DISTILLED



IN PARTNERSHIP WITH
TOM SANDHAM & BEN MCFARLAND
THINKING DRINKERS

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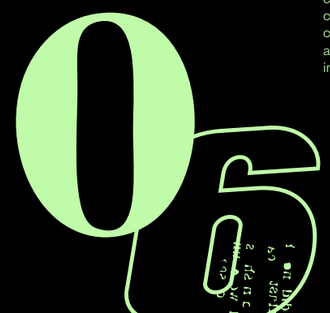
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DISTILLED: EDITION 6 HAS LANDED!

We're DISTILLED, the specialist spirits division of Carlsberg Britvic. With us you get the best of both worlds – an expert team that's as passionate and knowledgeable about the spirits category as you are, along with the scale and convenience of a big organisation that can meet all of your drinks needs in a single drop. Our portfolio now includes drinks like Pepsi MAX, Lipton Ice Tea and London Essence Co, meaning that we mix with the best of them, making us the dynamic multi-beverage powerhouse.

Back in 2017, we launched DISTILLED magazine with a simple mission: to deliver an exceptional read for anyone obsessed with spirits. This year, we are back to bring you the sharpest market insights, freshest trends, and the ultimate inspiration for your back-bar. The Thinking Drinkers are still with us, bringing great interviews and insights to the magazine, and are on a mission to bring the pub back to the heart of the community. Having a reason to visit, great range, menu and serves will keep customers coming back time after time.

Here is your quick look at the shifting landscape of Britain's On-Trade spirits market:

The Big Picture is that as volume squeezes, value pleases. High living costs and squeezed wallets mean Britain's On-Trade spirits market is facing an overall volume decline. But there is a silver lining: the decline is slowing, and value remains buoyant.

The spirits category generated a massive £1.7bn over the latest 12 weeks data that we have (CGA to 13.06.2026), marking an optimistic 1.1% year-on-year increase. Among the winners here are ready-to-drink (RTD) beverages as they continue to surge, while the squeezed are the giants like gin, vodka, American whiskey, and scotch – seemingly taking a hit as older generations cut back.

The youth are now driving the culture; an incredible 85% of legal-age Gen Z adults consume spirits, reshaping how and what Britain drinks. Tequila and agave-based spirits are becoming more appealing, fuelled by their star status in popular cocktails, while the 'Moderation Mindset' is driving a rapid rise in adult soft drinks and non-alcoholic options as millennials and Gen Z embrace mindful drinking.

There's also been a notable shift from late-night drinking into the Golden Hour. The traditional late-night 'vertical drinking' session is shrinking, accelerated by widespread nightclub closures. Instead, spirits are winning the daylight hours with daytime socials and 'Pre-Drinks' as the new peak times. The Aperitivo Hour is dominating, with consumers demanding premium spirits in lighter formats.

To get your range, back-bar, and menus right, you must know your crowd and your occasion. Right now, the spritz is the undisputed champion of the menu. It perfectly hits the consumer sweet spot for refreshment, lighter serves, visual appeal, and value for money. But beware: it is shockingly easy to get a spritz wrong...

- Incorrect component ratios
- A lack of freshness to the fizz
- Not properly mixed
- Warm serves (not enough ice)
- Poor glassware

Getting the serve perfect every single time is your easiest ticket to maximizing profits and keeping your guests coming back for more.

Want the full deep dive? Flip through our 6th edition of DISTILLED from Carlsberg Britvic for data, recipes and strategy guides for the year ahead. You'll find loads of interesting articles and great additions including a range of Japanese spirits, tipples a little closer to home with a broader Welsh range from Aber Falls (their Pistachio Liqueur is a must-try), spritz liqueurs including Sarti and Mondoro Elderflower, the Wolfe Bros. range including an incredibly tasty Rhubacello and the sustainable, zero-waste Orancello!

Enjoy the read and get in touch with any questions.



Katie Hewitt
Category Controller – Spirits
Carlsberg Britvic

THINKING DRINKERS



BEN MCFARLAND AND TOM SANDHAM, ALSO KNOWN AS THE ‘THINKING DRINKERS’, ARE AWARD-WINNING ALCOHOL EXPERTS, DRINKS JOURNALISTS AND ‘PIONEERS OF ALCOHOL-BASED COMEDY’ (THE TIMES)

Ben McFarland has been named Beer Writer of the Year by the British Guild of Beer Writers not once, not twice, but three times. The author of several award-winning books, has also spent seven years as Time Out London’s pub and bar reviewer and has written about everything from beer to football – two subjects that, historically, have worked rather well together.

Tom Sandham, meanwhile, seriously knows his cocktail onions. He has been named Spirits Communicator of the Year by the International Wine & Spirit Competition – regarded as the Oscars of the drinks world, albeit with more whisky and a ceremony that goes on for even longer. For his services to Scotch whisky, Tom has also been inducted as a Keeper of the Quaich.



Formerly editor of leading spirits and cocktail magazine CLASS, Tom oversaw the launch of World’s 50 Best Bars and House Tonic, the cocktail magazine for Soho House. He is also the author of the Gourmand Award-winning *World’s Best Cocktails* and has judged cocktail competitions around the globe.

Ben and Tom first worked together on pub trade newspaper *The Publican* before collaborating on *Good Beer Guide West Coast USA* in 2006. The award-winning travel guide saw them heroically researching America’s burgeoning craft beer scene so nobody else had to.

They followed it with a succession of books published around the world, including *World’s Best Beers, World’s Best Cocktails, Boutique Beer, Thinking Drinkers: The Enlightened Imbiber’s Guide to Alcohol and The Thinking Drinkers Almanac*. PLEASE BUY THEM.

In 2011, disillusioned with dull drinks tastings – and armed with no theatrical experience beyond prominent roles in primary-school productions – they transferred their expertise, enthusiasm and extensive dressing-up collection from the printed page to the comedy stage.

Their first show, *The Thinking Drinker’s Guide to Alcohol*, debuted at the Edinburgh Fringe that year, combining fascinating drinks history, comedy and discerning samples for the audience. Sell-out runs followed, along with appearances at London’s Soho Theatre, the Cheltenham Literature Festival and Madrid’s Teatro Calderón.

Since then, the self-proclaimed “pioneers of alcohol-based comedy” have created and toured a succession of tasting shows, entertaining thousands of people around the UK and earning the title of Industry Communicators of the Year from Imbibe. Their *Thinking Drinkers Pub Quiz* even secured a Guinness World Record – proving that years spent in pubs can eventually lead to sporting achievement.

DRINK LESS

In 2025, they pursued something uncomfortably closer to actual sport. The Great British Pub Ride saw Ben and Tom cycle more than 1,000 miles from Land’s End to John o’Groats on a 20-year-old tandem, visiting more than 70 pubs in 14 days. Throughout the journey, they ate, drank, slept and stopped exclusively in pubs, highlighting the enormous social and economic importance of Britain’s increasingly beleaguered boozers.

Having somehow retained the use of their legs – and their friendship – they climbed back onto the tandem in June 2026 for the Great Irish Pub Ride. This nine-day journey took them from Mizen Head to Malin Head, calling at more than 40 pubs along the way and celebrating their role as vital centres of hospitality, conversation and community.

Their adventures have now inspired *The Thinking Drinkers’ Great British Pub Ride*, a new tasting show featuring five drinks, several thousand miles of material and, presumably, considerably less chafing. It debuted at the 2026 Edinburgh Fringe, where it received a five-star review.

They continue to write, broadcast, make films and podcasts, appear on ITV’s This Morning and share their liquid learning through The Thinking Drinkers’ YouTube channel – educating, entertaining and reminding us that pubs are about far more than what’s in the glass.

Although what’s in the glass certainly helps.

DRINK BETTER

APERITIF & VERMOUTH

APERITIF & VERMOUTH

Designed to awaken the palate rather than overwhelm it, aperitivo drinks belong to that golden moment between the working day and the evening ahead—or whenever the olives make an appearance.

From the unmistakable orange of an Aperol Spritz to the complex bitterness of a Negroni, these serves combine bold flavours with a refreshingly relaxed style of drinking. Vermouths, bitters and aperitifs give bartenders an exceptionally versatile toolkit. Serve them simply with quality tonic or soda (we have a few of those), lengthen them into a spritz, or use them to bring balance, depth and complexity to classic cocktails. Small measures, big personalities.

Their lower-alcohol credentials also feel perfectly in step with the way many customers drink today. Light, sociable and easy to enjoy over a longer occasion, aperitivo offers an appealing alternative to both a full-strength cocktail and the usual glass of wine.

Food is part of the ritual, too. Inspired by the Italian tradition, bars can pair aperitivo drinks with olives, charcuterie and other small plates—encouraging customers to arrive earlier, stay longer and, with any luck, order another round.

And then there's the Spritz. Colourful, effervescent and instantly recognisable, it captures everything that makes aperitivo so appealing: refreshment, flavour and a little everyday theatre in the glass. Because apparently adding bubbles makes everything feel like an occasion.



AMERICANO

Ingredients
45ml Campari
45ml Cocchi Vermouth Di Torino
100ml London Essence Soda Water

Method
Build all ingredients over ice in a highball glass, garnish with an orange slice



BLOOM-LING

Ingredients
37.5ml Highland Park 12 Years Old
19.75ml Aperol
25ml Eager Pink Grapefruit Juice
12.5ml Honey Syrup
Half a pinch Fine Sea Salt

Method
Shake and fine strain all ingredients into a chilled coupe or cocktail (Martini) glass, garnish with lemon zest



MILANESE G & T

Ingredients
25ml Malfy Rosa
25ml Campari
125ml London Essence Indian Tonic Water

Method
Build over ice in a highball glass and stir, garnish with an orange slice



LIMONCELLO SPARKLE

Ingredients
25ml Wolfe Bros. Lemoncello
12.5ml Wolfe Bros. Orancello
100ml Ponte Prosecco Extra Dry

Method
Shake first 2 ingredients with ice, strain into a chilled champagne flute and top with Prosecco, gernish with lemon zest



PEACH & ELDERFLOWER SPRITZ

Ingredients
75ml Ponte Prosecco Extra Dry
25ml Archers Peach Schnapps
25ml Mondoro Elderflower
25ml London Essence White Peach & Jasmine Crafted Soda

Method
Build all ingredients over ice and serve in a wine glass with a mint sprig



LIGHTER GRAPEFRUIT SPRITZ

Ingredients
90ml Freixenet 0% Sparkling White
60ml Aperol
30ml London Essence Pink Grapefruit Crafted Soda

Method
Build over ice in a wine glass and stir, garnish with a grapefruit slice



COCCHI ROSA

Light, sophisticated and brimming with flavour, Cocchi Rosa is leading the way in the new style of aperitivo drinks. Bitter, sweet, spicy, fruity this is a must try for any drinks enthusiast who wants to stand out from the shadow of Aperol and Campari.



COCCHI ROSA SPRITZ

50ML COCCHI ROSA

75ML LONDON ESSENCE CO RIVIERA TONIC WATER

1. LARGE WINE GLASS
2. BUILD OVER ICE AND STIR
3. STRAWBERRY SLICES & BASIL LEAVES

% 16.5

LONDON ESSENCE RASPBERRY & ROSE CRAFTED SODA

£££ | 75cl | # 19715 | C 6



APEROL

The perfect aperitif since 1919. Bright orange with infusions of selected ingredients including bitter and sweet oranges, rhubarb and herbs.

% 11

3 PARTS PROSECCO, 2 PARTS APEROL, 1 PART LONDON ESSENCE PINK GRAPEFRUIT CRAFTED SODA

£ | 70cl | # 13714 | C 6



CAMPARI

A secret infusion of herbs, aromatic plants and fruit in alcohol and water.

% 25

LONDON ESSENCE PINK GRAPEFRUIT CRAFTED SODA

£ | 70cl | # 13716 | C 6

WINE BASED →



CINZANO BIANCO

First created in 1757, from a base of Italian wine infused with herbs and spices. Always serve chilled.

% 15

LONDON ESSENCE WHITE PEACH & JASMINE CRAFTED SODA

£ | 75cl | # 13718 | C 6



COCCHI VERMOUTH DI TORINO

Remarkably complex and a cut above most vermouths. It has the classic bittersweet character of the style, but enhanced by layers of fruity complexity and herbal bitterness. A rich and full-flavoured aperitif that makes its presence known.

% 16

LONDON ESSENCE INDIAN TONIC WATER

£££ | 75cl | # 19712 | C 6



MARTINI BIANCO

Crisp and citrusy, its body is dry white wine, with a little sweetness from refined sugar, aromatic herbs and sweet, floral spices.

% 15

LONDON ESSENCE WHITE PEACH & JASMINE CRAFTED SODA

£ | 75cl | # 57370 | C 6



MARTINI EXTRA DRY

Made at the Pessione distillery near Turin, Martini® dates back to 1863. It uses only the finest Italian wines and over 40 carefully selected exotic herbs and spices.

% 15

LONDON ESSENCE BLOOD ORANGE & ELDERFLOWER TONIC WATER

£ | 75cl | # 57372 | C 6



MARTINI FIERO

A secret blend of fine white wines and intense fruity notes. A complex citrus character coming from zesty mandarin and sweet Spanish oranges with a hint of bitterness from botanicals Artemisia and Pontica.

% 14.9

LONDON ESSENCE BLOOD ORANGE & ELDERFLOWER TONIC WATER

£ | 75cl | # 21876 | C 6



MARTINI ROSSO

Complex and elegant, wine blended with rich Italian herbs. No Negroni is complete without it.

% 15

LONDON ESSENCE INDIAN TONIC WATER

£ | 75cl | # 57371 | C 6

SARTI ROSA

Whether you're offering bottomless brunches, catering for customers lounging on the terrace, or offering something new on Saturday night, Sarti Rosa accompanies the celebration of your moments with its unmistakable taste. The fruity sweetness of Sicilian blood oranges is harmoniously complemented by the flavours of tropical fruits.

FRUITY | % 14

£ | 70CL | # 37972 | C 6



SARTI ROSA SPRITZ

75ML LYRIC PROSECCO

50ML SARTI ROSA

25ML SODA WATER

1. USE A LARGE WINE GLASS
2. BUILD OVER ICE AND STIR
3. GARNISH WITH A FRESH GRAPEFRUIT SLICE

GIN

The dust may have settled on the decade-long gin boom but news of gin's demise has been greatly exaggerated.

It remains a hugely popular spirit among consumers and, despite some slowdown in new launches, it's still a huge category in both value and volume. Also, let's not forget, gin is the cornerstone of classic cocktail culture – no other spirit features so heavily in The Savoy Cocktail book.

Whether it's a Martini, a Gimlet, a Tom Collins or a timeless G&T, reach for the founding father brands like Beefeater, Tanqueray, Hayman's or Plymouth - classic gins that changed the world, the giants on whose shoulders modern gins stand.

These 'flavoured' and new wave, modern gins are the engine room of the category, offering innovation, versatility and an opportunity to experiment with drinks beyond the classic serves.

When compiling your gin list, don't forget the likes of London Essence, whose broad and innovative offering of tonics and mixers has further invigorated a gin category that has matured – but certainly hasn't got 'old'.



LYCHEE BRAMBLE

Ingredients
50ml Martin Miller's Gin
15ml Giffard Lychee Liqueur
25ml Monin Lemon Rantcho

Method
Fill a shaker with ice and add Martin Miller's Gin, Giffard Lychee Liqueur, lemon juice.
Shake well until chilled.
Strain over crushed ice into a glass.
Or serve on the rocks if you prefer.



MALFY LIMON GIN SGROPPINO

Ingredients
50ml Malfy Gin Con Limone
25ml Monin Lemon Rantcho
15ml Monin Cane Sugar Syrup
1 Scoop Lemon Sorbet
25ml Prosecco
Mint Leaf

Method
In a cocktail shaker, shake the first 3 ingredients together and strain into a chilled glass. Add the scoop of sorbet and top up with Prosecco. Garnish with a mint leaf.



MONKEY 47 BEE'S KNEES

Ingredients
50ml Monkey 47 Schwarzwald Dry Gin
30ml Honey Syrup
25ml Monin Lemon Rantcho
Lemon Zest

Method
Chill a coupette glass.
Add the Monkey 47, honey and lemon juice to a cocktail shaker filled with ice.
Shake for 40 seconds.
Strain into your coupette glass.
Garnish with a skewered ribbon of lemon zest.

GOOSEBERRY AND BLACK RASPBERRY BRAMBLE

Ingredients
50ml Martin Miller's Gin
15ml Chambord
25ml Monin Lemon Rantcho
1 tsp gooseberry jam
Crushed ice
Garnish: fresh gooseberries or blackberries

Method
In a shaker, combine Martin Miller's Gin, lemon juice and gooseberry jam. Shake well.
Fill a glass with crushed ice and strain the mixture over it.
Drizzle Chambord over the top.



AMERICANINO

Ingredients
30ml Malfy Gin Rosa
30ml Campari
30ml fresh grapefruit juice
15ml Monin Cane Sugar Syrup
2 dashes Angostura Bitters
30ml London Essence Original Indian Tonic Water

Method
Pour all the ingredients into a shaker.
Shake and strain into highball glass.
Top up with iced tonic water.

GIMLET

Ingredients
50ml Beefeater London Dry Gin
25ml Monin Lime Rantcho
25ml Monin Cane Sugar Syrup
Lime wheel to garnish

Method
Shake ingredients with lots of ice.
Strain into a coupe glass.
Garnish with lime wheel.



BOMBAY SAPPHIRE & TONIC

Ingredients
50ml Bombay Sapphire Gin
100ml London Essence Original Indian Tonic Water
Lime Wedge

Method
Fill your balloon glass to rim with large cubed ice.
Pour over 50ml of Bombay Sapphire.
Squeeze fresh lime into drink and drop into glass.
Top with London Essence Original Indian Tonic Water.
Stir and enjoy.



GIN SPRITZ

Ingredients
25ml Bombay Sapphire Gin
15ml Campari
15ml Monin Lemon Rantcho
15ml honey syrup (3 parts honey / 1 part water)
125ml London Essence Original Indian Tonic Water (chilled)
1/2 orange wheel

Method
Fill your balloon glass to rim with large cubed ice.
Pour over 50ml of Bombay Sapphire.
Squeeze fresh lime into drink and drop into glass.
Top with London Essence Original Indian Tonic Water.
Stir and enjoy.



TANQUERAY TEN DRY MARTINI

Ingredients
50ml Tanqueray Nº TEN Gin
10ml Martini Extra Dry Vermouth
Twist of pink grapefruit peel

Method
Fill a mixing glass with ice and add 50ml of Tanqueray Nº TEN and 10ml Dry Vermouth.
Stir well, but gently, then strain into a chilled martini glass.
Gently squeeze a twist of pink grapefruit peel over the martini, then add to the glass to garnish.

GORDON'S GINGER FIZZ

Ingredients
Thinly sliced ginger – 3 to 4 slices
50ml Gordon's Gin
Dash of Angostura Bitters
London Essence Delicate Ginger Ale
2 teaspoons of caster sugar
2 squeezes of lemon

Method
Slightly bruise the sliced ginger in the bottom of a highball glass (you can use the end of a rolling pin), add Gordon's gin and sugar, mix with the ginger, and then add lots of cubed ice.
Add a dash of Angostura Bitters, 2 squeezes of lemon and top up with ginger ale.
Garnish the cocktail with a slice of ginger or lime.
Serve in a highball glass.



NEGRONI DE SEVILLA

Ingredients
25ml Tanqueray Flor de Sevilla Gin
25ml Campari
25ml Cocchi Vermouth di Torino
Orange slice/peel

Method
Add ingredients to a tumbler full of ice.
Stir to mix.
Garnish with orange peel and serve.



BREAKFAST MARTINI

Ingredients
45ml Tanqueray Gin
1 tablespoon orange marmalade
10ml Cointreau
10ml Monin Lemon Rantcho
Orange peel

Method
Mix the gin and marmalade together in a cocktail shaker until combined.
Add the triple sec and lemon juice, then shake with ice and fine-strain into a Martini glass.
Garnish with orange peel ribbon.



GORDON'S PINK GIN SPRITZ

Ingredients
50ml Gordon's Pink
75ml R Whites Lemonade
50ml Prosecco
1 strawberry
1 raspberries
1 half strawberry on rim

Method
Add all ingredients to a Copa glass filled with ice.
Stir to mix.
Garnish and serve.



SHAKY PETE'S GINGER BREW

Ingredients
50ml Chase GB Extra Dry Gin
60ml Monin Lemon Rantcho
60ml ginger syrup
120ml British bitter ale

Method
Quickly blend everything (apart from the bitter ale) with two ice cubes for ten seconds.
Fine strain into a glass before topping-up with the beer.

THE ENGLISH GARDEN COPA

Ingredients
50ml Portobello Road Gin
200ml London Essence Original Indian Tonic Water
25ml radish and red chicory juice made from around 10 radishes and 4 leaves of red chicory
1 radish cut in to thin slices
Rosemary sprig
Lavender sprig
Glassful of ice
Red wine glass

Method
Shake ingredients with lots of ice.
Strain into a coupe glass.
Garnish with lime wheel.

If the idea of elevating your pub menu with a Martini seems a little la dee da, note that records show the word ‘cocktail’ possibly first appeared on the menu of an English boozer.

In the 18th century William Pitt the Younger, drank at the Axe and Gate Inn, in Downing Street, later knocked down to make way for government buildings. Eben back then it seemed the government didn’t have the backs of our great pubs.

According to a story in the The Morning Post and Gazetteer in 1798, the licensee there had a windfall and wiped all customer debts owed at the bar, including Pitt’s ‘cock-tail’ tab.

Is it true? We don’t know, we weren’t there. But it’s certainly true that in the 18th century, boozers served up punches, flips, grog, slings and toddies.

So, there’s historic precedence for serving a cocktail in the pub, meanwhile the mark up on your spirits alone makes it worthwhile. If you’re still not convinced, talk to your customers, it’s impossible to ignore the growing number of them who expect more than a spirit mixer on their night out.

And the cocktail market is enjoying a boom in the UK hospitality sector. CGA’s Mixed Drink Report last year reported the market was valued at an impressive £707m, with these drinks boosting typical gross margins of 70%. In more recent years we’ve seen the Mojito drive this growth, but these days it’s the Espresso and Pornstar Martinis.



Hayman’s Gin pre-mixed Freezer Martini goes into a 70cl bottle and stored in the freezer for at least 3 hours, allowing for a perfectly chilled, ready-to-serve cocktail. The recipe combines Hayman’s London Dry Gin with dry vermouth and water.

Recipe

- 70cl bottle of Hayman’s London Dry Gin, 100ml Dry Vermouth, 100ml Water.
- Pour ingredients into the bottle, shake well, and freeze for at least 3 hours.
- Pour 90ml of the chilled mixture into a glass and garnish with a twist of lemon or an olive.











The martini is now a recognisable serve for most drinkers, and bartenders are reporting a renaissance of the original vodka and gin Martini recipes, which means they could be an asset on your menu.

These original Martini serves great pieces of drink history, with stories for bar staff to share, and are also simple in terms of ingredients.

So, what's the catch? Well, you need to have the glassware and tools for mixed drinks, and then there's the fact that you can't afford to get a Martini wrong. If a customer's first taste of the drink is awful, they'll never go back, so really the biggest challenge is likely to be staff training. When it comes to creating the cocktail, the balance of spirit, vermouth and dilution can be tricky.

No one understands this better than the Hayman family and as the longest-serving gin distilling family in Europe, they have stepped up to support pubs with its batch and bottled Martini programme.

