep the bottles chilled in the fridge. Pour carefully into a shot glass so the red layer settles on top, or use a bar spoon.

12.5ml **Luxardo Original sambuca** (white/clear)

12.5ml **Luxardo Cranberry sambuca** (red)

Serves 1



The new Luxardo website offers fresh cocktail inspiration, www.luxardosambuca.co.uk
For information about The Luxardo Challenge, please email your contact details to luxardo@cellartrends.co.uk or phone 01283 217703

For further press information, photos, cocktails, and samples,
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