



Press release

May 2010

Luxardo lines up the big three

A trio of Luxardo Sambuca magnums will be launched by Cellar Trends in June. The new label **Luxardo Original Sambuca**, **Luxardo Passione Nera Black Sambuca** and **Luxardo Raspberry Sambuca** will debut in 1.5 litre bottles for the on-trade and are designed for use on optics. Standing strong as the UK's number one sambuca brand, Luxardo will enhance its fast serve strategy by promoting new pitcher pours and long drinks. The magnums will be widely available from cash & carry outlets and wholesalers, including Booker, Waverley TBS, Carlsberg, Coors. and Makro.

Luxardo is also ensuring that bars have a wide range of drinks to serve. The new Luxardo website www.luxardosambuca.co.uk gives numerous new recommendations and is packed with facts and features to assist bartenders. It is also formatted for practical viewing on an iPhone by bartenders whilst working. New point of sale items and signature serve recipe cards are also available. These include Luxardo drinks to enhance the **World Cup party mood**. Cellar Trends' mixologist Peter Thornton has created long drinks, pitcher serves and Luxardo shotails® - layered cocktail shots – with busy bars in mind. Simple layering techniques draw on team colours for inspiration and offer a premium serve.

The magnums arrive in time also to boost momentum of **The Luxardo Challenge**. This new 2010 campaign for pubs and bars to create their own responsibly served, crowd-pleasing creations has a £20,000 prize fund and the judging roadshow around the UK culminates in the final mix-off in October. *[Separate press release]*.

Catherine Rigby, Marketing Manager for Luxardo at Cellar Trends, adds, "The UK is the first to get the new Luxardo magnums as a result of requests from many outlets. In bars, Luxardo Sambuca is frequently seen in the cocktail speed rail alongside mainstream spirits, so the magnums are a natural progression for both pubs and bars. As well as our popular original clear and black sambucas, we believe the Luxardo Raspberry magnum will also be a profitable optic choice. Its bright pink colour will certainly make it stand out from other magnum spirits which are typically clear or dark spirits."

For trade enquiries please contact Cellar Trends Ltd: 01283 217703.
If your bar or pub wishes to find out more and take part in the Luxardo Challenge, please email your contact details by 30 June to Luxardo@cellartrends.co.uk or phone 01283 217703 for an entry pack.
Gain cocktail inspiration by visiting the new Luxardo website www.luxardosambuca.co.uk

Notes to editors: Independent research amongst bar professionals showed that Luxardo Sambuca was preferred over other sambuca brands for both quality of taste and ability to layer and mix.

Luxardo awards for quality include from the British Retail Consortium. Luxardo Sambuca holds 60 percent of the on-trade market and shows consistent growth at 5 percent. (AC Nielsen UK Speciality Spirits 2009.)

For further press information and photos, please contact:

Su-Lin Ong, PR 020 8747 4843 sulinong@aol.com