Hayman's is the perfect gin to build a heritage cocktail menu around because it's a spirit with incredible history. When gin was being reedified in England in the 1800s, James Hayman was at the forefront of gin-ovation. Having travelled extensively, he returned to London in 1862 and bought a gin distillery in Chelsea, London before experiments helped create gins like Burrough's, Olde Chelsey, Beefeater and Black Cat.

Today Hayman's is still family owned, with Miranda and James at the help, meanwhile Philip Gabriel is Distillery Manager & Head Distiller for Hayman, heading up all Gin Production and Distillery. Having bartended and managed bars, including B@1, and worked on drinks with Jamie Oliver, he has a great perspective on why heritage gins and drinks are back in fashion.

"After the boom in gin it's fair to say the category bubble has deflated a bit," says Phil. "But it hasn't popped. Bartenders have simply reverted to original gins. One of the motivations has been transparency, bartenders want to work with products they trust. We've also seen bartenders spend time researching the history books for stories, which helps them build the theatre around these serves."

"Here at Hayman's we also have an Old Tom, the first gin of this style to come back into production after 100 years. And ours is based on a family recipe, with bold botanical bill including a 3rd extra juniper, making it big and bold in drinks. If we go back to the original Martinez cocktail, first served in the late 19th century, this was being made with Old Tom gin and Martini, so we can add that drink to a list of martinis."

The strength in a heritage gin like Hayman's is that it's creation aligns with the golden age of cocktails, so it would have been used in these early creations, and at a time when every pub has to consider how many gins they can stock, these gins have a quality and a story to work with.

Alexa Farrow is the brand advocacy manager for Hayman's so works closely with the bars to help implement a martini programme. She agrees that gin selections are changing.

"I think the economy and the unfair costs of running pubs and bars impacts on how we select our gins," she says. "You can't afford to buy lots of products, so returning to traditional and trusted brands like Hayman's makes sense."

"We use our gin to help advise the bars on how to make a pre-mixed Martini, but we do also add, you can play around with the concept."

This is important, as Phil points out, because when the customer becomes familiar with the Martini, they will develop their own preference. At Thinking Drinkers towers it'd be a Plymouth gin, dry, with a lemon twist – although the Freezer Martini has become a firm favourite too now. Vodka would be Belvedere, slightly wet, grapefruit twist. And then there's the Martinez, which is where Hayman's Old Tom really shines.

"It can be a very personalised drink," says Phil. "What we want to do is try and give bar staff the confidence to serve it and if you're in a busy bar, the freezer serve allows you to get the drink on the menu and test it with the customers. But once the staff have the confidence and can make the drink, they can make it their own, or respond to the customer requests."

Alexa adds: "Younger drinkers are really into the Martini at the moment and it's not true to suggest all the Gen Z customers don't drink. Many do, they're just doing it in a different way now. It might be once a week, but when they head to the bar, they're curious and keen to try quality drinks."

And quality is the key. There's a huge opportunity in cocktails but if you find the prospect of a huge menu and multiple ingredients daunting in your pub, you can make simple changes with drinks like the Martini that might just set you apart from the pub down the road.

Martinez

The Official Hayman's Martinez (Balanced)

- 50ml Hayman's Old Tom Gin
- 25ml Cocchi Vermouth di Torino
- 5ml Luxardo Maraschino Liqueur
- 1 dash Angostura Bitters

Garnish: Orange twist
(expressed over the drink)

Method: Stir all ingredients with ice in a mixing glass until chilled (20–30 seconds), then strain into a chilled Martini/Coupe glass





HAYMAN'S

Ten botanicals including angelica, orris root and nutmeg come together in wheat spirit prior to distillation. Fresh, crisp and elegant, with a lively citrus finish.

BRONX

45ML	HAYMAN'S LD
22.5ML	COCCHI VERMOUTH DI TORINO
15ML	MARTINI LONDON DRY EXTRA DRY
30ML	EAGER ORANGE
1 DASH	REGANS ORANGE BITTERS

1. CHILLED COUPE OR COCKTAIL [MARTINI] GLASS
2. SHAKE & FINE STRAIN
3. ORANGE ZEST



JUNIPER | % 40

LONDON ESSENCE BLOOD ORANGE & ELDERFLOWER TONIC WATER

£££ | 70cl | # 20887 | C 6



SALCOMBE ROSÉ

Fragrant notes of fresh lemon peel & Provence herbs are complemented by the natural sweetness of red fruit. On the palate it has fullness and intensity with an endearing and lingering softness to finish.

ARMY & NAVY

50ML	TANQUERAY NO. TEN
25ML	MONIN LEMON RANTCHO
18.75ML	MONIN ALMOND SYRUP [ORGEAT]
1 DASH	ANGOSTURA BITTERS

1. SHAKE & FINE STRAIN INTO A CHILLED COUPE, NICK AND NORA OR COCKTAIL [MARTINI] GLASS
2. GARNISH WITH GRAPEFRUIT ZEST



CITRUS | % 43

LONDON ESSENCE BLOOD ORANGE & ELDERFLOWER TONIC WATER

£££ | 70cl | # 23162 | C 6

DRY & LONDON DRY →



ABER FALLS

Packaged in a stylish bottle, Aber Falls epitomises the London Dry style with a robust juniper presence, strata of subtle citrus character, a mineraly sweetness with a spicy finish.

JUNIPER | % 41.3

LONDON ESSENCE INDIAN TONIC WATER

££ | 70cl | # 37308 | C 6



ADNAM'S COPPER HOUSE

Crafted using the fermented barley beer wash from the Adnam's brewery, this dry gin includes some very traditional gin botanicals alongside the addition of hibiscus. This makes for a classic juniper forward gin with a modern, floral twist.

FLORAL | % 40

LONDON ESSENCE BLOOD ORANGE & ELDERFLOWER TONIC WATER

£££ | 70cl | # 16574 | C 6



CHASE GIN GB EXTRA DRY

The beautiful juniper and coriander backbone is lengthened by lush, green and wonderfully deep sweet floral characteristics.

CITRUS | % 40

LONDON ESSENCE BLOOD ORANGE & ELDERFLOWER TONIC WATER

£££ | 70cl | # 13990 | C 6



GIN MARE

Distilled in a fishing village near Barcelona, this pan-Mediterranean concept features botanicals including Arbequina olives, thyme and basil.

CITRUS | % 42.7

LONDON ESSENCE BLOOD ORANGE & ELDERFLOWER TONIC WATER

£££ | 70cl | # 34322 | C 6



GORDON'S

Carefully distilled using a secret recipe, this is the world's best-selling London Dry gin.

JUNIPER | % 37.5

BRITVIC INDIAN TONIC WATER

££ | 70cl, 1.5L | # 56945, 56592 | C 12, 6



ANOTHER HENDRICKS

Crafted with eleven botanicals and surprisingly infused with Orange Blossom & Cacao. Another Hendrick's intrigues the senses with bright citrus notes and a whisper of velvet indulgence.

CITRUS | % 41.4

LONDON ESSENCE BLOOD ORANGE & ELDERFLOWER TONIC WATER

££ | 70cl | # 39902 | C 6



BEEFEATER DRY

Made in London with nine botanicals steeped for 24 hours before being distilled. Fresh, clean and crisp gin with a subtle citrus and fruit edge.

JUNIPER | % 40

LONDON ESSENCE BLOOD ORANGE & ELDERFLOWER TONIC WATER

££ | 70cl | # 57065 | C 6



BLACKEYE

Smooth, full-bodied, and unforgettable – just like the players who helped bring it to life. Plus, every bottle buys into the future of the sport, with the Blackeye Rugby Fund intending to invest £1million per year for injured players – to back research, risk prevention, and recovery across the game.

JUNIPER | % 40

LONDON ESSENCE INDIAN TONIC WATER

£££ | 70cl | # 39564 | C 6



HAYMAN'S OLD TOM

A remarkable revival of an 1870 Old Tom recipe with hints of citrus, juniper piney notes and a subtle sweetness.

SLOE & SWEET | % 40

LONDON ESSENCE BLOOD ORANGE & ELDERFLOWER TONIC WATER

£££ | 70cl | # 20885 | C 6



HENDRICK'S

Made with infusions of cucumber and rose petals for a wonderfully refreshing gin with a delightful floral aroma.

FLORAL | % 41.4

LONDON ESSENCE BLOOD ORANGE & ELDERFLOWER TONIC WATER

£££ | 70cl | # 57166 | C 6



MARTIN MILLER'S

Mixed with Icelandic spring water, then flavoured with botanicals including juniper, cassia bark, Florentine orris and Seville citrus peels.

FLORAL | % 40

LONDON ESSENCE BLOOD ORANGE & ELDERFLOWER TONIC WATER

£££ | 70cl | # 37925 | C 6



BOMBAY SAPPHIRE

The 10 botanicals are held separate from the spirit in perforated copper baskets, and when the heated vapours rise, the distinctive flavour of the botanicals are released.

CITRUS | % 40

LONDON ESSENCE BLOOD ORANGE & ELDERFLOWER TONIC WATER

£££ | 70cl | # 56660 | C 6



BROCKMANS

Bulgarian coriander and softer blueberries and blackberries contrast with dry, bittersweet peel of Murcian oranges.

CITRUS | % 40

LONDON ESSENCE BLOOD ORANGE & ELDERFLOWER TONIC WATER

£££ | 70cl | # 36291 | C 6



BROKER'S

The signature bowler hat sits atop a classic, juniper rich London Dry gin with vibrant lemon and orange citrus and a peppery finish. Made for a Martini.

CITRUS | % 40

LONDON ESSENCE BLOOD ORANGE & ELDERFLOWER TONIC WATER

££ | 70cl | # 16246 | C 6



MONKEY 47

With 47 botanicals, this remains a well structured spirit with a citrus fresh start that surges into pine and wood notes for a drying finish.

CITRUS | % 47

LONDON ESSENCE BLOOD ORANGE & ELDERFLOWER TONIC WATER

£££ | 50cl | # 16440 | C 6



PLYMOUTH

Seven botanicals including sweet citrus create rich and full gin made at the historic Black Friars Distillery – one of UKs oldest working distilleries.

JUNIPER | % 41.2

LONDON ESSENCE BLOOD ORANGE & ELDERFLOWER TONIC WATER

£££ | 70cl | # 61471 | C 6



PORTOBELLO ROAD

A classic London Dry that has a very rich texture and the most gorgeous finish of liquorice and nutmeg.

CITRUS | % 42

LONDON ESSENCE BLOOD ORANGE & ELDERFLOWER TONIC WATER

£££ | 70cl | # 12201 | C 6



SIPSMITH

The quintessential expression of a classic, traditional London Dry gin. Bold, complex and aromatic – smooth enough for a Martini, but rich and balanced, perfect for a G&T.

NEPOTISM

50ML SIPSMITH LD
20ML QUIQUIRIQUI MATALAN MEZCAL
0.5P MS BETTER'S MIRACULOUS FOAMER
25ML FRESH LIME JUICE
20ML AGAVE SYRUP

1. CHILLED COUPE, NICK AND NORA, OR COCKTAIL (MARTINI) GLASS
2. DRY SHAKE HARD, THEN SHAKE WITH ICE & STRAIN INTO A CHILLED GLASS
3. SPRIG OF DILL



JUNIPER	% 41.6
LONDON ESSENCE BLOOD ORANGE & ELDERFLOWER TONIC WATER	
£££££	70cl
# 36964	6



BOMBAY CITRON

A vibrant gin bursting with the taste of freshly squeezed Mediterranean lemons, made from an 100% natural fruits infusion with no added sugar.

JOHN COLLINS

60ML BOMBAY CITRON PRESSÉ
30ML FRESH LEMON JUICE
15ML MONIN CANE SUGAR SYRUP
100ML LONDON ESSENSE SODA WATER

1. COLLINS GLASS
2. SHAKE & STRAIN FIRST 3 INGREDIENTS OVER ICE, TOP WITH SODA
3. LEMON SLICE & MARASCHINO CHERRY



CITRUS	% 37.5
LONDON ESSENCE BLOOD ORANGE & ELDERFLOWER TONIC WATER	
££	70cl
# 31972	6



ROKU

In Japanese, Roku translates as the number six. Inside every bottle of Roku Gin, you will find six very special botanicals that are sourced in Japan.

FLORAL	% 43
LONDON ESSENCE INDIAN TONIC WATER	
£££	70cl
# 40028	6



SALCOMBE GIN 'START POINT'

Distinct notes of red grapefruit along with heady, earthy pine notes from the Macedonian juniper. It is perfectly balanced with warming spiced aromas on the nose. Rich, full and incredibly smooth on the palate, with a touch of earthy sweetness.

JUNIPER	% 44
LONDON ESSENCE BLOOD ORANGE & ELDERFLOWER TONIC WATER	
£££	70cl
# 23165	6



SOUTH BANK

South Bank London Dry Gin is distilled to a traditional recipe. The flavour is derived from the key botanicals; juniper berries, coriander, angelica along with a select combination of other herbs and spices.

JUNIPER	% 37.5
BRITVIC TONIC WATER	
£	70cl, 1.5L
# 21001, 21003	12, 6



WOLFE BROS LONDON DRY

A traditional, dry, juniper forward recipe with layers of citrus from peel, dried fruit, coriander seed & hibiscus.

CITRUS	% 42
LONDON ESSENCE RIVIERA TONIC WATER	
£££	70cl
# 39753	6

FLAVOURED & GIN-BASED SPIRITS →



ABER FALLS ORANGE MARMALADE

The use of citrus flavours in this gin were found to work perfectly with the piney juniper, providing the perfect combination when mixed with your favourite tonic.

FRUITY	% 41.3
LONDON ESSENCE BLOOD ORANGE & ELDERFLOWER TONIC WATER	
££	70cl
# 22180	6



TANQUERAY

Four times distilled with four botanicals – juniper, coriander, angelica and liquorice; this award-winning 180-year-old gin is a bold spirit, worthy of its red seal.

JUNIPER	% 41.3
LONDON ESSENCE BLOOD ORANGE & ELDERFLOWER TONIC WATER	
£££	70cl
# 33726	6



TANQUERAY NO. TEN

A small batch gin using chamomile as well as grapefruit, orange and lime, both peel and whole fruit. The only gin in the World Spirits Hall of Fame.

CITRUS	% 47.3
LONDON ESSENCE BLOOD ORANGE & ELDERFLOWER TONIC WATER	
££££	70cl
# 58557	6



TANQUERAY RANGPUR

Rare Rangpur limes bring an exotic, bold flavour to the already perfect combination of juniper, coriander, bay leaves and ginger.

CITRUS	% 41.3
LONDON ESSENCE BLOOD ORANGE & ELDERFLOWER TONIC WATER	
£££	70cl
# 59653	6



BEEFEATER BLOOD ORANGE

Beefeater London dry gin base with sweetened natural blood orange flavours.

FRUITY	% 35.7
LONDON ESSENCE BLOOD ORANGE & ELDERFLOWER TONIC WATER	
££	70cl
# 23149	6



BEEFEATER PINK

Beefeater London dry gin base with sweetened natural strawberry flavours.

SLOE & SWEET	% 35.7
LONDON ESSENCE RASPBERRY & ROSE CRAFTED SODA	
££	70cl
# 19767	6



CHASE PINK GRAPEFRUIT

A spectacular award-winning gin. Floral and zesty with a juicy kick of grapefruit and subtle juniper notes.

CITRUS	% 40
LONDON ESSENCE PINK GRAPEFRUIT CRAFTED SODA	
££££	70cl
# 19475	6



THE BOTANIST

Islay spirit using 22 hand-foraged local botanicals to augment nine berries, barks, seeds and peels during a slow distillation.

FLORAL	% 46
LONDON ESSENCE BLOOD ORANGE & ELDERFLOWER TONIC WATER	
££££	70cl
# 16073	6



WARNER'S LONDON DRY

A complex and well-rounded palate with strong notes of cardamom and nutmeg. Robust enough to create a moreish and refreshing G&T but smooth enough to sing in a Martini.

JUNIPER	% 40
LONDON ESSENCE BLOOD ORANGE & ELDERFLOWER TONIC WATER	
£££	70cl
# 38504	6



WHITLEY NEILL LONDON DRY

The newest addition to the Whitley Neill portfolio is a classic, juniper forward London dry gin with a delicate feathering of orange peel. Whitley Neill Gin was voted The UK's Most Loved Gin two years in a row 2021 & 2022.

CITRUS	% 43
LONDON ESSENCE BLOOD ORANGE & ELDERFLOWER TONIC WATER	
£££	70cl
# 37198	6



EDINBURGH GIN'S RHUBARB & GINGER LIQUEUR

Spring rhubarb macerated with ginger and lemon zest before being infused with Edinburgh Gin for a rose-hued tipple.

SLOE & SWEET	% 20
LONDON ESSENCE DELICATE GINGER ALE	
££	50cl
# 15661	6



EDINBURGH GIN'S RASPBERRY LIQUEUR

A fresh raspberry taste, a perfect liqueur, wonderful with tonic, soda or lemonade, excellent in cocktails, with Champagne or simply over ice.

SLOE & SWEET	% 20
LONDON ESSENCE DELICATE GINGER ALE	
££	50cl
# 15660	6



GORDON'S LEMON MERINGUE

An iconic British twist on the original recipe from Alexander Gordon. The classic taste of Gordon's, perfectly balanced with zesty lemons and a delicate meringue sweetness. Made using only natural flavourings and colourings.

CITRUS	% 35
BRITVIC TONIC WATER	
££	70cl
# 24645	6



WARNER'S RASPBERRY GIN

Vibrant raspberry coulis covers the palate and melds with fresh, tart blackberries and juniper.

MULLED GIN (4 SERVES)

100ML	WARNER RHUBARB GIN
400ML	EAGER APPLE
1	LEMON SLICE
4	CLOVES
1	CINNAMON STICK
0.5TSP	CORIANDER SEEDS
20ML	HONEY SYRUP

1. WARMED TODDY GLASS
2. STIR ALL INGREDIENTS IN A PAN / URN ON LOW HEAT, ALLOWING 1HR BEFORE SERVING
3. APPLE SLICES



FRUITY | % 40

LONDON ESSENCE RASPBERRY & ROSE CRAFTED SODA

£££££ | 70cl | # 38530 | C 6



GORDON'S MEDITERRANEAN ORANGE

Britain's favourite gin distilled with the unmistakable zest and citrus of Mediterranean oranges. Enjoy with your favourite tonic, lots of ice, orange garnish and of course sunshine.

CITRUS | % 37.5

BRITVIC TONIC WATER

££ | 70cl

25433 | C 6



GORDON'S PINK

The refreshing taste of Gordon's, the natural sweetness of strawberry and raspberry and the tang of redcurrant.

FRUITY | % 35

R WHITES LEMONADE

££ | 70cl, 1.5L

36344, 36346 | C 6, 6



GORDON'S SLOE

Sloe berries (fruit of the wild blackthorn) are gently steeped, then added to Gordon's® gin to marry dry with cassis sweetness.

SLOE & SWEET | % 26

BRITVIC TONIC WATER

££ | 70cl

56977 | C 6



MALFY CON ARANCIA

A beautifully balanced gin flavoured predominantly with Sicilian blood-oranges. The orange-hued Malfy Gin con Arancia also brings together juniper, lemon peel, grapefruit peel, angelica root, orris root and coriander in its distillation process.

CITRUS | % 41

LONDON ESSENCE BLOOD ORANGE & ELDERFLOWER TONIC WATER

£££ | 70cl

23518 | C 6



MALFY CON LIMONE

This flavour profile turns the traditionalists' take on a classic gin firmly on its head. A juicy gin that jettisons the traditional strong juniper flavour in favour of the citrusy character from loads and loads of Italian lemons.

CITRUS | % 41

LONDON ESSENCE BLOOD ORANGE & ELDERFLOWER TONIC WATER

£££ | 70cl

23519 | C 6



PINKSTER

The original pink gin, made with real raspberries grown locally to their rural Cambridgeshire HQ, Pinkster is only produced during the raspberry cropping season.

FRUITY | % 37.5

LONDON ESSENCE BLOOD ORANGE & ELDERFLOWER TONIC WATER

£££ | 70cl

29180 | C 6



SOUTH BANK PINK

A pink variation of South Bank Gin, featuring the likes of strawberry and raspberry among its botanicals, but the solid core of juniper remains up front. Similar to the classic expression, this one is well suited to cocktails and mixed drinks.

JUNIPER | % 37.5

R WHITES LEMONADE

£ | 70cl

36444 | C 6



TANQUERAY BLACKCURRANT ROYALE

Inspired by the Tanqueray French heritage and travels of Charles Tanqueray in the 1840's. Tanqueray Blackcurrant Royale is a blend of the boldness of Charles Tanqueray and mystery and decandence of France in that era.

FRUITY | % 41.3

LONDON ESSENCE DELICATE GINGER ALE

£££ | 70cl

26552 | C 6



TANQUERAY FLOR DE SEVILLA

Made with bittersweet Seville oranges to deliver a fruitful and zesty taste, balanced with the 4 botanicals of the classic London Dry gin. This complex gin offers a taste of the sun soaked Mediterranean.

CITRUS | % 41.3

LONDON ESSENCE BLOOD ORANGE & ELDERFLOWER TONIC WATER

£££ | 70cl

19508 | C 6

MALFY GIN ROSA

A solid base of Italian juniper, infused in neutral grain spirit for 36 hours, a considerable amount of its colour and character comes from the sun-ripened Sicilian pink grapefruits which are macerated, distilled and vacuum-distilled with the juniper distillate and five other botanicals including lemon, grapefruit, angelica root, orris root and coriander.

CITRUS & HERBACEOUS | % 41

LONDON ESSENCE BLOOD ORANGE & ELDERFLOWER TONIC WATER

£££ | 70CL | # 23516 | C 6



AMALFI SUNSET SPRITZ

50ML MALFY GIN ROSA

75ML SAN PELLEGRINO ARANCIATA ROSSA

75ML MORAJO PROSECCO DOC EXTRA DRY

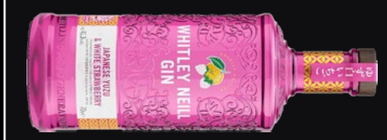
1. USE A LARGE WINE GLASS
2. BUILD OVER ICE AND STIR GENTLY
3. GARNISH WITH AN ORANGE WHEEL, THYME SPRIG, AND STRAWBERRY SLICES



WHITLEY NEILL YUZU & WHITE STRAWBERRY

Sweet, fresh white strawberries are balanced by vibrant citrus notes from the yuzu.

FRUITY	% 41.3		
LONDON ESSENCE INDIAN TONIC WATER			
££	70CL	# 39828	6



JAPANESE YUZU & WHITE STRAWBERRY FIZZ

- 50ML WHITLEY NEILL YUZU & WHITE STRAWBERRY
- 12.5ML FINEST CALL LEMON JUICE
- 18.75ML TEISSEIR CANE SUGAR SYRUP
- 75ML VIGNANA PROSECCO DOC ROSE
- LARGE WINE GLASS

BUILD INGREDIENTS OVER ICE & STIR GENTLY

GARNISH WITH STRAWBERRY SLICES



WOLFE BROS RASP & HIBISCUS

Distilled in the heart of Yorkshire and handcrafted in small batches, this vibrant gin stays true to its roots as a classic dry gin while incorporating the bright flavours of British raspberries and zingy hibiscus.

CLOVER CLUB

- 45ML WOLFE BROS. RASPBERRY & HIBISCUS
- 1.4 SPOON[S] RASPBERRY JAM
- 15ML MARTINI EXTRA DRY VERMOUTH
- 22.5ML FRESH LEMON JUICE

1. CHILLED COUPE OR COCKTAIL [MARTINI] GLASS
2. SHAKE AND FINE STRAIN
3. LEMON ZEST



FRUITY	% 40		
LONDON ESSENCE CRAFTED LEMONADE			
£££	70cl	# 39753	6



TARQUIN'S STRAWBERRY & LIME

Bringing a little bit of Cornish sunshine to every glass with our celebration of the great British strawberry. Our flagship Tarquin's Cornish gin is first distilled in small batches, with extra fresh lime zest, then infused with the sweetest strawberries in season.

FRUITY	% 38		
LONDON ESSENCE INDIAN TONIC WATER			
£££	70cl	# 30369	6



WARNER'S ELDERFLOWER

Using elderflower handpicked from the farm and taken from field to bottle within hours for a smooth, sweet and delicately fragrant gin.

FLORAL	% 40		
LONDON ESSENCE BLOOD ORANGE & ELDERFLOWER TONIC WATER			
££££	70cl	# 38527	6



WARNER'S RHUBARB

Made with rhubarb juice extracted using a traditional fruit press for a pink gin with a sweet and tangy taste.

CITRUS	% 40		
LONDON ESSENCE DELICATE GINGER ALE			
££££	70cl	# 38524	6



WARNER'S HARRINGTON SLOE

Warner Edwards' global award-winning Harrington Dry gin steeped with handpicked sloe berries for an intensely fruity but not overly sweet liqueur bursting with notes of cherry and almond.

SLOE & SWEET	% 30		
LONDON ESSENCE INDIAN TONIC WATER			
£££	70cl	# 38525	6



WHITLEY NEILL BLACK CHERRY

Inspired by South African cherry orchards, this delicious gin is infused with succulent black cherries for a deep and luscious flavour.

FRUITY	% 41.3		
LONDON ESSENCE DELICATE GINGER ALE			
£££	70cl	# 35194	6



WHITLEY NEILL BLACKBERRY

Inspired by floral English hedgerows laden with fresh plump blackberries in late summer, this gin has a vibrant and intensely fruity taste of these summer favourites. Containing a smooth flavour, with juniper, sweet citrus and black pepper.

FRUITY	% 41.3		
LONDON ESSENCE RASPBERRY & ROSE CRAFTED SODA			
£££	70cl	# 34273	6



WHITLEY NEILL BLOOD ORANGE

A sweet fruit burst of Sicilian Blood Oranges offers a smooth crisp taste of the Mediterranean sun.

FRUITY	% 41.3		
LONDON ESSENCE BLOOD ORANGE & ELDERFLOWER TONIC WATER			
£££	70cl	# 34271	6



WHITLEY NEILL PARMA VIOLET

A Luxurious handcrafted gin of exceptional quality with bright vibrant flavours of juniper followed by a herbaceous floral note from the Violet. Perfect for sipping over ice and pairing with cocktails and long drinks.

FLORAL	% 41.3		
LONDON ESSENCE INDIAN TONIC WATER			
£££	70cl	# 34272	6



WHITLEY NEILL PINK GRAPEFRUIT

Hand Crafted Gin infused with Iberian Pink Grapefruit on the palate Whitley Neill Pink Grapefruit Gin has a delicate sweetness with citrusy notes that give way to a balanced grapefruit burst.

FRUITY	% 41.3		
LONDON ESSENCE BLOOD ORANGE & ELDERFLOWER TONIC WATER			
£££	70cl	# 34270	6



WHITLEY NEILL RHUBARB & GINGER

A handcrafted gin inspired by the quintessential English country garden. The rhubarb adds a tart crisp edge while the ginger warms the palate.

CITRUS	% 41.3
LONDON ESSENCE INDIAN TONIC WATER	
£££	70cl
# 34275	C 6



WHITLEY NEILL RASPBERRY

Made using the finest Scottish raspberries, this gin has punchy notes of liquorice and coriander.

CITRUS	% 41.3
LONDON ESSENCE RASPBERRY & ROSE CRAFTED SODA	
£££	70cl
# 34274	C 6



WOLFE BROS. YORKSHIRE RHUBARB

The team at Wolfe Bros. blend freshly juiced Yorkshire rhubarb with their signature No.1 London dry gin, resulting in a complex gin base, with a bright, candied rhubarb character. Great with London Essence Crisp Apple Soda.

FRUITY	% 38
LONDON ESSENCE INDIAN TONIC WATER	
£££	70cl
# 39754	C 6

ALCOHOL FREE ALTERNATIVES →



EVERLEAF MOUNTAIN

A vibrant and aromatic aperitif with a bitter sweetness that's good in a Cherry Blossom Spritz. Pour into a glass full of ice, top up with light tonic and garnish abundantly.

FRUITY	% 0
LONDON ESSENCE WHITE PEACH & JASMINE CRAFTED SODA	
££	50cl
# 39875	C 6



GORDON'S ALCOHOL FREE

Made with a unique blend of distilled botanicals and centered around juniper berries to create the bold juniper led character you'd expect from Gordon's. It delivers all the taste just none of the alcohol.

JUNIPER	% 0
BRITVIC INDIAN TONIC WATER	
£	70cl
# 26548	C 6



SEEDLIP GARDEN 108

A non-alcoholic spirit with a herbal flavour profile. It has sophisticated top notes of Garden Peas & Hay with a complex herbal base character of Spearmint, Rosemary & Thyme. A perfectly balanced & refreshing experience to any occasion.

FLORAL	% 0
LONDON ESSENCE BLOOD ORANGE & ELDERFLOWER TONIC WATER	
££	70cl
# 29703	C 6



SEEDLIP SPICE

A complex blend of aromatic Jamaican Allspice berry & Cardamon distillates with two barks & a bright citrus finish.

CITRUS	% 0
LONDON ESSENCE BLOOD ORANGE & ELDERFLOWER TONIC WATER	
££	70cl
# 20904	C 6



WARNERS 0% PINK BERRY BOTANICAL GARDEN SPIRITS

Our 0% Pink Berry is a delicious non-alcoholic alternative to a fruity or pink gin: fragrant & tangy, combining raspberries and blackcurrant sage with a kick from chilli, ginger and Szechuan pepper.

FRUITY	% 0
LONDON ESSENCE BLOOD ORANGE & ELDERFLOWER TONIC WATER	
££	70cl
# 38516	C 6



WHITLEY NEILL 0% RHUBARB & GINGER

Made using the UK's only spinning cone vacuum column, this winemaking technique boils liquid at low temperature — gently removing alcohol while preserving delicate flavours and top notes. Maximum Taste. Zero Compromise.

CITRUS	% 0
LONDON ESSENCE INDIAN TONIC WATER	
££	70cl
# 39815	C 6



TANQUERAY 0.0

A distinct blend of four quality botanicals steeped and steam distilled to give a complex yet refreshing taste of juniper Tanqueray is famous for.

JUNIPER RICH & ROBUST	% 0
LONDON ESSENCE RIVIERA TONIC WATER	
££	70CL # 26551 C 6

SHOT IN THE DARK

- 20ML TANQUERAY 0.0
- 50ML LA BAUME ST PAUL 0% CHARDONNAY
- 20ML MONIN LEMON RANTCHO
- 15ML MONIN VANILLA
- 5ML BOTTLE GREEN ELDERFLOWER CORDIAL
- 0.5 PIPETTE MS. BETTER´S MIRACULOUS FOAMER

1. USE CHILLED MARTINI GLASS
2. DRY SHAKE WITHOUT ICE HARD FOR 15 SECS
3. SHAKE WITH ICE & FINE STRAIN INTO GLASS
4. DROPS ALCOHOL FREE BITTERS TO GARNISH

vänkä

VOD

V is for Vodka....and versatility. No other spirit works harder in a bar than this quiet cornerstone of some of the UK's favourite cocktails like the Espresso Martini and The Pornstar Martini.

Familiar, approachable, and easy to tailor to different tastes, vodka is what gives the Moscow Mule its kick; the Bloody Mary its buzz; and the blank canvas upon which bartenders can layer all manner of flavours.

Flavoured vodkas further extend this flexibility, adding a deeper dimension to mixed drinks.

The rise of premium and craft vodkas also gives venues a chance to trade customers up, boosting margins while offering something with provenance, alternative base ingredient and a story behind it.

Inspired by the way its drunk in its historic homeland of Poland and Russia, bars are even serving vodkas neat or chilled over ice with bar snacks and food.

And then there's the Vodka Martini. Perhaps the most classic of all the cocktails – and the perfect showcase of a hard-working yet unappreciated spirit.

THE APPLE ZU



Ingredients
50ml Żubrówka Bison Grass Vodka
200ml cloudy apple juice
Pinch of cinnamon
Apple slice and/or cinnamon stick
Ice cubes

Method
Fill a chilled glass with ice cubes. Add vodka and top with apple juice. Add a pinch of cinnamon on top. Use a bar spoon to mix vodka, apple juice and cinnamon together. Garnish with an apple slice or a cinnamon stick.
Or serve on the rocks if you prefer.

GREY GOOSE DIRTY MARTINI

Ingredients
75ml Grey Goose Vodka
15ml Noilly Prat Original French Dry Vermouth
15ml Mediterranean olive brine
5 Mediterranean olives

Method
Pit two olives and muddle with the olive brine in the base of a Boston glass.
Add Grey Goose Vodka and vermouth, top with cubed ice and stir.
Double strain into a chilled cocktail glass.
Garnish with three olives on a pick.

DUTCH BARN VODKA AUTUMNAL SPRITZ

Ingredients
40ml Dutch Barn Vodka
25ml cloudy apple juice
15ml elderflower & elderberry liqueur (or cordial)

Method
Build over ice, stir gently.
Top with soda.
Garnish: dried apple slice.

SMIRNOFF MIAMI PEACH LEMONADE

Ingredients
50ml Smirnoff Miami Peach
150ml R Whites Lemonade
Peach slice
Sprig of mint (Optional)

Method
Fill highball glass with ice.
Add 50ml of Smirnoff Miami Peach.
Fill the glass to the top with lemonade.
Top with a slice of peach and mint sprig.

THE CHASE ENGLISH RHUBARB SOUR



Ingredients
50ml Chase English Rhubarb Vodka
20ml fresh lemon juice
20ml sugar syrup
1 egg white
Stick of rhubarb

Method
Add all ingredients into a shaker and shake with ice. Discard ice and shake again, Double strain into a tumbler with cubed ice.
Garnish with rhubarb stick.

ABSOLUT PINK RUSSIAN

Ingredients
25ml Absolut Raspberri
25ml Bols Strawberry
100ml single cream

Method
Build all ingredients over ice in a rocks glass and stir.

PORNSTAR MARTINI



Ingredients
37.5ml Ketel One Vodka
12.5ml Passoã
12.5ml MONIN Vanilla Syrup
12.5ml lime juice
50ml MONIN Passion Fruit Purée
50ml Champagne
Half a passion fruit (garnish)

Method
Pour a Shot Glass of Champagne.
Shake all the liquid ingredients with ice.
Fine strain into a chilled Martini Glass.
Garnish with a Passion Fruit slice.
Place Champagne shot beside glass.

DUTCH BARN VODKA MULE (PITCHER SERVE)

Ingredients
250ml Dutch Barn Vodka
2x limes, wedged
75ml sugar syrup
London Essence Spiced Ginger Beer

Method
Muddle limes and sugar syrup.
Add vodka.
Fill jug with ice.
Top with London Essence Spiced.
Ginger Beer & Stir.
Top with ice if needed.

POLISH MARTINI

Ingredients
50ml Żubrówka Bison Grass Vodka
25ml apple juice
25ml honey liqueur
Slice of apple to garnish
Ice

Method
Shake all ingredients with ice and fine strain into a chilled glass.
Garnish with a slice of apple.



FOR ART TO EXIST, FOR ANY SORT OF AESTHETIC ACTIVITY TO EXIST, A CERTAIN PHYSIOLOGICAL PRECONDITION IS INDISPENSABLE:

INTOXICATION

Friedrich Nietzsche said that. And he was a clever clogs. That's simply how the man from the small German town of Röcken rolled.

One thing that the progenitor of existentialism neglected to mention, however, is that of all the aesthetic activities out there, it is the art of comedy that leans on liquor the most.

Without alcohol, one wonders whether there'd be any live comedy at all. Stand-up is saturated in the stuff – both on stage and in the audience. Intoxication and amusement are inescapably linked with most comedy crowds incapable of safely operating heavy machinery.

The average mixed-bill night of stand-up crams in four drinks breaks. That doesn't happen when you see an evening of avant-garde jazz or a three-hour Shakespeare play. Heaven knows, they could do with them though. Things seem funnier when you've had a drink. Alcohol and laughter press the same buttons in our brains, coaxing out the chemicals in the limbic system that encourage relaxation and contentment.

Too much of the first will obviously cause lots of dreadful things that you don't want to happen. But laughing? You can have as much of that as you like.

It's an age-old association that has been wholeheartedly embraced by Dutch Barn, a premium vodka distilled from British apples in Yorkshire by Ellers Farm Distillery – which also happens to be co-owned by global comedy superstar Ricky Gervais.

Last year, Dutch Barn cemented its comedy credentials with "The Spirit Of Comedy," a grass-roots stand-up campaign, run in cahoots with UK pubs and clubs and aimed at discovering the UK's next big stand-up star.

The winner, Valeria Vulpe, secured a £5,000 prize and the opportunity to join Ricky Gervais on his global Mortality tour, opening the show at London's Wembley Arena – and the brand even has it's own Dutch Barn Vodka YouTube comedy channel.

"If you ask anyone, what's their favourite moment of having a drink? And nine times out of ten, people will say it was having a laugh with some mates," says Chris Fraser, who founded Dutch Barn Vodka brand back in 2022. "So we thought let's be a brand that makes people laugh - I went to a lot of our comedy nights and it's amazing to see all the endorphins and dopamine hitting people with a drink in their hand."

This campaign coincided with a tongue-in-cheek billboard campaign, consisting of both fake and real ads on the London Underground, that incited amusement and outrage on social media in equal measure.

It caused, quite deliberately, what Fraser refers to as 'friction.' "When we originally launched Dutch Barn, the original proposition was about making the best vodka in the world sustainably as we could and as ethically as we could," said Fraser, who'd previously worked in ethical mining and investment banking.

"We thought that doing things the right way, looking after our people and the planet and making a great tasting vodka would be enough – but we launched into the market and it fell flat."

"Simply telling everyone that you're brilliant and that you do things the right way – sadly, people just think that's boring," added Chris. "It's hard for a 'good' brand to create friction and, to attract people's interest, you need to create friction."

With Gervais on board, the brand has certainly done that. But sustainability remains firmly at the forefront of everything the brand does and, indeed, it was Dutch Barn's unwavering ethical approach that first attracted Gervais to the business.

The comedian had previously turned down approaches from hundreds of drinks brands but, in 2023, when 'a friend of a friend' contacted Ricky and explained Fraser's vodka vision, they agreed to meet up.

"We spent a couple of hours where all we did was talk about sustainability, business ethics, what we wanted to do and how I was prepared to give him creative control and freedom - I was fully willing to let go of that," recalled Chris.

"When we spoke the next day, he said, 'look, this ticks every box. I've been wanting to do something like this and if I don't do this now, I'm never going to do it... so let's go.'

Under Gervais' creative leadership, sales and awareness have soared but, as so many celebrity-endorsed spirits have learned the hard way, the liquid in the bottle has still had to stand-up (pun intended) to scrutiny.





SUSTAINABLE FROM DAY ONE

It's made from locally sourced British apples which helps reduce transportation emissions and supports local agriculture.

The Dutch Barn team has planted 361 apple trees in the field behind the distillery - 28 different varieties made up of cooking, eating and cider apples - the trees contribute positively to the environment by absorbing carbon dioxide from the atmosphere as they grow.

The company has been B Corp certified since 2023 which means its social and environmental performance has been independently verified against exacting standards.

They are signatories of The Climate Pledge and committed to halve emissions by 2030 and reach net-zero by 2040.

Bottles are made from locally sourced, lightweight recycled glass with labels printed directly on bottles to reduce excess materials.

They offer 5litre recyclable pouches for bar refills, cutting down on repeated glass production and transport.

They produce 100 % recycled aluminium mini-bottles for airlines – which are highly recyclable and energy-efficient.



They have a unique employee profit share deed that distributes 20% of business profits among employees.

I HATE WASTE SO I STARTED USING ALL THESE APPLES TO MAKE CIDER AND THEN MADE MORE CIDER. AND THEN TOWARDS THE END, STARTED MAKING VODKA,

Dutch Barn Vodka, an apple-based spirit amid a glut of grain vodkas, is an exceptionally smooth vodka that works wonderfully in a Vodka Martini – where the spirit has nowhere to hide.

Made entirely from apples and a bit of potato for balance and texture, the vodka is distilled around 70 times using a huge 8.5m plated column still (called Magic Mike), a 2,500-litre pot still called Granny Smith and, in a nod to Breaking Bad, Crystal: a de-meth column still.

The original plan was to combine Crystal and Mike to create the tallest distillation column in Europe – but planning permission was denied. Either way, the hugely impressive, eco-friendly operation is a far cry from the early days when Fraser started playing around with a tiny pot still and a whole load of excess orchard apples from his garden.

"I hate waste so I started using all these apples to make cider and then made more cider. And then towards the end, started making vodka," said Fraser. "Well, as my master distiller told me, it wasn't actually vodka - it was just something resembling alcohol."

"I was just messing around with it and then when COVID hit and we're all locked down, I thought, there's actually an opportunity to do something different here - to do something a bit strange and make the best vodka in the world using British apples."

Disillusioned with the mining game ("where everyone will cut your throat and stab you in the back in a heartbeat"), Fraser wanted more fun.

"When a friend at Diageo got wind of my distilling, he suggested I do something with your vodka - because this is a fun industry, the people in it are generally social and, you know, it's a business with nice, helpful people – so it kind of went from there."

Fraser bought Ellers Farm just outside York - complete with a dilapidated old Dutch Barn (hence the name), built a bespoke distillery and recruited a master distiller who had previously worked at Chase Distillery (and one of the few with experience of making vodka from apples).

Crucially, he also brought acute environmental and agricultural insight across from his previous career – having working with one of the world's most sustainable mining companies where he'd create the world's biggest zero emission, hydrogen fuel cell powered mining truck.

"The other thing was in my last job, I spent a lot of time understanding farming, fertilizers and crops," said Fraser. "I knew apples were a very natural sustainable crop that you're not fighting the environment to grow.

"I really liked the idea of the full circle of the fact that you were getting a crop off a tree. So, you were growing a permanent crop rather than broad acre farming where you do a lot of damage to the soil, the environment and everything by harvesting, say, wheat on a broad scale."

The Dutch Barn, which received B-Corp accreditation in 2023, has been built on solid foundations of sustainability. "You shouldn't start a new business now without that," he admitted. "It does make it a lot, lot harder because it's more expensive and you have to make some difficult decisions but there are still things we could do better."

The team are looking to further reduce their emissions by replacing the gas they use to run the fire boilers with a biogas, but Fraser admits that their biggest impact remains with our suppliers.

"Trying to find suppliers who can give you high or a hundred percent recycled glass bottles in the UK is a challenge," he said. "We just introduced a five-litre pouch just to reduce the transport weight and emissions associated with moving product around but there are a lot of pubs that are resistant to this – people are used to counting bottles and it requires staff training."

"I get it, there are bigger issues facing pubs right now - it is a brutal environment now so I can understand why they're reticent but at the same time, if we can give them a solution that is actually cheaper and better for the environment then why not go for it?"

At the end of 2024, Dutch Barn unleashed a flurry of new flavoured variants including Black Cherry and Ginger Spice, which has quickly become the number one brand extension.

"I was initially against the idea and wanted to focus on the core vodka, but we're really pleased with them, and you can make some incredible cocktails with all of our products," added Fraser.

Plans for 2026 include the release of a much-anticipated English Whisky, made in collaboration with a leading maltster and an un-hopped porter beer wash from the iconic Theakston brewery.

"We wanted to do a whisky from day one, but it obviously takes time - we love the flexibility that comes with English whisky and we're very excited by the new make," said Fraser. "We're just finishing model designs and packaging and brand proposition, so we'll start releasing some information on the brand soon."

The comedy connection continues too - they're taking the comedy competition concept to America and spreading their search for Britian's next funniest star throughout 2026.

"Anyone who tries stand-up should be applauded," added Fraser. "I could never ever do it but there are similarities with being an entrepreneur - you've got to be brave and accept that, to be successful, you're going to probably f**k things up sometimes."

"YOU'VE GOT TO BE BRAVE AND ACCEPT THAT, TO BE SUCCESSFUL, YOU'RE GOING TO PROBABLY FK THINGS UP SOMETIMES."**





HAKU

Haku Vodka is a premium Japanese craft vodka from Suntory, made from Japanese rice and filtered through bamboo charcoal for a smooth, subtly sweet taste.



LYCHEE MARTINI

25ML	HAKU JAPANESE VODKA
7.5ML	MARTINI EXTRA DRY
7.5ML	GIFFARD LYCHEE LIQUEUR
12.5ML	SAINT GERMAIN
2 DASHES	PEYCHAUD´S AROMATIC BITTERS

1. CHILLED COUPE, NICK & NORA OR COCKTAIL [MARTINI] GLASS
2. SHAKE & FINE STRAIN INTO CHILLED GLASS
3. LYCHEE ON A COCKTAIL PICK

Rice	% 40		
LONDON ESSENCE SODA WATER			
£££	70cl	40041	6



ABER FALLS

Aber Falls Welsh Vodka is full of flavour and character. Its smooth taste is the perfect base for cocktails, or sipping neat over ice.

Barley	% 40
LONDON ESSENCE INDIAN TONIC WATER	
£££	70cl
39827	6



ABSOLUT BLUE

Made only from natural water and winter wheat. Rich, full-bodied and complex, yet smooth and mellow with a distinct character of grain, followed by a hint of dried fruit.

Wheat	% 40
LONDON ESSENCE CRAFTED LEMONADE	
£££	70cl
57545	6



BELVEDERE

A true expression of luxury vodka. Belvedere represents the pinnacle of the Polish vodka-making tradition. Distilled exclusively from the finest rye.

Rye	% 40
LONDON ESSENCE RASPBERRY & ROSE CRAFTED SODA	
££££	70cl
59892	6



CHASE

Voted the World's Best Vodka in 2010 by the San Francisco Spirits Competition. This potato vodka is naturally sweet and creamy.

Potato	% 40
LONDON ESSENCE WHITE PEACH & JASMINE CRAFTED SODA	
££££	70cl
12631	6



CÎROC

Using fine French grapes and distilled five times in an Armagnac-style pot still to create its distinct taste. The result is a smooth, fresh and innovative vodka experience.

Grapes	% 40
LONDON ESSENCE BLOOD ORANGE & ELDERFLOWER TONIC WATER	
££££	70cl
12950	6



ERISTOFF

Triple-distilled and charcoal filtered to to create a clean and crisp taste with a slight hint of liquorice and green apple.

Grain	% 37.5
LONDON ESSENCE WHITE PEACH & JASMINE CRAFTED SODA	
££	70cl
57989	6



FINLANDIA

Finland's unique combination of untainted air, water and untouched land that makes this vodka so pristine. One of the purest vodkas available.

Barley	% 40
LONDON ESSENCE BLOOD ORANGE & ELDERFLOWER TONIC WATER	
£££	70cl
36289	6



FRIS

Created with cutting-edge, freeze-filter technology, FRIS Vodka is uniquely Scandinavian in its character. This vodka is distilled four times and filtered in sub-zero temperatures for crystal-clear purity.

Grain	% 37.5
LONDON ESSENCE RASPBERRY & ROSE CRAFTED SODA	
££	70cl
37325	6



GREY GOOSE

Silky and smooth; initially soft with a gentle sweetness that gradually envelops the mouth. Fresh and bright with a long, satisfying finish.

Wheat	% 40
LONDON ESSENCE BLOOD ORANGE & ELDERFLOWER TONIC WATER	
£££	70cl
56804	6



DUTCH BARN

Dutch Barn Vodka is an exceptionally smooth vodka made from 100% British apples, with a touch of potato spirit. It is distilled through 70 plates for a crisp, clean finish. The product is co-owned by comedian Ricky Gervais.

Apple, potato	% 40		
LONDON ESSENCE INDIAN TONIC WATER			
£££	70CL	38889	6

BLOODY MARY

- 50ML DUTCH BARN
- 10ML HARVEY CLUB AMONTILLADO
- 65ML EAGER PRESSED TOMATO JUICE
- 2 PINCH[ES] CELERY SALT
- 2 PINCH[ES] CRACKED BLACK PEPPER
- 3 DASH[ES] TABASCO HOT SAUCE
- 4 DASH[ES] WORCESTERSHIRE SAUCE

ROLL ALL INGREDIENTS BETWEEN TWO COLD COCKTAIL TINS A FEW TIMES TO MIX THEN POUR OVER ICE

GARNISH WITH LEAFY END OF CELERY STICK AND LEMON WEDGE IN A COLLINS GLASS



ABSOLUT VANILIA

Rich, robust and complex with a distinct character of vanilla, notes of butterscotch and hints of dark chocolate.

Wheat		38	
LONDON ESSENCE DELICATE GINGER ALE			
£££	70CL	57543	6

CHI-CHI

50ML ABSOLUT VANILIA

50ML EAGER CLOUDY PRESSED PINEAPPLE JUICE

35ML COCO REAL CREAM OF COCONUT

15ML MONIN VANILLA

25ML MONIN LIME RANTCHO

BLEND INGREDIENTS WITH ICE TO DESIRED CONSISTENCY

GARNISH WITH A PINEAPPLE WEDGE & MARASCHINO CHERRY IN A HURRICANE GLASS



KETEL ONE

Small batch vodka, copper-pot distilled and filtered through natural charcoal. Generously coats the tongue with a coolness and a lively tingle on the finish.

Wheat		40	
LONDON ESSENCE BLOOD ORANGE & ELDERFLOWER TONIC WATER			
££££	70cl	58306	6



REYKA

Traditionally distilled & filtered through ancient glacial lava rocks using glacial spring water — the purest in the world. Reyka Vodka comes from Iceland and uses the finest ingredients from the land.

Wheat & Barley		40	
LONDON ESSENCE BLOOD ORANGE & ELDERFLOWER TONIC WATER			
£££	70cl	19708	6



SKYY

Made from 100% pure filtered Californian water and Midwest American grains, SKYY Vodka is triple filtered to give a clean and neutral palate.

Grain		40	
LONDON ESSENCE BLOOD ORANGE & ELDERFLOWER TONIC WATER			
£££	70cl	28951	6



SMIRNOFF RED LABEL

Made from the highest quality grain neutral spirit and triple distilled to ensure the highest purity. Every batch of Smirnoff produced undergoes at least 57 quality checks.

Grain		37.5	
R WHITES LEMONADE			
££	70cl, 1.5L	27773, 56588	6, 6



STOLI

Marshmallow, mineral and mild fruit peel aromas. A medium-bodied palate with pastry frosting and citrus rind flavours and a clean, sweet finish.

Wheat & Rye		40	
LONDON ESSENCE BLOOD ORANGE & ELDERFLOWER TONIC WATER			
££	70cl	19155	6



ROMANOFF

Romanoff uses an innovative filtering procedure that makes for a beautifully clear and pure vodka that is ready to be enjoyed neat, with Mixers or in cocktails.

Grain		37.5	
R WHITES LEMONADE			
£	70cl, 1.5l	26706, 26702	12, 6



ZUBROWKA

Try with a light ginger ale or pressed apple juice – the sweetness and acidic kick of the apple juice complement the scents of the bison grass, creating a complex drink with a taste of apple pie.

Rye		37.5	
LONDON ESSENCE DELICATE GINGER ALE			
£££	70cl	30127	6

FLAVOURED & VODKA-BASED SPIRITS →



ABSOLUT CITRON

Smooth and mellow, with a fresh fruity lemon and lime character and a note of lemon peel.

Wheat		40	
LONDON ESSENCE BLOOD ORANGE & ELDERFLOWER TONIC WATER			
£££	70cl	57553	6



ABSOLUT PASSION FRUIT

Absolut Vodka is one of the most famous vodkas in the world. The main ingredients in Absolut Vodka are water and winter wheat grown in the fields of Ahus, Sweden. The water comes from a deep well in Ahus where it's protected from impurities.

Wheat		38	
LONDON ESSENCE WHITE PEACH & JASMINE CRAFTED SODA			
£££	70cl	26554	6



ABSOLUT RASPBERRI

Made exclusively from natural ingredients, without any added sugar. Rich and intense with the fresh and fruity character of ripened raspberries.

Wheat		38	
LONDON ESSENCE RASPBERRY & ROSE CRAFTED SODA			
£££	70cl	57544	6



AU VODKA JUICY PEACH

Au Vodka have combined our award-winning, five-times distilled vodka with the taste of juicy peaches, to create a sweet, mouthwatering taste, with a vibrant liquid.

Fruity		35.2	
ONDON ESSENCE WHITE PEACH & JASMINE CRAFTED SODA			
££	70cl	37943	6



DUTCH BARN BLACK CHERRY

Dutch Barn Black Cherry Vodka is a small-batch, British vodka distilled from British apples and infused with a blend of sweet, sour, and red cherry flavours, along with a hint of almond extract. Smooth, indulgent, and beautifully balanced, reminiscent of Black Forest Gateau and Cherry Bakewell Tart.

CHERRY GODMOTHER

35ML DUTCH BARN ORCHARD VODKA BLACK CHERRY

25ML AMARETTO DISARONNO

1. OLD FASHIONED (LARGE TUMBLER) GLASS
2. STIR ALL INGREDIENTS WITH ICE & STRAIN OVER ICE
3. ORANGE ZEST & MARASCHINO CHERRY



Apple & Potato	38
PEPSI MAX	
£££	70cl
38891	6



AU VODKA PINK LEMONADE

Au Vodka have combined their award-winning, five-times distilled vodka with the juiciest lemons to create a refreshing, mouthwatering taste with a vibrant pink liquid.

Fruity	35.2
LONDON ESSENCE CRAFTED LEMONADE	
££	70cl
35804	6



AU VODKA BLUE RASPBERRY

Au Vodka has managed to bottle the somewhat ambiguous flavour of blue raspberry in this spirit! The exact fruit used to flavour the spirit has been kept a secret, but rest assured there are some juicy berry notes to be found here.

Fruity	35.2
LONDON ESSENCE RASPBERRY & ROSE CRAFTED SODA	
££	70cl
31757	6



AU VODKA STRAWBERRY BURST

Au Vodka have combined their five-times distilled vodka with the finest strawberries to create a liquid that's bursting with flavour. This creation captures the taste of summer in every sip.

Fruity	35.2
LONDON ESSENCE CRAFTED LEMONADE	
££	70cl
35803	6



CHASE MARMALADE

A clear vodka with a golden hue. Strong orange zest on the nose, with a naturally rich bittersweet flavour and a warm, velvety mouthfeel.

Citrus	40
LONDON ESSENCE AROMATIC ORANGE & FIG CRAFTED SODA	
££££	70cl
12630	6



CHASE ENGLISH RHUBARB

Delicately sweet infusion featuring Herefordshire rhubarb stewed, then distilled into the vodka. Fresh rhubarb is added for a distinctive pink tint.

Fruity	40
LONDON ESSENCE DELICATE GINGER ALE	
££££	70cl
17942	6



CÎROC APPLE

Distilled five times an infusion of apple and other flavours. Elegant, smooth and great on the rocks, as a shot or mixed in your favourite cocktail.

Fruity	37.5
LONDON ESSENCE SPICED GINGER BEER	
££££	70cl
18885	6



CÎROC PINEAPPLE

This high quality spirit is infused with a blend of pineapple and other natural flavours, resulting in a taste experience that is lusciously different and elegantly smooth.

Fruity	37.5
LONDON ESSENCE ROASTED PINEAPPLE CRAFTED SODA	
££££	70cl
14085	6



CÎROC RED BERRY

Distilled five times and infused with raspberry, strawberry and other natural flavours. Deliciously sweet and great in a Cosmopolitan.

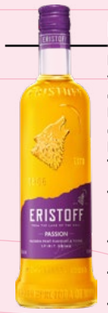
Fruity	37.5
LONDON ESSENCE RASPBERRY & ROSE CRAFTED SODA	
£££	70cl
15972	6



DUTCH BARN GINGER SPICED

Dutch Barn Ginger Spiced Vodka is a bold, cloudy, small-batch spirit crafted from British apples, featuring four types of ginger, citrus, and spices. Rich and fiery, with a kick and a smooth finish, donating 25% of profits to The Donkey Sanctuary.

Apple & Potato	38
LONDON ESSENCE SPICED GINGER BEER	
£££	70cl
38892	6



ERISTOFF PASSION

Eristoff Passion is a passion fruit-flavoured vodka spirit drink, featuring a bright orange-yellow color and sweet, tangy notes. Made in Georgia from pure grain vodka, it's designed for mixing in cocktails like Passion Lemonade or with soda.

Sweet	18
LONDON ESSENCE CRAFTED LEMONADE	
£	70cl
39632	6



ERISTOFF PINK

Infused with the delicate flavour of wild berries, Eristoff Pink is both subtly fruity and pleasantly smooth on the palate. It can be enjoyed neat, on the rocks.

Sweet	18
LONDON ESSENCE CRAFTED LEMONADE	
£	70cl
39630	6



GREY GOOSE L'ORANGE

A fresh, fruity aroma, reminiscent of a ripe orange, with a hint of orange blossom. The smoothness of the spirit opens up to reveal a gentle sweetness and delicate floral notes, creating a juicy and mouth-watering scent.

Wheat	40
LONDON ESSENCE AROMATIC ORANGE & FIG CRAFTED SODA	
££££	70cl
60726	6



GREY GOOSE LE CITRON

Bright, evoking ripe lemon zest with a hint of sweetness, well balanced between the citrus flower and the leaf of the lemon tree.

Wheat	40
LONDON ESSENCE BLOOD ORANGE & ELDERFLOWER TONIC WATER	
££££	70cl
60725	6



KETEL ONE CITROEN

Ketel One Citroen flavoured vodka begins with Ketel One Vodka, infused with the essence of four different types of citrus lemons, and two types of limes to enhance the freshness.

Wheat	40
LONDON ESSENCE BLOOD ORANGE & ELDERFLOWER TONIC WATER	
£££	70cl
23234	6



SMIRNOFF MANGO & PASSIONFRUIT

Premium vodka meets sweet juicy mango & passionfruit for some captivating fun with your friends. Smirnoff Mango & Passionfruit Vodka expertly blends bold, tropical; fruity flavours guaranteed to steal the show.

Grain	35
R WHITES LEMONADE	
££	70cl
36210	6



SMIRNOFF MIAMI PEACH

Smirnoff Miami Peach is here to bring the beach vibes. With juicy peach and a hint of citrus, it's a smooth, sun-soaked drink inspired by Miami's endless summer.

Grain	35
R WHITES LEMONADE	
££	70cl
37135	6



SMIRNOFF RASPBERRY CRUSH

Smirnoff Raspberry Crush Flavoured Vodka is a delicious raspberry flavoured vodka with the natural flavours of pink raspberries. Made with unmistakably smooth Smirnoff No. 21 vodka, triple distilled and filtered ten times in a unique process.

Grain	35
R WHITES LEMONADE	
££	70cl
36182	6



SMIRNOFF VANILLA

Sweet and flowery on the nose with notes of vanilla, lavender and plum. It has a fragrant natural vanilla bean flavour with a smooth, sweet and creamy finish.

Grain	37.5
FRESH ESPRESSO & TIA MARIA FOR A VANILLA INFUSED ESPRESSO MARTINI	
££	70cl
58910	6



STOLI RASPBERRY

A nose of raspberry jam, boiled sweets and hot berry fruit. The palate has raspberry ripple creaminess, balanced by the sweet spice of rye and wheat grain vodka.

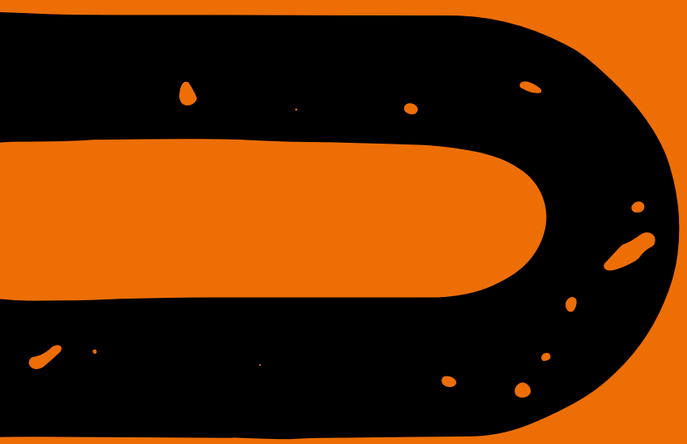
Wheat & Rye	37.5
LONDON ESSENCE RASPBERRY & ROSE CRAFTED SODA	
£££	70cl
19153	6



STOLI VANILLA

Elegant aromas of vanilla pod, crème anglaise and chocolate, with undertones of toasted buttery grain. The palate brings a creamy sweetness to the fore.

Wheat & Rye	37.5
LONDON ESSENCE AROMATIC ORANGE & FIG CRAFTED SODA	
£££	70cl
19154	6







RUM-DAMENTALS

Is rum the new gin? Probably not, after all, gin is still the new gin. And then there's vodka. But don't doubt rum's value in your pub right now, it has been embraced by drinkers in the last decade, with many more sipping rums and rum cocktails now in demand.

Rum is made from derivatives of sugar cane, specifically molasses or from sugar cane juice. The sugar is processed - the cane juice or molasses fermented and then distilled in either pot or column still.

The first records of rum production can be traced back to the mid 17th century in Barbados and certainly, the Caribbean islands made it famous. But note that it can be made anywhere in the world, in fact one of the leading brands to change hearts and minds on sipping rum neat has been Diplomatico.

And this sipping rum is flipping great rum, as the growth in the UK reveals, with super-premium rum sales projected to grow by 8% annually through 2027.

But it's not just the intrigue around aged and sipping rums, in fact spiced and flavoured rums accounted for 63% of total rum sales during 2024–2025 and make a very simple spirit mixer serve, feel more complex thanks to the addition of botanicals.



BACARDÍ MOJITO

Ingredients
50 ml Bacardí Carta Blanca Rum
25 ml Fresh Lime Juice
25 ml Soda
15 ml Sugar Syrup
Small Handful Of Mint
Crushed Ice
Highball Glass

Method
In a highball glass add Bacardí Carta Blanca rum, fresh lime juice, sugar syrup, and soda water.
Add mint leaves to the glass, gently pressing with a bar spoon to release their oils. Leave the spoon in the glass.
Fill ¾ of the glass with crushed ice. Churn the mixture with a bar spoon to combine. Top with crushed ice.
Garnish with a fresh mint sprig. Serve immediately and enjoy your perfectly crafted Bacardí mojito.



MALIBU PINA COLADA

Ingredients
60ml Malibu
30ml Coconut Cream
Pineapple Juice
1 Whole Cherry
1 Piece Pineapple

Method
Fill a shaker with Ice and pour in both the Malibu Original and the Coconut Cream.
Shake and strain into a Hurricane Glass filled with Crushed Ice.
Top it up with Pineapple Juice.
Garnish your glass with a piece of Pineapple and a Maraschino Cherry.



HAVANA CLUB CUBA LIBRE

Ingredients
50ml Havana Club
100ml Pepsi Max
1 Large Lime Wedge
Ice Cubes

Method
Fill a highball glass with the ice cubes.
Add the Havana Club Especial rum.
Top up with no more than 100ml Cola.
Squeeze the juice of a lime wedge into the glass, garnish with another lime wedge.



DEAD MAN'S FINGERS PINEAPPLE MOJITO

Ingredients
50ml Dead Man's Fingers Pineapple Rum
25ml Lime juice
20ml Sugar syrup
Mint leaves & lime wedges
Lemonade

Method
Add Pineapple Rum, lime juice and sugar syrup plus lime wedges and mint over ice in a glass then top up with lemonade. Stir well and garnish with a sprig of fresh mint

THE DAIQUIRI



WHAT'S THE DEAL WITH THE DAIQUIRI?

A blend of rum, lime and sugar, the Daiquiri is a stone-cold, sundowner classic cocktail.

Made with the tasty trinity of rum, lime and sugar (with ice), it deftly dovetails strength, sourness and sweetness. Simple to make yet notoriously problematic to perfect, a 'crisp' daiquiri is widely regarded as a barometer for bartender quality - along with stalwarts such as the Old Fashioned and Martini. Consumed in copious quantities by Ernest Hemingway, whose first novel was published a hundred years ago, it's become one of the most popular drinks on the planet.

WHO FIRST MADE IT?

Back in 1898, a US engineer named Jennings Stockton Cox Jr was stationed in the southern Cuban town of Daiquiri, working for the Pennsylvania Steel Company. Having to contend with the Spanish-American War and rampant cases of yellow fever, Cox needed a drink. He turned to the local rum and jazzed it up with easily accessible ingredients, namely lime juice and sugar.

That said, if it hadn't been Cox, someone else would surely have created something similar, locals had been mixing the three ingredients for some time.

WHAT RUM SHOULD I USE?

For true authenticity, the original rum used was Bacardi Carta Blanca but you can use other lighter white rums such as Captain Morgan, Ron Calados or, if you want it proper punchy, Wray & Nephew overproof.

If you want to conjure up a bit of that Cuban spirit then reach for a bottle of Havana Club or go even deeper and darker with the addition of a navy rum like Lamb's, Wood's Old Navy or even Gosling's Black Seal.

HOW SHOULD IT BE MADE?

The classic approach of eight parts rum, two parts lime juice and one part sugar syrup is the most authentic but kicks like a mule. However, you can play around with the three ingredients to achieve the desired balance of sourness, sweetness and strength. Much depends on the type of sugar (caster, demerara, syrups...) and the sourness of the lime, a notoriously fickle fruit! And then there's the ice and the duration of shake, which dictates the dilution – go at it too hard and wet and you lose the soul of the cocktail. But whatever your preference, be sure to use fresh lime juice, decent rum and loads of ice and shake well before straining into a frozen glass. As Hemingway is reputed to have said about his favourite drink: "It shouldn't taste of rum, it shouldn't taste of lime and it shouldn't taste of sugar. It should just taste of daiquiri."

It shouldn't taste of rum, it shouldn't taste of lime and it shouldn't taste of sugar. It should just taste of daiquiri.

CLASSIC DAIQUIRI RECIPE

This simple recipe for a classic daiquiri is crisp, light and refreshing with balanced flavours.

INGREDIENTS

50ml light white rum

15ml lime juice (freshly squeezed)

10ml sugar syrup

10ml chilled water

METHOD

Cut zest from your lime for garnish prior to squeezing for juice.

Shake all ingredients with ice and fine strain into a chilled cocktail glass. Express the lime zest over the drink and serve.





RUM AND INDEED SPICED RUM, HAVE ENJOYED A RESURGENCE IN POPULARITY OVER THE LAST DECADE, AND WHILE THEY'VE NEVER QUITE USURPED GIN OR VODKA AT THE TOP OF THE SPIRITS LIST, DRINKERS ARE INCREASINGLY DEMANDING RANGE AND CHOICE.



Evidence of the growing awareness can be found at the award-winning Kiki in the Isle of Man, owned by Jamie Lewis and Drew Fleming. With only around 80 licensed premises on the island, a tiki bar might seem a specific and unusual theme, but they are on an island, and not only is it one of the best bars on the Isle of Man, it's also recognised as one of the best bars in the world.

Created during the pandemic as an escape from nearly two years of closed borders, Kiki's is a tropical bar on a slightly-less-than-tropical island. It's inspired by the legacy of pioneering American "tiki" bars like Trader Vic's and Don the Beachcomber, but with a modern flourish, Kiki Lounge is a much-loved local haunt offering world class cocktails and warm Manx hospitality.

Jamie and Drew have worked tirelessly to create a bar that serves locals and maintains high standards, so much so that in May 2024, Kiki Lounge was awarded 1 PIN Excellent status in the inaugural The Pinnacle Guide listing. Later that year, Kiki Lounge was named Bar of the Year at the Spirits Business Awards and in early 2025, proudly placed at No. 49 in the World Top 50 Cocktail Bars.

With all that in mind, it's worth listening to them when it comes to rum and cocktails, here Drew expands on the areas of their business that have helped earn their success.





TELL US ABOUT THE BAR AND WHY THIS CONCEPT WORKS WHERE YOU ARE?

A smugglers' cove of pop-culture ephemera modelled on the quintessential beach bar (without the baggage), with an ambitious menu marrying tropical tradition with contemporary technique.

WHEN LISTING YOUR SPIRITS COLLECTION, WHAT ARE THE ESSENTIAL CRITERIA?

How a product will be used is usually the starting point. Whether it's for a pouring line, a cocktail listing or the back bar affects the price points we need to work within and whether it makes sense commercially for our bar.

Support from the brand is also important to us, particularly given our location on the Isle of Man. Having a brand ambassador or business development manager who is willing to make the effort to visit and spend time with the team can make a real difference. We're very conscious of the relationships we've built over the years with brands that supported us early on, often before there was any wider recognition, and we try to honour that where we can.

Quality is, of course, essential. The product has to taste great and feel right within our drinks programme. We're careful not to list anything that we don't genuinely believe in or that we don't think our guests will enjoy, regardless of the commercial opportunity attached to it.

Finally, while it's not a deciding factor on its own, we do value brands that communicate clearly around sustainability, their people and how their products are made. When those values are evident and authentic, it helps reinforce a sense of trust and shared direction.

HOW HAVE YOU SEEN YOUR SPICED RUM OFFERING CHANGE IN RECENT YEARS?

Spiced rum used to be viewed as very one-dimensional; lots of sugar and vanilla doing all the heavy lifting, and not much sense of origin. That's changed somewhat.

We're now seeing spiced rums that are genuinely rum-forward, with spices used to enhance rather than mask the base spirit. There's also been a shift towards provenance — people want to know where it's made, what's in it, and how it's flavoured. For us, it means making sure we're stocking and working with the right brands who're doing things the right way.

WHAT IS THE MOST REQUESTED SPICED RUM BY CUSTOMERS?

Our best-selling spiced rum is actually locally made. It's called Twisted Arm from the Outlier Distillery. It's infused with black cardamom, allspice, grains of paradise, vanilla, pink peppercorns, and local Manx honey and alexander seeds (and some simple sugar). This echoes my earlier point regarding a pivot towards provenance and quality.

WHAT IS THE MOST POPULAR SPICED RUM SERVE REQUESTED?

Spiced rum + coke is the clear winner! Though interestingly this year, our Diet Cola's sales dethroned their full fat older brother. Perhaps to lessen the sugar and balance the drink more?! When it comes to cocktails our most popular Spiced Rum Cocktail is our take on the classic Treacle; Twisted Arm Manx Spiced Rum, Apple Port, Manx Honey, Bramley Apples + Breakfast Tea Bitters.

IS SPICED RUM TURNING PEOPLE ONTO THE WIDER RUM CATEGORY?

It's definitely a gateway and first impression of rum for many, the spices and additional sweetness help cushion the raw spirit. As bartenders, when a guest shows curiosity for a spirit, it's our duty to help educate and assist in their tasting journey. It's definitely not uncommon to take people on a journey through rum and help demystify the category as a whole.



IS RUM THE NEW GIN?

This idea has been around for a while and rum never seems to quite enter the mainstream to the heights of gin. There's definitely more than ever available to the consumer, yet the biggest and best-selling brands seem to be the ones that are full of fake sugars and flavourings. It would be great to see more traditionally spiced rums breaking through in the off-trade and guests drinking better quality products.

HOW IMPORTANT IS YOUR MENU, OR DO YOU FIND CUSTOMERS ARE MAKING THEIR OWN REQUESTS?

Our menu is super important and generally we are 90% cocktail driven (though classic requests make up a big chunk of this!..). Being a tropical bar, a large percentage of these listed drinks are rum-based, though not many are spiced as opposed to aged or white. We recently introduced a full spirits list into our menus which has driven premium rum (and other spirits) upsells through the roof. Which does show that guests are happy to pay for quality, when presented with the option.

HOW IMPORTANT IS TRAINING?

Training is of paramount importance, especially in premium bars where guests expect a great level of knowledge. We work closely with the Advocacy Managers of the brands we work with to ensure our team have access to the training and knowledge to ensure they're at the top of their game, and in turn, can pass this knowledge onto the guest if they desire it.





BACARDI CARTA BLANCA

The world's first premium aged white rum, blended as it first was in 1862. The base for many classic cocktails such as the Mojito, Daiquiri and Cuba Libre.

BACARDI COCKTAIL

45ML	BACARDI CARTA BLANCA RUM
20ML	MONIN LEMON RANTCHO
10ML	MONIN GRENADINE SYRUP

1. CHILLED COUPE OR COCKTAIL [MARTINI] GLASS
2. SHAKE AND FINE STRAIN INTO GLASS
3. GARNISH WITH MARASCHINO CHERRY



% 37.5

LONDON ESSENCE INDIAN TONIC WATER

£ ££ | 70cl, 1.5L | # 56580, 57581 | 6



DIPLOMATICO

A fabulous dark golden rum, distilled from molasses in a copper pot still before 12 years of ageing. Rich, sweet and fruity.

JALAPIÑA COLADA

50ML	DIPLOMATICO EXCLUSIVA RESERVA
20ML	CREAM OF COCONUT
4 WEDGES	FRESH PINEAPPLE
2 SLICES	RED JALAPEÑO PEPPER [NO SEEDS]

1. GENTLY MUDDLE JALAPEÑO
2. ADD PINEAPPLE AND MUDDLE
3. ADD REMAINING INGREDIENTS
4. SHAKE AND FINE STRAIN OVER CRUSHED ICE
5. GARNISH WITH PINEAPPLE LEAVES AND JALAPEÑO SLICE
6. USE OLD FASHIONED LARGE TUMBLER GLASS



% 40

LONDON ESSENCE ROASTED PINEAPPLE CRAFTED SODA

£ ££££ | 70cl | # 19716 | 6

WHITE RUM →



CAPTAIN MORGAN WHITE

Light and crisp, this crystal clear white rum is balanced and creamy, slightly sweet with a hint of fruit. Softened by ageing in white oak barrels for over a year.

% 37.5

LONDON ESSENCE PINK GRAPEFRUIT CRAFTED SODA

£ ££ | 70cl | # 14102 | 6



HAVANA 3YO

Light and dry; the result of blending aged, aromatic and extra light sugarcane to produce young rums which are rested in white oak barrels.

% 37.5

LONDON ESSENCE PINK GRAPEFRUIT CRAFTED SODA

£ ££ | 70cl | # 36878 | 6



HAVANA CLUB ESPECIAL

A blend of old and young rums that results in a rich, warm gold-coloured rum. Its character combines the lightness of white rums and the robust aroma of dark rums.

% 37.5

LONDON ESSENCE BLOOD ORANGE & ELDERFLOWER TONIC WATER

£ £££ | 70cl | # 36877 | 6



MOUNT GAY ECLIPSE

Notes of apricot and banana on the nose and palate, a subtle smokiness imparted by the toasted Kentucky oak barrels the rum is aged in.

% 40

LONDON ESSENCE ROASTED PINEAPPLE CRAFTED SODA

£ £££ | 70cl | # 37840 | 6



ZACAPA SOLERA GRAN RESERVA

The complex Solera ageing process creates exciting intricacies in this rum with its honey, butterscotch, spiced oak and raisined fruit flavours.

% 40

ORANGE BITTERS AND PEDRO XIMÉNEZ FOR A RUM OLD FASHIONED

£ ££££ | 70cl | # 14011 | 6



RON CALADOS WHITE

Made from Caribbean rum, Ron Calados white rum is a value for money mixing product.

% 37.5

PEPSI

£ £ | 70cl, 1.5L | # 20787, 20789 | 12, 6



WRAY & NEPHEW OVERPROOF

In a country known for rum, this is the rum of choice, accounting for 90% of all rum sold in Jamaica. Enjoy in a Jamaican rum punch, Mai Tai or Daiquiri.

% 63

LONDON ESSENCE ROASTED PINEAPPLE CRAFTED SODA

£ £££ | 70cl | # 15673 | 6

GOLD RUM →

DARK RUM →



BACARDI CARTA NEGRA

Notes of banana, caramelised pineapple and molasses. One to three years in heavily charred oak barrels gives the drink a robust caramel flavour.

% 40

LONDON ESSENCE ROASTED PINEAPPLE CRAFTED SODA

£ ££ | 70cl | # 14288 | 6



CAPTAIN MORGAN ORIGINAL

A blend of pot still and continuous still rums from Jamaica, Guyana & Barbados. Aged in oak for a dark, full-bodied colour and distinctive rich taste.

40

LONDON ESSENCE SPICED GINGER BEER

£ ££ | 70cl, 1.5l | # 56627, 56589 | 6, 6



APPLETON ESTATE SIGNATURE BLEND

A delicious blend of the best 15 aged golden rums. Warm honey colour and a lush fruity, bold, rich taste. Enjoy with ginger beer for a Jamaican Mule.

% 42

LONDON ESSENCE SPICED GINGER BEER

£ £££ | 70cl | # 15599 | 6



BACARDI CARTA ORO

Amber in colour, mellow and smooth, with impressions on vanilla and a balance of walnuts, spices and tropical fruits on a subtle background of oak.

% 40

LONDON ESSENCE SPICED GINGER BEER

£ ££ | 70cl | # 12840 | 6



HAVANA 7YO

The epitome of Cuban rum. Ageing in white oak barrels infuses the rum with its powerful and complex flavours to produce a stylish and exceptionally rich rum.

% 40

LONDON ESSENCE ROASTED PINEAPPLE CRAFTED SODA

£ ££££ | 70cl | # 59687 | 16



GOSLINGS BLACK SEAL

Widely unavailable since 1858, a rich, intricate flavour nuanced with butterscotch, vanilla and cream. Winner of a Beverage Tasting Institute Platinum Medal.

40

LONDON ESSENCE SPICED GINGER BEER

£ £££ | 70cl | # 17977 | 6



LAMB'S NAVY

A blend of 18 superior rums from Barbados, Jamaica, Trinidad and Guyana. Dark with a warm blend of spices and pleasant dryness on the finish.

% 40

LONDON ESSENCE SPICED GINGER BEER

£ ££ | 70cl, 1.5l | # 16365, 16361 | 6, 6



RON CALADOS DARK

Made from Caribbean rum, Ron Calados dark rum is a value for money mixing product.

% 37.5

PEPSI

£ £ | 70cl | # 20788 | 12



BACARDI COCONUT

Bacardí rum and coconut. What could taste more like summer sun and sandy beaches? The perfect blend of white rum and essence of real coconut will transport you to a tropical paradise, even when it's raining outside.

FRUITY	% 27
LONDON ESSENCE ROASTED PINEAPPLE	
£ ££	70CL
# 35940	6

COLADA SPRITZ

- 60ML BACARDI COCONUT
- 25ML EAGER PINEAPPLE
- 5ML PINEAPPLE SYRUP
- 15ML MONIN LEMON RANTCHO
- 100ML LONDON ESSENCE SODA WATER

1. SHAKE & STRAIN FIRST 4 INGREDIENTS OVER ICE, AND TOP WITH SODA
3. GARNISH WITH A PINEAPPLE LEAVES AND LEMON WEDGE



WOOD'S OLD NAVY

The original strength of rum served on board British naval ships was 57%, and today Wood's is the only Demerara rum bottled at this strength.

% 57	
LONDON ESSENCE SPICED GINGER BEER	
£ ££££	70cl
# 56635	6

SPICED & FLAVOURED →



BACARDI RASPBERRY

A white rum infused with citrus raspberry flavours for an irresistible meeting of sweet and tart.

% 27	
LONDON ESSENCE RASPBERRY & ROSE CRAFTED SODA	
£ ££	70cl
# 36117	6



BACARDI CARIBBEAN SPICED

With smooth, aged rum as its base, Bacardi Caribbean Spiced takes its natural sweetness from coconut blossom, pineapple, cinnamon and vanilla, and the subtle oaky char from the barrel.

% 40	
LONDON ESSENCE ROASTED PINEAPPLE CRAFTED SODA	
£ £££	70cl
# 36283	6



BACARDI SPICED

BACARDÍ Spiced is crafted with care and passion using over 155 years of Bacardi company rum making expertise. This rum is mellowed in charred American Oak for a hint of smokiness, and blended with natural flavours and spices for a bold, smooth taste.

% 35	
LONDON ESSENCE SPICED GINGER BEER	
£ £££	70cl
# 21342	6



BUMBU

Bumbu is a full-bodied rum with rich and complex aromas of Madagascan vanilla, soft caramel and toasted oak. Layered notes of roasted nuts, cinnamon and allspice are perfectly blended with a mild sweetness and a light, smooth finish.

% 40	
LONDON ESSENCE SPICED GINGER BEER	
£ £££	70cl
# 34845	6



CAPTAIN MORGAN BLACK SPICED

Black Spiced is exceptionally smooth and delicious and has been aged in oak barrels for a rich full-bodied flavour with notes of Caramel, Vanilla, and Black Cherry.

% 40	
LONDON ESSENCE SPICED GINGER BEER	
£ £££	70cl
# 34623	6



CAPTAIN MORGAN SPICED GOLD

A secret recipe with spice and natural flavours expertly blended with fine Caribbean rum, then aged in charred white oak barrels.

% 35	
LONDON ESSENCE ROASTED PINEAPPLE CRAFTED SODA	
£ ££	70cl, 1.5l
# 61743, 61744	6, 6



CAPTAIN MORGAN TIKI MANGO & PINEAPPLE

Captain Morgan Tiki is a new delicious mango and pineapple flavoured spirit drink. Experience tropical tiki flavours led by ripe pineapple and juicy mango and a sweet smooth rum with a clean finish and a fruity aftertaste.

% 25	
LONDON ESSENCE ROASTED PINEAPPLE CRAFTED SODA	
£ ££	70cl
# 25431	6



DEAD MAN'S FINGERS SPICED

Named after a crab's incredibly tough and indigestible grey gills, it combines a blend of rums from Barbados and Trinidad for a minimum of 3 years with Cornish culture to create a versatile spiced rum designed for high volumes, highballs and high times.

% 37.5	
LONDON ESSENCE ROASTED PINEAPPLE CRAFTED SODA	
£ £££	70cl
# 19834	6



KOKO KANU COCONUT RUM

Natural coconut essence blended with white Jamaican rum. Mix with fruit juices for a taste of the Caribbean.

% 37.5	
LONDON ESSENCE ROASTED PINEAPPLE CRAFTED SODA	
£ £££	70cl
# 12203	6



THE KRAKEN

Chocolate sweetness & vanilla mingle with cinnamon, clove, ginger & orange, a warming finish with rich vanilla & coffee and slight pepper.

% 40	
LONDON ESSENCE SPICED GINGER BEER	
£ £££	70cl
# 61157	6



DEAD MAN'S FINGERS GOLD

Cornish-born spiced rum featuring notes of vanilla, cinnamon, and fresh lime

ESPRESSO MARTINI

30ML DEAD MAN'S FINGERS GOLD

30ML KAHLUA COFFEE LIQUEUR

30ML FRESH ESPRESSO

1. CHILLED COUPE OR COCKTAIL [MARTINI] GLASS
2. SHAKE VIGOROUSLY & FINE STRAIN INTO CHILLED GLASS
3. GARNISH WITH THREE COFFEE BEANS



% 32

LONDON ESSENCE SPICED GINGER BEER

£ ££ | 70cl | # 39826 | 6



THE KRAKEN ROAST COFFEE

The Kraken Rum Roast Coffee - a rich fusion of Spiced Caribbean Rum and fine Arabica Bean Coffee.

% 40

LONDON ESSENCE SPICED GINGER BEER

£ £££ | 70cl

33385 | 6



THE KRAKEN BLACK CHERRY & MADAGASCAN VANILLA

A rich fusion of Spiced Caribbean Rum full of refreshing deep black cherry notes and caramel with sweeter notes of warming wood and vanilla lurking beneath.

% 40

PEPSI AND A SQUEEZE OF FRESH LIME

£ ££ | 70cl

33659 | 6



RON CALADOS SPICED

A Spiced variant from Ron Calados, this version sees a base of delicious Caribbean rum treated to the addition of fresh lime and vanilla. It's like this was made for ginger.

% 35

BRITVIC GINGER BEER

£ £ | 70cl

36445 | 12



SAILOR JERRY

Smooth with warm spices of cinnamon & nutmeg with rich vanilla. A long dry finish balanced with a subdued sweetness and a hint of burnt toffee.

% 40

LONDON ESSENCE ROASTED PINEAPPLE CRAFTED SODA

£ ££ | 70cl

56996 | 6

SUGAR CANE SPIRITS →



SAGATIBA CACHACA

Cutting edge multi-distillation process produces a clean spirit with the delicate flavour and aroma of fresh cut sugarcane.

% 38

MONIN SUGAR SYRUP

£ £££ | 70cl

27972 | 6



HAVANA CLUB SPICED

Taking its inspiration from the tropical world of Cuba this Spiced rum blends our double aged rums with exotic flavours and warming spices. It pairs perfectly with Coke, Ginger beer as well as in classic cocktails such as spiced Daiquiris and Mojitos.

FRUITY | % 35

LONDON ESSENCE ROASTED PINEAPPLE

£ £££ | 70CL | # 26599 | 6

SPICED DAIQUIRI

50ML HAVANA SPICED

25ML EAGER PINEAPPLE

18.75ML MONIN LIME RANTCHO

12.5ML MONIN CANE SUGAR SYRUP

1. SHAKE & STRAIN INGREDIENTS INTO CHILLED GLASS
3. GARNISH WITH A PINEAPPLE WEDGE

TECHNICA

TEQUILA

TOP LINE ON TEQUILA

For those new to tequila, note that it's now regarded as a refined, sipping spirit that works brilliantly in mixed drinks.

The Mexican distillate is produced primarily from the Blue Weber Agave plant, which looks like a cactus, but is actually from the genus asparagus or hyacinth. It grows to a large size after seven years and is harvested by jimadors who cut away its spikey leaves to reveal a large piña, which is cooked in brick or steel ovens to release sugars, crushed to extract juice, fermented with yeast, and then distilled.

By law, it must come from specific regions in Mexico, and high-quality versions are made with 100% agave, while "mixto" tequilas can use up to 49% other sugars like cane syrup.

In global appreciation and cocktail history, it is a relative newcomer. It rose to fame in America during prohibition when those living near the border were short of whiskey so started to try it. At the same time the daisy style of cocktail (spirit, citrus, syrup or liqueur like orange curaçao and water) was being adopted for all spirits, so when tequila had found a footing in the 1930s, this gave us the Margarita. And it was this cocktail that helped inspire international recognition.

More recently the push for 100% agave has seen quality improve and it is now far from a spirit that should be shot, and customers are slowly appreciating this. More recently the rise of the Tommy's Margarita, the Paloma and Batanga have helped the reputation of agave spirits as the public's interest has grown.



Tommy's Margarita

Ingredients
60ml Don Julio Blanco
30ml lime juice
20ml agave syrup
1 lime wheel (garnish)

Method
Shake all the liquid ingredients with Ice.
Strain into an Ice-filled Rocks Glass.
Garnish with a Lime Wedge.



Don Julio Paloma

Ingredients
35ml Don Julio Blanco Tequila
20ml fresh squeezed grapefruit
15ml fresh squeezed lime
15ml agave nectar
60ml London Essence Pink Grapefruit Soda
Grapefruit slice (garnish)
Salt

Method
Wet the rim of a glass with lime and dip the entire circumference of the glass in salt.
Shake the first 4 ingredients with ice.
Strain into ice-filled glass and top up with London Essence Pink Grapefruit Soda & stir.
Garnish with grapefruit wedge.

Watermelon Margarita

Ingredients
50ml QuiQuiRiQui Espadin Mezcal
25ml lime juice
25ml fresh watermelon juice
15ml hibiscus syrup

Method
Shake with ice, then strain into a chilled glass.

Classic Margarita

Ingredients
40ml Ocho Blanco
20ml Cointreau
20ml lime juice
5ml sugar syrup

Method
Shake & double strain into a salt-rimmed coupe. Or serve on the rocks if you prefer.



Mexpresso Martini

Ingredients
40ml QuiQuiRiQui Espadin Mezcal
15ml Kahlua
30ml espresso coffee
10ml MONIN Orgeat Syrup
2 Drops Mole Bitters

Method
Shake with ice, then strain into a chilled glass.

THE SPORTS BAR IS CHANGING, WITH CONSUMERS EXPECTING MORE FROM THE EXPERIENCE.



Martin Wolstencroft
CEO Arc Inspiration

ARC INSPIRATION CEO MARTIN WOLSTENCROFT IS SMASHING IT OUT OF THE PARK WITH HIS NEW LONDON SPORTS BAR BOX.



SPORTING SPIRITS

Broadcasters have taken a lot of the credit for building the profile of live sport on our screens, particularly with football, but pubs deserve as much gratitude. Watching a Premier League game at home on the telly is nice and convenient, but after being at the game itself, nothing beats the experience of watching it with friends in the pub.

But long gone are the days of sticking a single screen in the corner and hoping a few people gather around it while they nurse a beer. Anyone hoping to maximise sport in their pub today needs to seriously invest in the proposition, and not just the screens, because every element of the business, including spirits and cocktails, need consideration.

While historically it was more common to see a sports-mad punter with a pint in the hand, there is now a growing demand for a broader experience and better drinks. And no one understands this better than the industry legend Martin Wolstencroft, CEO at ARC Inspirations. The bar group is based in the north, with three brands and 17 venues, but at the end of last year Martin opened an all singing, dancing and sporting space in London's Picadilly.

Here he talks us through what it takes to upgrade the sports bar experience and how to sell spirits in this environment.

INSPIRATIONS

WHAT HAVE BEEN THE ESSENTIAL PILLARS YOU HAVE PUT IN PLACE TO CREATE A GREAT SPORTS BAR?

BOX has been built on three essential pillars - Watch, Play, Party. These pillars were designed to create a sports bar experience that is fresh, high-energy and genuinely differentiated. It allows us to stand out in a crowded market by blending premium live sport, competitive socialising and late-night entertainment under one roof.

Watch is the foundation of the brand. We focus on delivering world-class sports viewing, great views of the high-quality screens from all places in the venue, first-rate sound and lighting, and a stadium-style atmosphere. The goal is to make BOX the best place to watch live sport.

Our Play pillar brings an additional dimension, offering guests a range of competitive socialising experiences such as electric shuffle and electric darts. These activities are designed to be inclusive, ensuring there's something for everyone and encouraging guests to stay, engage and have fun beyond the match.

The Party pillar completes the experience. The venue shifts gear into a high-energy late-night destination. We offer Bandeoke, live music and DJ events, creating an unforgettable atmosphere to encourage guests to keep coming back. Four core brand values underpin BOX; electrifying, feel-good, welcoming and striking. Every site is selected and designed to embody these qualities, from bold interiors to interactive games and curated entertainment.

IS IT IMPORTANT TO HAVE A DIFFERENT SPIRITS STRATEGY WHEN YOU ARE RUNNING A SPORTS-LED VENUE?

A sports-led venue has a completely different pace and energy compared to a traditional bar. Guests want quick service and drinks that fit the excitement of the moment, all while remaining high-quality. That means focusing on spirits that work well in high-volume serves, batching where appropriate, and offering signature drinks that are easy to execute during peak moments. A lot of careful thought and consideration goes into creating the spirits strategy at BOX and it is something we constantly review, to ensure we are offering the very best guest experience.

WHAT SPIRITS CATEGORIES SEEM TO PERFORM PARTICULARLY BETTER WITH SPORT, DO YOU FIND THERE ARE SPECIFIC SERVES THAT WORK REALLY WELL IN THIS ENVIRONMENT?

Tequila works perfectly with sports events. It is a spirit known for being fun and exciting so it adds to the excitement of a sports-led venue.

Shooters and sharers are perfect for a large volume of impulse and group purchases. These work particularly well when delivering drinks in large volumes, or as part of a package to group tables.



SPORTING SPIRITS





HOW IMPORTANT IS THE LAYOUT OF A BAR WHEN IT COMES TO SHOWING LIVE SPORTS, HOW DO YOU FOSTER A SENSE OF COMMUNITY AS WELL AS MAKING SURE PEOPLE CAN SEE THE SCREENS?

The layout of our venues is crucial and we have ensured all of our venues have screens that can be seen at any area of the bar, multiple screen angles, and zones that cater to different types of fans - for example, we find some people like to be right in the heart of the action, whereas others would like a more relaxed viewing environment, so we make sure we offer both. Long tables and areas for people to gather encourage a more community feel and drive the stadium-like atmosphere.

Movement of people is imperative in our layouts as we find people typically arrive close to kick off times and all want space and tables. We carefully plan routes for food and drinks running, crowd control and ease of service. Everything is designed to keep you glued to your seat so you don't miss any of the action and feel part of the atmosphere.

HOW IMPORTANT WILL THE WORLD CUP BE TO PUBS AND BARS, AND WHAT ARE YOU DOING ALREADY TO PREPARE FOR THIS?

The World Cup is one of the biggest opportunities for the hospitality sector, especially when you run a sports bar like BOX. It drives footfall, dwell time, and spend. We're already preparing by reviewing our staffing plans, upgrading systems where needed, reviewing our drinks strategy, and creating packages so fans can secure their spot and have a great time with us. Especially with the launch of BOX Piccadilly in just October last year, it is really important for us that we are on the map for fans wanting a slice of the action!

SPORT GOES BEYOND FOOTBALL. DO OTHER SPORTS BRING DIFFERENT CHALLENGES, OR CAN THEY BE MADE POPULAR? DO YOU NEED A DIFFERENT APPROACH FOR DIFFERENT SPORTING EVENTS?

Every sport brings its own audience profile, so we have to tailor our approach accordingly. We also want BOX to be a fully-inclusive venue so we are committed to creating drinks menus that offer something for all guests.

We adjust everything from staffing levels to drinks menus to screen layout depending on the sport, because each one has its own fan culture and expectations.

We have also seen a rise in popularity for F1 and NFL. This has developed our Sundays offering, bringing a more booking led experience. We only envisage this demand growing further.



HOW HAVE YOU SEEN THE NON-ALCOHOL CATEGORY DEVELOP IN A SPORTS BAR ENVIRONMENT?

Having a wide range of non-alcoholic options on the menu is becoming increasingly important to guests. We find that fans want to be part of the atmosphere BOX offers without necessarily drinking alcohol, and the quality of no and low-alcohol options has improved so much that it is actually really easy to incorporate these into our menus.

Across all of our venues, we have seen a rise in demand for alcohol-free options. BOX was also our first brand to have a dedicated non alcoholic beer on draught and an ever expanding range of non alcoholic spirits.

We are very conscious of ensuring all options deliver the same experience though, so all drinks use the same glassware and are garnished correctly so the presentation is on point.

YOU HAVE SOME FANTASTIC AND COMPLEX COCKTAILS ON THE MENU. HOW EASY OR DIFFICULT IS IT TO TRAIN STAFF TO STAY ON TOP OF IT?

Training is a major investment for us and we keep our people at the heart of everything we do. We recruit through high-energy assessment days, hiring for personality and alignment with our brand values. Managers undergo five weeks of immersive training across BOX sites, gaining deep cultural understanding, system knowledge, and hands-on product experience.

Our "Proud of Products" days ensure they know what perfect looks like. Team training begins with a full induction, including a brand journey session with me. We blend on-the-job learning, interactive workshops, and digital resources, pairing new hires with experienced team members for real-time support.

Product knowledge, service standards, and operational best practices are embedded through practical experience and regular check-ins. A soft launch builds confidence before opening, supported by our dedicated training managers and a peer-led support squad from other sites. This layered, people-first approach ensures every team member is ready to deliver the BOX experience from day one.

IT'S THE DRINK TALKING

THE MARGARITA

IF YOU'RE NOT GOING TO SHOOT TEQUILA, WHAT IS THE BEST WAY TO ENJOY IT?

Easy. Have it in a Margarita. It's been America's favourite mixed drink for the last ten years and it's a stone-cold tequila, and mezcal, classic.

What's more, it's a superb sip for summer, it's simple to make and easy to drink - even if you're apprehensive about agave spirits.

SOUNDS GOOD. THAT MANY PEOPLE CAN'T BE WRONG, CAN THEY? WHAT IS IT?

Depending on which bartender you ask, the Margarita is a tequila-twist on a Sour, a Sidecar or a Daisy – all of which comprise of a base spirit, an acidic component (lemon, lime) and a sweet ingredient (liqueur).

The first written recipe, published in a 1953 issue of Esquire, recommended an ounce of tequila, a dash of triple-sec and lime or lemon juice – and purists argue that, aside from the addition of a salt rim, a true Margarita should not veer away from this core trio.

In this, its most classic form, it is served either on the rocks, straight-up or frozen.

WHO INVENTED IT?

Oh no. We were hoping you weren't going to ask that. No other cocktail's creation is mired in more mystery.

All manner of theories abound– many of which, like the Margarita itself, should be taken with a generous pinch of salt.

Several bars, either side of the Mexican border, claim to have been the drink's birthplace while some say it was a Texan drink, created in homage to either actor Rita Hayworth (whose real name was Margarita Cansino) or singer Peggy (Margaret) Lee in the late 1940s.

A popular tale is of a Texan socialite called Margarita Sames who, while living it up in Acapulco, mixed tequila with Cointreau before adding lime and a salt rim.

Known initially as "Margarita's drink", its popularity spread via her significant social network including John Wayne and Tommy Hilton, who added it to the cocktail menu across his eponymous hotel chain.

While the marketing folk at Cointreau push Sames' story, some hail bartender Danny Herrera as the creator, first pouring the drink at a Tijuana roadside restaurant for a pretty young dancer named Marjorie King.

Herrera served the drink to King, who claimed she was allergic to every spirit other than tequila, in a stemmed glass rimmed with rock salt and christened it 'Margarita' – Spanish for Marjorie.

When pressed on the exact date when this happened Hererra wavered between 1947 and 1948. "Three things happen when you get old," he said. "You lose your memory, and I can't recall the other two."

WHAT IF YOU FIND TEQUILA A BIT 'CHALLENGING'?

Just like the Martini and the Daiquiri, the popularity of the Margarita has seen it mutate into distinct departures from the original. Some use additional or alternative ingredients ranging from chili and amaretto to red wine, and even single malt Scotch whisky.

The Tommy's Margarita, however, is the most iconic 'twist' on the classic. Created in Tommy's Bar in San Francisco in the late 1980s by owner, and legendary agave aficionado, Julio Bermejo, it's a slightly sweeter version (replacing Triple Sec with agave syrup) that's served on the rocks.



MARGARITA (ON THE ROCKS)
BY JESSE ESTES

INGREDIENTS
50ml Tequila Ocho Blanco
25ml Freshly squeezed lime juice.
25ml Triple Sec (Cointreau/ Grand Marnier)

GLASS
Rocks

GARNISH
Half salt rim and optional lime wedge

METHOD
Shake all ingredients vigorously before double straining into rocks glass over cubed ice.



TOMMY'S MARGARITA

INGREDIENTS
50ml Blanco Tequila
25ml Fresh lime juice
15ml Agave syrup

METHOD
Shake all the ingredients, strain into a salt-rimmed rocks glass over ice. Garnish with a lime wedge.



OLMECA ALTOS PLATA

Crafted from 70% estate-grown blue agave and mellowed in American oak casks, this smooth, full-bodied vegan tequila delivers notes of butterscotch, anise and peppercorn.



RANCH WATER

50ML	OLMECA ALTOS PLATA
18.75ML	MONIN LIME RANTCHO
150ML	LONDON ESSENCE SODA WATER
0.25 PINCH	FINE SEA SALT

1. BUILD ALL INGREDIENTS OVER ICE AND STIR
2. SERVE IN A HIGHBALL
3. GARNISH WITH A LIME WEDGE

% 40
LONDON ESSENCE PINK GRAPEFRUIT CRAFTED SODA
£ £ | 70cl | # 17728 | 6



1800 REPOSADO

Crafted using 8-10 year old Weber Blue Agave and matured in oak for six months. Notes of buttery caramel, mild spices and a touch of smokiness.



OAXACAN OLD FASHIONED

37.5ML	1800 REPOSADO TEQUILA
12.5ML	QUIQUIRIQUI MATALAN MEZCAL
6.25ML	AGAVE SYRUP
2 DASHES	ANGOSTURA BITTERS

1. OLD FASHIONED [LARGE TUMBLER] GLASS
2. STIR ALL WITH ICE & STRAIN OVER ICE
3. ORANGE ZEST

% 38
LONDON ESSENCE PINK GRAPEFRUIT CRAFTED SODA
£ £££ | 70cl | # 17905 | 6

BLANCO →



1800 SILVER

A premium Tequila with a smooth and interesting flavour. The blend of white tequilas produces hints of sweet fruit and pepper.

% 38
LONDON ESSENCE PINK GRAPEFRUIT CRAFTED SODA
£ £££ | 70cl | # 17910 | 6



CASAMIGOS BLANCO

Sweet, vanilla with hints of lemon and fresh mint on the palate, with a long and luscious aftertaste of peppery agave.

% 40
LONDON ESSENCE PINK GRAPEFRUIT CRAFTED SODA
£ £££ | 70cl | # 35503 | 6



MONTEZUMA SILVER

Produced by the Montezuma company and available in silver and gold for maximum flexibility, these tequilas offer a great quality liquid at a brilliant price.

% 38
BOLS TRIPLE SEC & FRESH LIME JUICE FOR AN ENTRY LEVEL MARG
£ ££ | 70cl | # 28267 | 6



OCHO BLANCO

Made with 100% blue agave, Ocho Blanco honours the noble agaves of Arandas and the Camarena Ranchos through intense, lively and clean flavours.

% 40
LONDON ESSENCE PINK GRAPEFRUIT CRAFTED SODA
£ £££ | 50cl | # 19783 | 6



OLMECA SILVER

Made from premium blue agave this tequila captures the flavour of the Jalisco highlands. Drink it mixed, in shots or in classic cocktails such as the Margarita.

% 35
BOLS TRIPLE SEC & FRESH LIME JUICE FOR AN ENTRY LEVEL MARG
£ ££ | 70cl | # 14728 | 6



CAZADORES BLANCO

Cazadores Tequila Blanco is tequila in its purest form, without aging, allowing the intensity and real flavours of agave to stand out. Made with 100% blue Weber agave, this silver tequila spirit features citrus fruits, fragrant herbs and a smooth finish.

% 40
LONDON ESSENCE PINK GRAPEFRUIT CRAFTED SODA
£ £££ | 70cl | # 38295 | 6



CAZCABEL BLANCO

A spirit fashioned from sun-baked agave in the heart of Mexico's Jalisco region. The earthy notes of the agave are balanced with a fresh citrus edge.

% 38
LONDON ESSENCE PINK GRAPEFRUIT CRAFTED SODA
£ ££ | 70cl | # 12402 | 6



JOSE CUERVO ESPECIAL SILVER

The epitome of smooth. The master distillers at La Rojeña crafted this balanced blend to bring out tones of agave, caramel and fresh herbs in its flavour profile.

% 35
BOLS TRIPLE SEC & FRESH LIME JUICE FOR AN ENTRY LEVEL MARG
£ ££ | 70cl | # 36240 | 6



PATRÓN SILVER

Handmade in small batches using 100% Weber blue agave, to be smooth, soft and easily mixable. The fresh agave aromas and hints of citrus mix flawlessly into any cocktail.

% 40
LONDON ESSENCE INDIAN TONIC WATER
£ ££££ | 70cl | # 12965 | 6



TEREMANA BLANCO

Teremana Blanco Tequila is a smooth premium blanco tequila by Dwayne "The Rock" Johnson, made in the highest fields of Jalisco, with notes of fresh agave, citrus, vanilla and black pepper. A fusion of Polynesian and Mexican inspiration.

% 40
LONDON ESSENCE PINK GRAPEFRUIT CRAFTED SODA
£ £££ | 50cl | # 35944 | 6

REPOSADO & ANEJO →



DON JULIO BLANCO

Crisp agave flavor and hints of citrus make this an essential component to a variety of innovative drinks including Margaritas.

% 38
LONDON ESSENCE PINK GRAPEFRUIT CRAFTED SODA
£ ££££ | 70cl | # 17978 | 6



EL JIMADOR BLANCO

Made from 100% blue agave, it is double-distilled to remove impurities and immediately bottled to preserve its crisp, authentic character.

% 38
LONDON ESSENCE PINK GRAPEFRUIT CRAFTED SODA
£ £££ | 70cl | # 30963 | 6



LA CHICA

La Chica is an authentic Tequila, distilled from the blue agave plant at a small family distillery in Jalisco, Mexico. It is clean and crisp, with light subtle aromas of agave. The finish is warm and earthy.

% 38
BOLS TRIPLE SEC & FRESH LIME JUICE FOR AN ENTRY LEVEL MARG
£ £ | 70cl | # 21002 | 6



CAZCABEL REPOSADO

Tastes dry, earthy agave balanced with vanilla and toasted oak with a long and complex with a jalapeño tingle finish.

% 38
LONDON ESSENCE GRAPEFRUIT & ROSEMARY TONIC WATER
£ £££ | 70cl | # 20672 | 6



JOSE CUERVO ESPECIAL REPOSADO

José Antonio de Cuervo was granted licence to produce tequila in 1795. Blue agave is slow-baked, pressed, distilled then aged in oak barrels.

% 35
BOLS TRIPLE SEC & FRESH LIME JUICE FOR AN ENTRY LEVEL MARG
£ £££ | 70cl | # 36958 | 6



EL JIMADOR REPOSADO

Aged for two months in American oak barrels. The result is an exquisite golden colour, balanced flavours and an unusually smooth and mellow character.

% 38
LONDON ESSENCE PINK GRAPEFRUIT CRAFTED SODA
£ £££ | 70cl | # 30964 | 6



CAZADORES REPOSADO

Cazadores Tequila Reposado creates the perfect balance of agave and woody flavours. Made with 100% blue Weber agave, notes of citrus and tropical fruits, vanilla notes and the customary smooth finish make this tequila a versatile option.

FRUITY & SPICY	% 40		
LONDON ESSENCE PINK GRAPEFRUIT			
ff	70CL	# 38292	6

CANTARITOS

50ML CAZADORES REPOSADO

45ML EAGER ORANGE SMOOTH

22.5ML EAGER PINK GRAPEFRUIT

15ML MONIN LIME RANTCHO

75ML LONDON ESSENCE PINK GRAPEFRUIT

BUILD ALL INGREDIENTS TOGETHER WITH TWO PINCHES OF SALT OVER ICE.

GARNISH WITH A LIME WEDGE & TAJIN RIM.



OLMECA ALTOS REPOSADO

Smooth and balanced, with sweet orange, toasted nuts, and cooked agave flavours, finishing warm and long-lasting.

% 40		
LONDON ESSENCE PINK GRAPEFRUIT CRAFTED SODA		
ff	70cl	
# 17731	6	



OLMECA REPOSADO

Produced in Los Altos, Jalisco, Olmeca Reposado is known for its sweet, woody, and citrus-forward profile. Aged for several months in white American oak ex-bourbon casks, it offers a smooth, balanced taste of honey and black pepper.

% 38		
LONDON ESSENCE PINK GRAPEFRUIT CRAFTED SODA		
ff	70cl	
# 26166	6	

MEZCAL →



QUIQUIRIQUI MATATLAN

A classically smooth house style mezcal with distinct roasted agave flavours and a peppery Espadin finish. Perfect as both a house pour, and a cocktail staple.

% 45		
LONDON ESSENCE PINK GRAPEFRUIT CRAFTED SODA		
fff	70cl	
# 19786	6	

FLAVOURED & TEQUILA-BASED SPIRITS →



CAZCABEL COFFEE

Tequila blended with the rich, sweet taste of freshly roasted South American coffee. Makes a fantastic Espresso Martini.

% 34		
PEPSI MAX		
ffff	70cl	
# 12437	6	



CAZCABEL HONEY

With the fresh, earthy and dry Tequila Blanco at its heart, a dose of sweet nectar is added to the blend.

% 34		
LONDON ESSENCE CRAFTED LEMONADE		
ffff	70cl	
# 16687	6	



PATRON XO CAFÉ

Made in Mexico, Patrón XO Cafe is a coffee liqueur with a fine balance. Delivering the rich aroma of freshly roasted coffee beans, cacao and brown sugar with tasting notes of caramel, coffee, orange blossom and agave, followed by a sweet, creamy finish.

% 35		
LONDON ESSENCE INDIAN TONIC WATER		
ffff	70cl	
# 38304	6	



TAKE TEQUILA JALAPEÑO LIQUEUR

Great for elevating your shot experience and bringing a subtle fire to your cocktails. At 34% ABV, this spicy jalapeño liqueur packs a flavourful punch, with a hint of fire that makes it a tasty shot, with no salt or lime required.

% 34		
LONDON ESSENCE INDIAN TONIC WATER		
ff	70cl	
# 36173	6	



TAKE TEQUILA PINEAPPLE LIQUEUR

A Take Pineapple margarita is a modern twist on the classic tequila cocktail. The vibrancy of this pineapple liqueur, coupled with the sourness of lime delivers a sweet and sour combination that is sure to elevate your Marg game to the next level.

% 34		
LONDON ESSENCE ROASTED PINEAPPLE CRAFTED SODA		
ff	70cl	
# 36175	6	



TAKE TEQUILA PINK GRAPEFRUIT LIQUEUR

A Take Pink Grapefruit Paloma is a delicious twist on the classic tequila cocktail. The vibrancy of this Pink Grapefruit liqueur delivers a sweet and fresh combination that is sure to elevate your Paloma game to the next level.

% 34		
LONDON ESSENCE GRAPEFRUIT & ROSEMARY TONIC WATER		
ff	70cl	
# 36174	6	

BRANDY

BRANDY

Brandy is a spirit with incredible heritage, and for some it might seem a bit dusty and unfashionable. But the best bartenders have always had a beady eye on it, and in recent years some of the brand alignment with popular culture and the hip hop community has afforded it a mini renaissance.

Brandy is a distillate made from fermented grape juice or other fruit (like apples or plums), and contains anywhere between 35–60% abv. The word itself comes from the Dutch word brandewijn ("burnt wine"), after 16th century Dutch traders distilled wine to preserve and concentrate it, thus reducing the space the alcohol took up on a boat. It'll invariably be aged in oak casks to round off some of the harsher edges and create a smoother, darker sipping spirit.

It's history does afford the spirit the luxury of having been in the very first cocktails, and as a result it has enjoyed nearly two centuries of study from bartenders.

The Brandy Cocktail features in Jerry Thomas's 1862 book The Bar-Tender's Guide, the original cocktail book and a drink comprising brandy, sugar syrup, Curaçao, and bitters. Elsewhere the Brandy Smash is thought to date back to the early part of the 19th cenutry, while in the 1850s Joseph Santini created the Brandy Crusta, a drink that led to the Sidecar. So yes, it's historc, but it's incredibly tasty and part of cocktail lore, so if you're not already considering it for your menu, you're missing an old dog that can definitely perform new tricks.



Cognac Sour

Ingredients
50ml Courvoisier VS
25ml fresh lemon juice
15ml sugar syrup

Method
Add ingredients to shaker - and fill with ice.
Shake well.
Pour into a rocks glass and garnish with lemon.



Courvoisier Sidecar

Ingredients
50ml Courvoisier VSOP
15ml Grand Marnier
30ml fresh lemon juice

Method
Combine ingredients in shaker, shake hard, fine strain into a chilled coupette glass and garnish with an orange twist.



Courvoisier Espresso Martini

Ingredients
35ml Courvoisier VSOP
15ml Kahlua Coffee Liqueur
30ml espresso
10ml sugar syrup

Method
Build all liquid ingredients into a shaker with ice. Shake and strain into a Coupette/Martini glass.
Garnish with 3 coffee beans.



Courvoisier & Ginger

Ingredients
50ml Courvoisier VS
100-150ml of London Essence Delicate Ginger Ale

Method
Fill highball glass with ice, add Courvoisier VS and lengthen/top-up with London Essence Ginger Ale.



Martell VS & OJ

Ingredients
30ml Martell VS
90 ml freshly squeezed orange juice
5ml lemon juice

Method
Blend until the mixture is smooth and fluffy.
Fill your highball glass with ice to chill it.
Strain the blended mixture into the prepared glass.
Garnish with fresh orange slice or twist and serve.



Vieux Carre

Ingredients
25ml Martell VS or VSOP
25ml Wild Turkey Rye
25ml Cocchi Vermouth di Torino
5ml Benedictine
2 dashes of Peychaud's Bitters
2 dashes of Angostura bitters

Method
Add ingredients into a stirring tin filled with ice.
Stir quickly for 20-30 seconds,
Prepare your rocks glass by adding fresh ice.
Strain the stirred cocktail into the glass.
Add orange twist.

BRANDY



COURVOISIER VSOP

An blend of Cognacs up to 10 years old, using a minimum of 50% Grande Champagne grapes blended exclusively with Petite Champagne grapes.



B&B

30ML COURVOISIER VSOP

30ML BENEDICTINE D.O.M.

1. OLD FASHIONED [LARGE TUMBLR] GLASS
2. STIR ALL WITH ICE & STRAIN OVER ICE
3. LEMON ZEST
4. SERVE NEAT IN WARMED BRANDY BALLOON GLASS

% 40

LONDON ESSENCE WHITE PEACH & JASMINE CRAFTED SODA

£ £££ | 70cl | # 36238 | C 6



BARSOL PISCO

Elegant and refined, with solid character. The long finish and sweetness on the palate make it perfect for crafting Pisco Sours.



PISCO SOUR

60ML BARSOL QUEBRANTA PISCO

22.5ML MONIN LIME RANTCHO

15ML MONIN CANE SUGAR SYRUP

0.5P MS. BETTER'S MIRACULOUS FOAMER

1. CHILLED COUPE OR COCKTAIL [MARTINI] GLASS
2. IF USING EGG, DRY SHAKE HARD, THEN SHAKE WITH ICE AND FINE STRAIN
3. 3 DROPS OF ANGOSTURA BITTERS

% 41.3

LONDON ESSENCE BLOOD ORANGE & ELDERFLOWER TONIC WATER

£ £££ | 70cl | # 21324 | C 6

COGNAC



COURVOISIER VS*** LUXE

A blend of Cognacs aged for up to eight years. Grapes from the Fins Bois and Petite Champagne.

% 40

LONDON ESSENCE WHITE PEACH & JASMINE CRAFTED SODA

£ ££ | 70cl | # 36239 | C 6



COURVOISIER XO

A very old blend of Cognacs from the Grande Champagne, Petite Champagne and Borderies crus, nurtured for at least two decades.

% 40

SERVE NEAT, IN A WARMED BRANDY BALLOON GLASS

£ ££££ | 70cl | # 37848 | C 6

THREE BARRELS VSOP

Aged in French oak, smooth with hints of almond and walnut, and a long finish of candied fruits and ginger.

% 40

LONDON ESSENCE WHITE PEACH & JASMINE CRAFTED SODA

£ ££ | 70cl | # 30923 | C 6

FRUIT BRANDY

BOULARD CALVADOS

Pays d'Auge aged for a minimum of 2 years characterised by Grand Solage and vanilla oak.

% 40

LONDON ESSENCE SPICED GINGER BEER

£ £££ | 70cl | # 15552 | C 6



HENNESSEY VS

Fruity character with flavours of grilled almonds, supported by notes of fresh grapes.

% 40

LONDON ESSENCE DELICATE GINGER ALE

£ x | 70cl, 1.5L | # 28458,56609 | C 6, 6



MARTELL VS***

A blend of Troncais oak-aged eaux-de-vie from the Charente region's four main growing areas.

% 40

LONDON ESSENCE WHITE PEACH & JASMINE CRAFTED SODA

£ ££ | 70cl, 1.5L | # 56614, 56616 | C 6, 6



REMY MARTIN VSOP

Rested exclusively in mature Limousin oak. A balanced and silky Cognac with notes of apricot, rose and vanilla.

% 40

LONDON ESSENCE WHITE PEACH & JASMINE CRAFTED SODA

£ £££ | 70cl | # 12357 | C 6

GRAPE BRANDY



JANNEAU VSOP

Bas Armagnac and Tenareze wines, distilled and aged for a minimum of seven years.

% 36

LONDON ESSENCE WHITE PEACH & JASMINE CRAFTED SODA

£ £££ | 70cl | # 56978 | C 6



JULES CLAIRON

Pure French grape brandy, aged for a year to soften and build character.

% 36

BRITVIC GINGER ALE

£ £ | 70cl, 1.5L | # 28570, 61159 | C 6, 6

Whisper(ey)

whisk(e)y

SCOTCH WHISKY

If a customer says they don't like whisky, remind them that it's much more versatile today than it was 30 years ago. This is largely due to the relatively recent popularity of single malt, which has opened drinkers up to an incredible array of distilleries, each making a whisky with their own unique twist on that familiar whisky profile.

Add to that the fact that you can now find great single grain Scotch, blended malt, blended grain and blended Scotch using the two, and you'll find there are plenty of flavours to entice the customer with - from light and fruity to rich and smoky.

Add with water, yeast, and malted barley (often with other cereals), matured for at least three years in oak casks. There are five officially recognised regions are Highlands, Lowlands, Speyside, Campbeltown, and Islay. The spirit is also ancient, so packed with stories and a protected, legally defined spirit produced exclusively in Scotland, so there's some great stories around the spirit if you're trying to build a menu and engage with the customer.







SCOTCH AND STORMY

Ingredients
25ml Haig Club Clubman
1 dash of lime cordial
150ml Pepsi Max
1 lime twist (garnish)

Method
Build in an Ice-filled highball glass.
Stir gently to combine.
Garnish with a lime twist.

LAGAVULIN 16 OLD FASHIONED

Ingredients
50ml Lagavulin 16
15ml sugar syrup
2 Dashes of Orange Bitters
1 fanned orange twist (garnish)

Method
Build in an ice-filled rocks glass.
Stir gently to combine.
Garnish with a fanned orange twist.

SINGLETON OF DUFFTOWN BRAMBLE

Ingredients
3 blackberries
35ml Singleton Whisky
20ml lemon juice
1 tbsp of sugar syrup
15ml blackberry liqueur
3 blackberries (garnish)
1 sprig of lemon thyme (garnish)

Method
Muddle the blackberries in a cocktail shaker.
Add the rest of the ingredients and shake with ice.
Strain into a rocks glass filled with crushed ice.
Drizzle blackberry liqueur.
Garnish with lemon thyme and blackberries.

BLOOM-LING

Ingredients
35ml Highland Park 12
20ml Aperol
25ml pink grapefruit juice
5ml heather honey
Pinch sea salt (optional)

Method
Add Highland Park, Aperol, salt and honey to shaker.
Add cubed ice and shake for 10 seconds.
Strain into chilled cocktail glass.
Garnish with lemon zest.

CHIVAS CITRUS GOLD RUSH

Ingredients
50ml Chivas Regal 12
25ml lemon Juice
25ml honey syrup
Champagne (topper)

Method
Shake the Chivas, lemon and honey syrup over ice until chilled.
Pour into a highball glass filled with ice.
Top up with Champagne.

whisk(e)y

WORLD WHISKY

Pubs that only stock whiskies from Scotland are all kilt and no knickers.

The world of whisky has gone global, increasingly curious consumers are broadening their horizons beyond the Highlands, Lowlands, Islay and Speyside and exploring whiskies from elsewhere.

Despite being buffeted about by Donald Trump's tumultuous Trans-Atlantic tariffs, sales of American whiskey and bourbon have remained very steady and it's still one of the UK's fastest growing spirit categories.

More approachable, arguably more 'exotic' and perceived as more mixable, American whiskies offer something sweeter (classic Bourbon) and more peppery and spicy (Rye) than Scotch.

They are also classic components of iconic serves like the Old Fashioned, the Manhattan and the Whiskey Sours.

What about world whiskies? Well, both Japan and Ireland are acutely on-trend and not only add both personality and prestige to your whisky selection but also create talking points on both sides of the bar.

The addition of just a couple of bottles raises the venue's whisky credibility and allows you to offer margin-rich flights and an opportunity to increase spend per head.



RYE PIE - HIGH & DRY

Ingredients
50ml Bulleit Rye
50ml pineapple juice
100ml ale
1 pineapple wedge (garnish)

Method
Build in an Ice-filled highball glass.
Stir gently to combine.
Garnish with a pineapple wedge.

BULLEIT RYE MINT JULEP

Ingredients
50ml Bulleit Bourbon
10ml Monin Cane Sugar Syrup
8 fresh mint leaves
1 mint sprig (garnish)

Method
In a highball glass, add the mint leaves and sugar syrup.
Press the leaves into the syrup with the disk of a bar spoon.
Fill the highball glass with crushed ice.
Add Bulleit Bourbon and churn well for five seconds.
Top the glass up with more crushed ice.
Garnish with three mint sprigs.

JAMESON IRISH LEMONADE

Ingredients
40ml Jameson Irish Whiskey
75ml London Essence Crafted Lemonade
1 lime wedge
Ice cubes

Method
Fill a high ball glass with ice and add Jameson.
Top up the glass with a good quality sparkling lemonade.
Stir to mix.

JAMESON BUCK

Ingredients
40ml Jameson Original
5ml lime juice
London Essence Spiced Ginger Beer
1 lime wedge

Method
Fill highball glass with ice.
Add Jameson and lime juice, then fill to top with Ginger Beer.
Insert garnish and serve with a smile.

CUT YOUR WOLF LOOSE





You'll find "Cut Your Wolf Loose", a specialist whisky bar, situated in the heart of bohemian Brighton.

Cut Your Wolf Loose sits on Trafalgar Street, a steep incline that sweeps down from the station, and nestled on the edge of the North Laines – a laid-back labyrinth of pedestrianised streets packed with independent shops, galleries, funky bars, and cafés.

It's an acutely alternative area that proudly confirms the cliché view of a Brighton as a city of quinoa-munching, organic yoghurt-knitting, Aga-hugging, Guardian-reading ironic ukelele-playing, liberal lefty wokerati.

But, whatever you do, don't be hoodwinked by the 'anything goes" vibe because Sebastian Woolf learned the hard way that, when it came to licensing control, attitudes in the North Laines were anything but liberal.

When Seb took over a mouldering craft beer shop back in 2021, he assumed the switch to an independent whisky bar, adding something genuinely new to the city's thriving bar scene, would be straightforward.

It was anything but. All he wanted to do was extend his off-license to an on-license – allowing customers to enjoy a dram in the bar and buy a bottle of something special to take away.

But locals didn't like that. "I'm still scarred by the whole experience," recalls Seb. "We were blocked nearly every step of the way – it wasn't Brighton licensing (they were helpful), it was just one or two individuals who made our lives really difficult."



CUT YOUR WOLF LOOSE



After enduring numerous rounds of red tape and licensing hearings, "Cut Your Wolf Loose" was granted a license – but it came with a quite extraordinary caveat: "Cut Your Wolf Loose" is not allowed to sell any other spirit apart from whisky.

"If it's legally a spirit then it has to be whisky – nothing else, not even in cocktails, it's crazy," said Paul de Newton, CYWL's general manager and a long-standing pillar of Brighton's bar scene. "The day after we opened a licensing officer paid us a visit and we had to explain the difference between liqueurs and spirits – as we had a shelf full of strange bottles that he didn't recognise."

What would be a commercial straitjacket for many has, in anything, streamlined focus. Cut Your Wolf Loose is widely regarded as one of the UK's leading specialist whisky bars – it's certainly one of the most unique.

It's unfussy, unpretentious and wears its considerable whisky credentials deliberately lightly. Apart from the glowing neon "whisky bar" sign out front, there's a distinct and refreshing lack of classic whisky cues. No antlers or taxidermy, no leather wingback armchairs, no weary old water jugs and certainly no red trousers or tweed.

Instead, beyond the window emblazoned with a huge cartoon Wolf, you'll find an intimate space with tatty train seats and stools, old-school computer consoles downstairs, and where the walls aren't covered in graffiti and street art, you'll find illuminated shelves filled with whiskies from all over the world.

"The only thing we take seriously is the drinks," said Paul. "We're often described as a dive bar, but dive bars don't often serve great drinks – and we do.

"We wanted to mix it up, create somewhere without pretention where you could discover great drinks that you often won't get anywhere else."

Beyond the décor, what differentiates Cut Your Wolf Loose from more traditional whisky venues is the focus on independent bottlings – a burgeoning area of the whisky world in which Seb is very well-established.

He is the man behind "Artful Dodger Whisky Collective" – an independent bottler "dedicated to liberating the world's rarest casks, freeing them from the lips of the few and releasing to the appreciative."

In short, he sources whisky from established and up-and-coming distilleries, matures it in casks in a bonded warehouse in Scotland, bottles them at cask strength and then releases them under either his Artful Dodger Whisky Collective or the bar's very own "Cut Your Wolf Loose" range.

Seb's bottles are handsome-looking fellows. The Artful Dodger branding wouldn't look out pf place in an 18th Century apothecary while each of the "Cut Your Wolf Loose" expressions are adorned with a bespoke label designed by well-known street artists – many of whom reproduce the labels on the bar's garden wall.

"I've been doing this for years and we've built a huge inventory of stock from lots of different distilleries all over the world – and then we simply draw it down and bottle the casks that we like," said Seb. "It means our customers can taste rare, cask-strength whiskies at a fraction of the price that they would if they tried to buy it from the distillery direct."

The provenance of each of the bottles is clearly labelled and the prices range from £5 for a 25cl dram all the way up to £45. "We work on cash rather than percentage margin as we don't want bottles just sitting there," said Paul. "We want people to drink them, and we know that people in Brighton are simply not going to pay £100 for a dram of whisky – we're not into that London bulls**t".



The independent bottlings stand shoulder-to-shoulder with sought after expressions from distilleries that, while unfamiliar to many, are veritable catnip for connoisseurs.
Unless you're an uber geek then, lets face it, you're going to need guidance – which is where the bar really excels.

"The tyranny of choice kicks in immediately when you walk in and as we don't have many well-known brands, there aren't as many recognisable reference points," said Paul. "So, we need to talk to people, work out who they are, what they want and point them in the right direction. So much of what we do here is simply talking to the customers – it's so important.

"We have people coming in with an encyclopaedic knowledge of whisky and we have customers who really don't like whisky at all – or at least don't like it until we introduce them to something that will change their minds," added Paul.

"There are those who still think whisky is smoky and difficult to drink but once you've got them over that initial whisky hurdle, they can be really adventurous," added Seb.

"We deliberately don't talk about tasting notes or anything like that as people don't really give a toss. What really does engage them is the stories and the people behind the bottles on the shelves – which is something we know about as we've collaborated with them."

"One of the best sellers is an Australian Whisky with a label designed by a Hungarian street artist who came over especially to paint our back wall," said Seb. "People love stories like that – and they'll try it."

Being able to browse the shelves, pick up each individual bottle, complete with cool looking label, actively encourages experimentation – while the simple paper cocktail menu further breaks down barriers.

Split into the three cuts of Distillation, "Heads, Hearts & Tails," it's laid out like a flow chart and deftly directs guests to a drink that tallies with both their palate and whisky 'knowledge.'
"Heads" is all about heavy whisky-led classics like the Manhattan, Old Fashioned and Boulevardier; "Hearts" eases off the intensity with whisky twists on tiki drinks, a mango margarita made with habanero-infused bourbon and a disco drink made with Jameson's Orange, lemon juice, banana liqueur, blue curacao and peach bitters – colourful and camp, it 'captures the indulgent spirit of Brighton's vibrant filth".

The 'Tails' section, meanwhile, is for those who say, "I really don't like whisky, please don't hate me." It hails highball serves ('just whisky and soda, long over ice') including a fresh bourbon-based take on the Long Island Iced Tea and the "Cherry Shakewell" – a whisky sour made with whisky that they've infused with Madagascan vanilla by hand.

They also have a 'Teeny Tiny Drinks' section featuring the "Little Stout" – their own take on the "Baby Guinness" made with Bushmills Irish Whiskey; and a "Pickle Back," Mellow Corn Whiskey followed by fresh pickle juice. Paired with a fresh India Pale Ale.

The bar also hosts regular whisky tastings featuring distillers and bottlers from all over the world at a cost of £30 for five drams. To raise awareness and education, bartenders from elsewhere in Brighton are encouraged to come along with a discounted £10 ticket.

"We're just trying to change the way people think about whisky," said Seb. "If gin can go from being grandma's drink to the gin boom, then whisky can too – and bars can be a big part of that.

"It's changing. People care less about what the world is telling them they should like and they're willing to be more adventurous," said Seb. "There are hundreds of distilleries out there and it's our job to give them what they want in terms of flavour and taste."

SINGLE MINDED



A quality single malt whisky has become a bastion of the boozer, but with the whisky bore an ever-lurking presence, how do you select a single malt that can satisfy the nerds, while also bringing new drinkers into the category. Satisfying both these palates is a tricky task, and that's before you get to the growing list of great whisky cocktails. It's a tall order and chances are you'll need a few bottles on the back bar, but if you were to try and whittle the list down to one, then Singleton comes close to ticking all the boxes. Renowned master blender Dr. Craig Wilson is responsible for selecting and curating premium Scotch whisky at Diageo and is known for his expertise in cask selection, flavour innovation, and for working with rare, aged stocks. Here he tells us why Singleton is a great addition to any bar's whisky list.



Dr. Craig Wilson
Master Blender

"The reason The Singleton family of whiskies can be both complex and accessible comes down to the care and attention that goes into making it. Our craftsmanship makes it approachable, while also giving it hidden depths that allow us to experiment during maturation and blending, taking the flavour into exciting new spaces.

That said, we have been a little surprised by its universal appeal. There's nothing more satisfying for us as blenders than seeing a whisky we developed in our blending rooms in an unassuming corner of Central Scotland being enjoyed in a glamorous cocktail bar on the other side of the world.

I think what sets it apart and makes it distinctive is the way we carefully preserve the spirit's vibrant, sweet, fruity notes, alongside the richness and body that come from the casks. The profile we've created has been part design and part serendipity. The distilleries have been producing the same great spirit for hundreds of years; our job is to create recipes that highlight this character and select the finest mix of casks to shape and refine the flavours.

When it comes to making it we approach the process with what we call slow craft, where fermentation, distillation and maturation are all given the time they deserve to develop a harmonious balance of flavours and aromas.

One of our priorities is making a versatile whisky that can be enjoyed in many ways, so I don't like to be too prescriptive on how customer drink it. I'd encourage people to experiment and find their favourite serve - whether neat, over ice, in a highball or in a cocktail. We're all about breaking down the rules around how whisky should be enjoyed.

So in a cocktail, my favourite would have to be a Singleton Boulevardier a Negroni made with the richness and sweetness of The Singleton. Perfect for a cold Scottish winter."

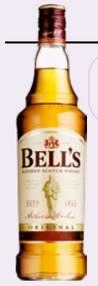
SCOTLAND, BLEND



ABERDOUR PIPER

Aberdour Piper is a well balanced Scotch Whisky with clean and light aromas. A crisp malt and gentle grain palate with a long lingering finish. A fine blend of Scotch Whiskies that have been carefully blended to create a superior and distinctive profile.

Fruity	% 40
BRITVIC GINGER ALE	
£	70cl, 1.5L
26817, 26818	12, 6



BELL'S ORIGINAL

Blending the fresh, sweet malts of Speyside with the smoky sea salt of the Islands, with a malt heart of whisky from the Blair Athol distillery.

Spicy	% 40
BRITVIC GINGER ALE	
££	70cl
56947	12



CHIVAS REGAL 12

A blended Scotch made of hand-selected malt and grain whiskies. At the heart is the classic Speyside single malt whiskey, Strathisla.

Sweet	% 40
LONDON ESSENCE DELICATE GINGER ALE	
£££	70cl
57150	6



THE FAMOUS GROUSE

A blend of the finest malt whiskies, including The Macallan and Highland Park, and exceptional grain whiskies.

Sweet	% 40
BRITVIC GINGER ALE	
££	70cl, 1.5L
37870, 37876	12, 6



HAIG CLUB CLUBMAN MEDITERRANEAN ORANGE

Haig Club single grain whisky notes and orange blossom extracts to give a marmalade orange profile.

Fruity	% 35
LONDON ESSENCE AROMATIC ORANGE & FIG CRAFTED SODA	
££	70cl
26550	6



JOHNNIE WALKER BLACK

Complex dried fruits from the European oak sherry casks followed by hints of smooth creamy toffee that linger with the smoky finish.

Spicy	% 40
LONDON ESSENCE DELICATE GINGER ALE	
£££	70cl
12193	6



JOHNNIE WALKER RED

Hints of fresh apple, pear from Speyside malts, followed by fruity sweetness, cinnamon and pepper,with a signature smoky finish.

Smoky	% 40
LONDON ESSENCE DELICATE GINGER ALE	
£££	70cl
60269	6



MONKEY SHOULDER

A blend of 3 Speyside single malts, with vanilla, brown sugar and toffee notes. A 'Monkey Shoulder' is a temporary injury suffered by malt men when turning barley by hand.

Sweet	% 40
LONDON ESSENCE DELICATE GINGER ALE	
£££	70cl
60162	6



WHYTE & MACKAY

A classic blend made up of 41 different whiskies. Whyte and Mackay special is a great mixer.

Fruity	% 40
BRITVIC GINGER ALE	
££	1.5L
57256	6

SCOTLAND, SINGLE MALT



THE BALVENIE DOUBLEWOOD 12 YEARS OLD

Sweet fruit and Oloroso sherry notes, layered with honey and vanilla. Nutty sweetness, cinnamon and a delicate layer of sherry.

Fruity	% 40
LONDON ESSENCE DELICATE GINGER ALE	
££££	70cl
57040	6

WHISK(E)Y

JOHNNIE WALKER RED SOUL

A brand new, sweeter, smoother, and more accessible version of Red Label. It focuses on notes of toffee fudge, vanilla, and red berries with no smoke, making it ideal for mixing in long drinks like cola or lemonade.

Fruity			% 40
LONDON ESSENCE CRAFTED LEMONADE			
££	70CL	40193	6



STRAWBERRY SOUL

50ML JOHNNIE WALKER RED SOUL, TOPPED WITH LONDON ESSENCE CO. LEMONADE

STRAWBERRY SLICES & A PINCH OF SEA SALT

1. BUILD OVER ICE INTO A HIGHBALL GLASS
2. STIR THROUGH STRAWBERRY SLICES & A PINCH OF SEA SALT.



LAPHROAIG 10 YEARS OLD

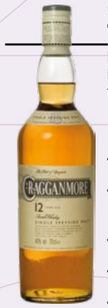
Sparkling gold in colour. Islay peat smoke, full and earthy, tangy salt leaden air with an echo of sweetness at the end. Unforgettable.

Smoky	% 40		
LONDON ESSENCE DELICATE GINGER ALE			
£££££	70CL	# 36971	6

SMOKY FRENCH MARTINI

- 25ML LAPHROAIG 10 YEARS OLD
- 25ML CHAMBORD BLACK RASPBERRY
- 50ML EAGER CLOUDY PRESSED PINEAPPLE JUICE
- 10ML MONIN LEMON RANTCHO

1. SHAKE & FINE STRAIN INTO A COUPE OR COCKTAIL [MARTINI] GLASS
2. GARNISH WITH A FRESH RASPBERRY



CRAGGANMORE 12 YEARS OLD

Hugely complex Speyside single malt, with layers of flavour and a whiff of smoke in the finish.

Fruity	% 40		
LONDON ESSENCE DELICATE GINGER ALE			
££££	70cl	# 56646	6



DALMORE 12 YEARS OLD

12 year old Highland Single Malt Scotch Whisky. Matured for 9 years in Bourbon casks, one half is then transferred in to 30 year old Matusalem oloroso sherry butts. The liquid is then married for a final 6 months in an upstanding sherry butt to marry.

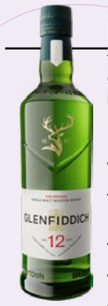
Spicy	% 40		
LONDON ESSENCE SPICED GINGER BEER			
£££	70cl	# 27770	6



DALWHINNIE 15 YEARS OLD

A crisp, dry, aromatic Highland malt with soft heather, honey malt, citrus fruits, and a sweet finish.

Fruity	% 43		
LONDON ESSENCE DELICATE GINGER ALE			
££££	70cl	# 56644	6



GLENFIDDICH SPECIAL RESERVE 12 YEARS OLD

The number one selling single malt. Pale and golden in colour. Rich fruit flavours, subtle pine notes and a hint of peatiness.

Fruity	% 40		
LONDON ESSENCE DELICATE GINGER ALE			
££££	70cl	# 56634	6



GLENFIDDICH SPECIAL RESERVE 15 YEARS OLD

Aged in oak casks, before the flavours are transformed through mellowing in the Solera vat, a large oak tun inspired by the sherry bodegas of Spain and Portugal.

Spicy	% 40		
LONDON ESSENCE DELICATE GINGER ALE			
££££	70cl	# 39132	6



GLENKINCHIE 12 YEARS OLD

Sweet and creamy with a subtle floral fragrance. Crisp mid-palate then butter icing, lemon cheesecake and freesias with a dry, herbal finish.

Fruity	% 43		
LONDON ESSENCE DELICATE GINGER ALE			
££££	70cl	# 57425	6



THE GLENLIVET FOUNDER'S RESERVE

An archetypal Speyside whisky, gold in colour, mellow nose, fruity overall and backed by sweet biscuit notes and remote floral aroma.

Fruity	% 40		
LONDON ESSENCE DELICATE GINGER ALE			
££££	70cl	# 14548	6



GLENMORANGIE ORIGINAL 12 YEARS OLD

Swirling with creamy vanilla and a rush of citrus, layered with honey and peach, this single malt takes The Original's kaleidoscope of flavours to new heights of deliciousness.

Fruity	% 40		
LONDON ESSENCE DELICATE GINGER ALE			
£££	70cl	# 36744	6



HIGHLAND PARK 12 YEARS OLD

A smooth, balanced single malt with a heather-honey sweetness on the nose, a rich, full flavour and a gentle smoky finish.

Smoky	% 40		
LONDON ESSENCE DELICATE GINGER ALE			
££££	70cl	# 56642	6



JURA 10 YEAR OLD

Thick and full with cereal notes and a barley fudge sweetness creeping in with creamy smoothness and a touch of aniseed.

Sweet	% 40		
LONDON ESSENCE DELICATE GINGER ALE			
£££	70cl	# 27875	6



LAGAVULIN 16 YEARS OLD

Full-bodied Islay malt, powerful peat-smoke nose with seaweed and some sweetness, salty and sweet flavours with hints of wood and a long peaty-salt finish.

Smoky	% 43		
LONDON ESSENCE DELICATE GINGER ALE			
££££	70cl	# 56629	6



THE SINGLETON OF DUFFTOWN 12 YEARS OLD

Sweetness and crunchy nuts, then smooth fruity richness on the palate. Firm, with hints of blackcurrant, brown sugar and espresso coffee.

Smoky	% 40		
LONDON ESSENCE DELICATE GINGER ALE			
££££	70cl	# 58320	6

WHISK(E)Y



BUSHMILLS ORIGINAL

A blend of triple distilled single malt whiskey with a lighter Irish grain whiskey.



IRISH GOLD RUSH

50ML BUSHMILLS ORIGINAL
18.75ML HONEY SYRUP
18.75ML MONIN LEMON RANTCHO

1. OLD FASHIONED [LARGE TUMBLER] GLASS
2. SHAKE & STRAIN ALL INGREDIENTS OVER ICE
3. LEMON ZEST

Fruity	% 40
LONDON ESSENCE DELICATE GINGER ALE	
£££	70cl
# 14035	6



HIBIKI

A premium blended whisky with a floral, fruity, and delicate flavor profile. It combines malt and grain whiskies from the Yamazaki, Hakushu, and Chita distilleries.



HIBIKI HIGHBALL

50ML HIBIKI
150ML LONDON ESSENCE SODA WATER

1. TAKE A FROZEN BOTTLE OF HIBIKI
2. POUR 50ML INTO A FROZEN HIGHBALL GLASS
3. TOP WITH LONDON ESSENCE SODA WATER
4. GARNISH WITH EXPRESSED GRAPEFRUIT PEEL

Sweet	% 43
LONDON ESSENCE SODA WATER	
£££	70cl
# 40027	6



TALISKER 10 YEARS OLD

Full-bodied. A rich dried-fruit sweetness with clouds of smoke and strong barley-malt flavours. Long, peppery finish with an appetising sweetness.

Smoky	% 45.8
LONDON ESSENCE DELICATE GINGER ALE	
££££	70cl
# 56638	6

IRELAND →



BLACK BUSH

Matured for up to seven years in Spanish oloroso sherry casks and sweet bourbon barrels for fruity notes to lingering smooth, sweet finish.

Smoky	% 40
LONDON ESSENCE DELICATE GINGER ALE	
£££	70cl
# 14113	6



JAMESON

Smooth spirit thanks to triple distillation, controlled maturation and masterly blending.

Fruity	% 40
LONDON ESSENCE DELICATE GINGER ALE	
£££	70cl, 1.5L
# 56622, 56678	6, 6



TULLAMORE DEW

Triple-distilled and aged in a combination of ex-bourbon and sherry casks to develop its distinctive smoothness.

Fruity	% 40
LONDON ESSENCE WHITE PEACH & JASMINE CRAFTED SODA	
£££	70cl
# 60235	6

WALES →



ABER FALLS SINGLE MALT

Aber Falls single malt Welsh whisky is a fruity, spicy single malt from the first whisky distillery in North Wales in over 100 years.

Fruity	% 40
LONDON ESSENCE DELICATE GINGER ALE	
£££	70cl
# 33167	6

CANADA →



CANADIAN CLUB

Blended before ageing to allow the flavours of rye, rye malt, barley and corn to marry, before resting in top quality white oak barrels.

Spicy	% 40
LONDON ESSENCE DELICATE GINGER ALE	
£££	70cl
# 36956	6



NIKKA FROM THE BARREL

A powerful Japanese whisky. Full bodied and punchy with winter spice, topped off with notes of cut flowers and a little oak.

Smoky	% 51.4
LONDON ESSENCE DELICATE GINGER ALE	
£££	70cl
# 19713	6



TOKI

A light, crisp, and versatile blended Japanese whisky designed for modern drinking, particularly highballs.

Sweet	% 43
LONDON ESSENCE SODA WATER	
£££	70cl
# 40029	6

JAPAN →



BUFFALO TRACE

Made from the finest corn, rye and barley malt, the taste is rich and complex, with hints of vanilla, toffee and candied fruit.

Sweet	% 45
LONDON ESSENCE AROMATIC ORANGE & FIG CRAFTED SODA	
£££	70cl
# 12261	6



BULLEIT

A blend of high rye, corn and barley malt, with special strains of yeast make this small batch bourbon spicy with a smooth, clean finish.

Spicy	% 45
LONDON ESSENCE DELICATE GINGER ALE	
£££	70cl
# 61855	6



BULLEIT RYE

An award-winning, small batch, straight rye whiskey with a character of unparalleled spice and complexity.

Spicy	% 45
LONDON ESSENCE DELICATE GINGER ALE	
££££	70cl
# 62011	6



JACK DANIEL'S GENTLEMAN JACK

Uniquely twice mellowed through sugar maple charcoal for ultimate smoothness; full-bodied with fruit, spices and a warm, silky finish.

Sweet	% 40
LONDON ESSENCE AROMATIC ORANGE & FIG CRAFTED SODA	
££££	70cl
# 24976	6



JACK DANIEL'S OLD NO. 7 (TENNESSEE SOUR MASH)

Charcoal mellowed Tennessee whiskey which draws colour, flavour and finish from maturation in toasted white oak barrels handmade by the distillery.

Sweet	% 40
LONDON ESSENCE DELICATE GINGER ALE	
£££	70cl, 1.5L
# 24983, 24982	6, 6

AMERICA →



JACK DANIEL'S SINGLE BARREL

Matured in the upper reaches of the barrelhouses and bottled one barrel at a time to capture varying degrees of toasted oak, caramel and vanilla.

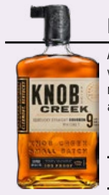
Sweet	% 45
LONDON ESSENCE AROMATIC ORANGE & FIG CRAFTED SODA	
£ £££££	⤢ 70cl
# 24984	C 6



JIM BEAM WHITE

A light and perfumed bourbon with mellow sweetness from oak and vanilla leading to a long warm, spicy finish.

Sweet	% 40
LONDON ESSENCE AROMATIC ORANGE & FIG CRAFTED SODA	
£ £££	⤢ 70cl
# 36969	C 6



KNOB CREEK

Ageing for nine years in charred American white oak lends this small batch bourbon its maple sugar aroma, distinctive sweetness and rich, full-bodied flavour.

Fruity	% 50
LONDON ESSENCE AROMATIC ORANGE & FIG CRAFTED SODA	
£ £££££	⤢ 70cl
# 36972	C 6



MAKER'S MARK

Yellow corn and red winter wheat make this bourbon smooth and sweet with not a hint of bitterness.

Sweet	% 45
LONDON ESSENCE AROMATIC ORANGE & FIG CRAFTED SODA	
£ £££	⤢ 70cl
# 36967	C 6



WILD TURKEY

Super-premium American bourbon from Lawrenceburg Kentucky. One of the biggest names in bourbon, with a high rye content for extra spiciness.

Sweet	% 40.5
LONDON ESSENCE WHITE PEACH & JASMINE CRAFTED SODA	
£ £££	⤢ 70cl
# 18039	C 6



WILD TURKEY RYE

An ode to America's first distilled spirit: rye whiskey. Vanilla and spice notes burst through without changing the bold rye taste. Stands up to anyMixer and shines through in cocktails.

Spicy	% 40.5
LONDON ESSENCE WHITE PEACH & JASMINE CRAFTED SODA	
£ £££	⤢ 70cl
# 18041	C 6



WOODFORD RESERVE

A small batch, hand-crafted bourbon. Powerful caramel, oak, toffee and fruit flavours and a long, warming finish.

Spicy	% 40
LONDON ESSENCE WHITE PEACH & JASMINE CRAFTED SODA	
£ ££££	⤢ 70cl
# 24986	C 6

FLAVOURED & WHISKEY-BASED SPIRITS →



JACK DANIEL'S TENNESSEE APPLE

Delivering the unique character of Jack Daniel's Tennessee Whiskey coupled with the taste of crisp, green apple. Described by their master distiller Chris Fletcher, as "Like a freshly picked apple in a glass of Jack."

Sweet	% 35
LONDON ESSENCE DELICATE GINGER ALE	
£ ££	⤢ 70cl
# 33394	C 6



JACK DANIEL'S TENNESSEE FIRE

A combination of red hot cinnamon complimented by the sweetness of the authentic Jack Daniel's.

Spicy	% 35
LONDON ESSENCE DELICATE GINGER ALE	
£ £££	⤢ 70cl
# 24985	C 6



JACK DANIEL'S TENNESSEE HONEY

Jack Daniel's laced with Tennessee honeycomb. Spicy on the nose with a smooth, lightly sweet finish.

Sweet	% 35
LONDON ESSENCE DELICATE GINGER ALE	
£ £££	⤢ 70cl
# 24987	C 6



SHEEP DOG

The aroma is peanut butter, vanilla, and caramel corn with whiskey undertones. The sweet finish is warm and semi-dry with a mild sting leaving vanilla, peanut butter pulp, caramel, butterscotch, subtle oak, coffee, and whiskey taste.

Spicy	% 35
LONDON ESSENCE DELICATE GINGER ALE	
£ ££	⤢ 70cl
# 31708	C 6

JACK DANIEL'S TENNESSEE BLACKBERRY

Blends classic Jack Daniel's Tennessee Whiskey with a proprietary blackberry liqueur to create a blackberry flavoured whiskey that only Jack can deliver. Highly versatile and refreshing, this Jack Daniel's whiskey blend offers a bold, rewarding, exceptionally smooth taste of blackberries combined with the perfectly aged and charcoal mellowed whiskey you know and love.

Fruity		% 35	
LONDON ESSENCE CRAFTED LEMONADE			
£ ££	⤢ 70CL	# 39378	C 6



BLACKBERRY & GINGER

50ML JACK DANIEL'S TENNESSEE BLACKBERRY

LONDON ESSENCE CO. SPICED GINGER ALE

1. ADD JD BLACKBERRY TO AN OLD FASHIONED [LARGE TUMBLER] GLASS OVER ICE.
2. TOP WITH LONDON ESSENCE CO. SPICED GINGER ALE.
3. GARNISH WITH 2 FRESH BALCKBERRIES & MINT SPRIG.

HOLIDAYS

LIQUEURS

Amid all this talk of Mounjaro and Ozempic, you'd be forgiven for thinking that pub-goers are no longer interested in anything as decadent as "Dessert Drinks".

But don't be fooled by all this fat-jab chat, because pub-goers are still stretching their waistlines and wallets in their desire for after-dinner treats and indulgence in liquid form. Rich, fun and a little theatrical, these drinks differentiate your menu, show off your creativity; and deftly bridge the gap between the bar and the kitchen (using spirits, liqueurs, syrups, cream, ice cream etc...).

Crucially, they can also be sold at a significantly higher markup than standard cocktails - extending the customer journey, increasing overall spend and offering guests an impulsive and tempting 'one more' occasion after a meal or final round.

Sexy-looking so-and-so's, they're also incredibly Instagram- able too - which helps with a venue's social media and coaxes in customers to order them.

THE CARAJILLO

Ingredients
50ml Licor 43
A shot of hot espresso

Method
Simply half-fill your glass with ice cubes and pour the Licor 43 Original over the top.
Pour the coffee over the liqueur and stir.



BABY STOUT

Ingredients
35ml Tia Maria Cold Brew Coffee Liqueur
15ml Baileys Irish Cream

Method
Pour Tia Maria into shot glass and float Bailey's Irish Cream on top using a spoon
to help layer.



PISTACHIO MARTINI

Ingredients
25ml Absolut Vanilia
6.25ml Disaronno Originale Amaretto
1 bar spoon Bols Blue Curaçao
18.75ml Aber Falls Pistachio Cream

Method
Shake hard & fine strain all ingredients into a chilled glass. Adding pistachio liqueur after the ice will help prevent splitting.



LUCK OF THE IRISH

Ingredients
25ml Dutch Barn Vodka
25ml Baileys
25ml Monin Vanilla Syrup
25ml cream
12.5ml Bols Crème De Menthe

Method
Add all ingredients to a shaker with ice.
Shake for 15-20 seconds.
Fine strain into a coupe glass.
Garnish with chocolate powder and mint sprig.



CHOCOLATE MARTINI

Ingredients
25ml Smirnoff Vanilla
25ml Chocolate Liqueur
Chocolate Shavings

Method
Shake all the liquid ingredients with ice.
Fine strain into a chilled Martini glass.
Garnish with shaved chocolate.

BABY VELVET

Ingredients
25ml Tia Maria Cold Brew Coffee Liqueur
10ml Monkey Shoulder
15ml Baileys Irish Cream
Sprinkling of nutmeg

Method
Layer the shot and grate some nutmeg on top.



BAILEYS AFFOGATO

Ingredients
50ml Baileys Irish Cream
20ml espresso
1 scoop of good quality vanilla ice cream

Method
Place the ice cream in the centre of the glass.
Pour over the espresso.
Pour over the Baileys and serve.



ABER PISTACHIO CREAM

This indulgent liqueur combines the earthy richness of roasted pistachios with the creamy sweetness of white chocolate, offering a unique taste experience.



PISTACHIO CREAM ESPRESSO MARTINI

25ML ABER FALLS PISTACHIO CREAM LIQUEUR
12.5ML AMARETTO DISARONNO
12.5ML GIFFARD CRÈME DE CACAO WHITE
2.5ML TOASTED SESAME OIL
25ML FRESH ESPRESSO

1. CHILLED COUPE, NICK & NORA OR COCKTAIL [MARTINI] GLASS
2. SHAKE HARD & FINE STRAIN ALL INGREDIENTS INTO A CHILLED GLASS
3. CRUSHED PISTACHIO SPRINKLE

% 15			
£ £££	70cl	# 39825	6



BENEDICTINE D.O.M.

A blend of botanicals including saffron for the yellow appearance, with a balanced sweetness and ginger and clove spice.



MILK & HONEY

30ML BENEDICTINE D.O.M.
100ML MILK [ANY]

1. TODDY GLASS
2. BUILD INGREDIENTS IN ORDER OVER ICE
3. ORANGE WHEEL & CINNAMON STICK

% 40			
£ £££	70cl	# 56573	6

CREAM →



WARNINKS ADVOCAAT

Brandy, sugar and vanilla combine to make a smooth creamy velvety drink.

% 17.2			
£ ££	70cl	# 56572	6



BAILEYS

Fresh dairy cream, Irish whiskey, finest spirits and natural flavours.

% 17			
£ ££	70cl, 1.5l	# 56944, 56691	6, 6



TEQUILA ROSE

A passionate combination of strawberry cream liqueur with a splash of tequila.

% 15			
£ £	70cl	# 31669	6

FRUIT, NUT, SPICE, COFFEE →



BOLS APRICOT BRANDY

Fresh apricot juice gives a richer, fuller flavour, with notes of Amaretto from crushed kernel stone.

% 24			
£ £	50cl	# 26618	6



DEAD MAN'S FINGERS RASPBERRY CREAM

Dead Man's Fingers rum was first created at the rum & crab shack in St Ives, Cornwall, England. This smooth, velvety, rum liqueur with aromas of fresh raspberries, is delicious when served over ice. It's also great for making a luxurious white Russian.

% 15			
£ ££	70cl	# 34309	6



DEAD MAN'S FINGERS BLUE RASPBERRY

This smooth, velvety tequila-based cream liqueur with aromas of fresh raspberries is as bold in flavour as in colour. Drink it neat, chilled or whip it up into a hardshake.

% 15			
£ ££	70cl	# 35195	6



DISARONNO VELVET

Perfect for those who love cream liqueurs with an intense aroma, Disaronno Velvet masterfully and harmoniously mixes the distinctive imprinting of Disaronno Originale with velvety notes. Incredibly smooth, to be enjoyed over ice, a true tasting experience.

% 17			
£ ££	70cl	# 31463	6



LUSTRE CAFFE LATTE

Subtle coffee notes, swathed in luxurious cream pair with clean vodka to create a silky smooth and utterly sophisticated liquid.

% 15			
£ ££	70cl	# 33381	6



LUSTRE STRAWBERRY CREAM

Sweet strawberry pairs with classic cream underpinned by the earthy warmth of high-quality tequila for a drink like no other.

% 15			
£ ££	70cl	# 33386	6



LUSTRE PINEAPPLE

Notes of juicy pineapple and lush coconut combine with bright white rum, transporting you to sun drenched beaches and tropical holidays.

% 15			
£ £	70cl	# 33041	6



BOLS BLUE CURAÇAO

Sparkling blue colour and a powerful orange flavour from sweet red, bitter Curacao and rare Kinnow oranges.

% 21			
£ £	50cl	# 26620	6



BOLS CHERRY BRANDY

Deep red colour from fresh Eastern European cherries with notes of Amaretto from crushed cherry stones.

% 24			
£ £	50cl	# 26623	6



BOLS CRÉME DE BANANE

Sun-ripened bananas with a touch of vanilla and a hint of almonds.

% 17			
£ £	50cl	# 26619	6



BOLS CRÉME DE CACAO BROWN

Rich flavour of bitter, dark chocolate and hints of orange and vanilla.

% 24			
£ £	50cl	# 26621	6



BOLS CRÉME DE CACAO WHITE

Clear liqueur with delicious milk chocolate flavours, underpinned by faint vanilla and apricot tones.

% 24			
£ £	50cl	# 26624	6



BOLS CRÉME DE CASSIS

Rich and fruity blackcurrant flavour with a sweet lingering finish.

% 17			
£ £	50cl	# 26625	6



COINTREAU

An orange liqueur, produced according to a secret recipe unchanged for 150 years, and essential in the Margarita and Cosmopolitan.

BREAKFAST MARTINI

50ML TANQUERAY GIN
15ML COINTEAU
15ML MONIN LEMON RANTCHO
1TSP ORANGE MARMALADE

1. CHILLED COUPE OR COCKTAIL [MARTINI] GLASS
2. SHAKE & FINE STRAIN
3. ORANGE ZEST



% 40
£ £££ | 70cl | # 12358 | 6



MONDORO ELDERFLOWER

Mondoro Aperitivo is a unique blend of elderflowers, carefully selected for their floral and honey-sweet notes, and other botanicals that enrich the aromatic bouquet with a touch of spicy and fresh scents.

MONDORO SPRITZ

75ML LYRIC PROSECCO
50ML MONDORO
25ML SODA WATER

1. LARGE WINE GLASS
2. BUILD OVER ICE AND STIR
3. MINT LEAVES



% 14
£ £ | 70cl | # 39520 | 6



BOLS CRÉME DE MENTHE

Green, peppermint liqueur made from fresh mint leaves, resulting in a clean, well-defined bouquet with a definite mint finish.

% 24
£ £ | 50cl | # 26622 | 6



BOLS STRAWBERRY

Fresh strawberry juice delivers a powerful but not over sweet strawberry flavour, edged with a slight citrus tang.

% 17
£ £ | 70cl | # 26627 | 6



BOLS TRIPLE SEC

A crystal clear liqueur flavoured with Curaçao orange peel and hints of citrus.

% 24
£ £ | 50cl | # 36303 | 6



GIFFARD BLUE CURACAO

Liqueur of a deep blue caribbean color with a fine flavor of bitter and sweet oranges.

% 25
£ £££ | 70cl | # 29188 | 6



GIFFARD LYCHEE

Slightly floral with tropical fruits, rose petals and tinned lychee.

% 18
£ ££ | 70cl | # 30938 | 6



GIFFARD TRIPLE SEC

Made with the bitter peels of orange, Giffards Pacifico Triple Sec offers a fantastically rich and heady flavours.

% 25
£ ££ | 70cl | # 29190 | 6



CHAMBORD BLACK RASPBERRY

Berry fruits blended with French Cognac, extracts of Madagascan vanilla and other fragrant herbs.

% 16.5
£ £££ | 70cl | # 24974 | 6



DISARONNO ORIGINALE AMARETTO

17 herbs and fruits soaked in apricot kernal oil produce a marzipan and honey flavour.

% 24
£ ££ | 70cl | # 26392 | 6



DRAMBUIE

A blend of 30 aged Scotch whiskies with herbs, spices and heather honey created for Bonnie Prince Charlie in the 18th century.

% 40
£ £££ | 70cl | # 18036 | 6



GLAYVA

A fusion of malt whiskies, spices, Mediterranean tangerines, cinnamon, almonds and honey.

% 35
£ ££ | 70cl | # 27911 | 6



GRAND MARNIER

Made to a secret recipe created in 1880, blending fine Cognacs from France and Caribbean Bigaradia oranges, aged in French oak.

% 40
£ £££ | 70cl | # 16401 | 6



KAHLUA

A blend of finest sugarcane and 100% Arabica coffee, with rum, vanilla and caramel for a rich flavour.

% 16
£ ££ | 70cl | # 57066 | 6



FRANGELICO

A traditional hazelnut liqueur produced in the Piedmont region of Northern Italy, its origins date back more than 300 years.

% 20
£ £££ | 70cl | # 14675 | 6



GIFFARD CRÈME DE CACAO WHITE

Intense aroma of cocoa beans. Slight note of roasted cocoa beans.

% 25
£ ££ | 70cl | # 18291 | 6



GIFFARD CRÈME DE BANANE

A full sized bottle of phenomenally moreish, delicious Crème de Banane from Giffard. Use it in tropical cocktails with dark rum, or to add extra depth to a variety of tasty desserts.

% 25
£ ££ | 70cl | # 29184 | 6



LA FEE ABSINTHE

A modern twist on French absinthe - distilled with grand wormwood, anise and fennel.

% 40
£ £££ | 70cl | # 14904 | 6



LICOR 43

Named after the 43 ingredients that go into it, also known as liquid gold due to its golden shine. Mediterranean citrus fruits combine with aromatic herbs.

% 31
£ ££ | 70cl | # 16524 | 6



LUXARDO LIMONCELLO

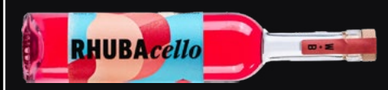
Bright and vibrant, with a zingy, sherbet lemon note on the tongue and a pleasant finish.

% 27
£ ££ | 70cl | # 38322 | 6

WOLFE BROS. RHUBACELLO

A celebration of the finest Yorkshire produce. We source forced rhubarb from 4th generation growers, Robert & Paula Tomlinson in the world famous 'Rhubarb Triangle'. Tomlinson's forced Yorkshire rhubarb is gently sous vide with cane sugar to extract all the delicate & complex flavours before blending with British winter wheat spirit. The result is a spectacular aromatic, bright and candied fruit liqueur.

% 24			
£ ££	50CL	# 39745	6



RHUBACELLO SOUR

- 37.5ML RHUBACELLO
- 12.5ML DUTCH BARN VODKA
- 18.75ML LEMON JUICE
- DASH OF REGAN'S ORANGE BITTERS
- 6.25ML SUGAR SYRUP
- PIPETTE MS BETTER'S BITTERS MIRACLE FOAMER

SHAKE ALL INGREDIENTS HARD WITHOUT ICE. ADD ICE TO TIN, SHAKE HARD AGAIN AND STRAIN INTO A CHILLED GLASS. GARNISH WITH A LEMON WHEEL AND RHUBARB CHUNKS.



WOLFE BROS ORANCELLO

A beautiful marriage of fresh orange zest, sweet marmalade and a rich indulgent mouthfeel.



'CELLO MARGARITA

- 50ML CAZADORES REPOSADO
- 25ML ORANCELLO
- 25ML MONIN LIME RANTCHO

1. SHAKE AND FINE STRAIN
2. SERVE IN A COUPE OR MARTINI GLASS
3. LIME WEDGE ON RIM, OPTIONAL SALT RIM

% 28			
£ £	50cl	# 39755	6



MIDORI MELON

Japanese for 'green', Midori's sweetness and vibrant colour are drawn from premium Japanese Yubari melons.

% 20		
£ ££	70cl	
# 36966	6	



PASSOÃ

Passion fruit liqueur with a balance of sweet and bitter flavours making it a useful base for cocktails.

% 17		
£ ££	70cl	
# 12363	6	



PERNOD

A uniquely refreshing bright golden anise spirit, Pernod as we know it today is a modified version of absinthe, originally produced in 1915.

% 40		
£ ££	70cl	
# 56575	6	



SOIREE AMARETTO

Soiree Amaretto is a classic almond flavoured liqueur with a silky smooth taste. It is perfect on its own over ice or used to add a nutty, mellow edge to creamy or rich cocktails.

% 22		
£ £	70cl	
# 61158	6	



ST-GERMAIN

Crafted from 100% fresh, handpicked elderflowers for a complex flavour profile that works through peach pear, lychee and citrus. Works in a Martini or with Champagne.

% 20		
£ ££	70cl	
# 14407	6	



TIA MARIA

A delicious and versatile coffee liqueur. Mix with cola, enjoy in coffee or just pour straight over ice.

% 20		
£ ££	70cl, 1.5l	
# 26384, 26391	6, 6	



TUACA

Oak-aged Italian brandy, which is then infused with natural citrus fruit and sweet aromatics, most notably light vanilla.

% 35		
£ ££	70cl	
# 15926	6	



WOLFE BROS LIMONCELLO

Perfectly balanced, zingy lemon zest, candied citrus peels, and a touch of lemon curd.

% 28		
£ ££	50cl	
# 39751	6	

LONG →



PIMM'S NO. 1

A gin-based drink flavoured with liqueurs and fruit made to the original recipe which remains a closely guarded secret, known only to 'the secret six' of Pimm's top people.

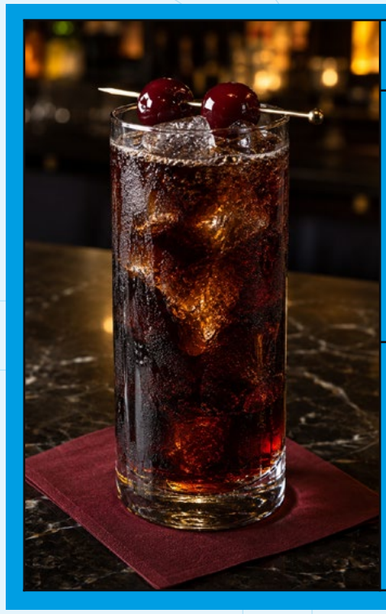
PIMM'S CUP

50ML PIMM'S NO. 1
1 WEDGE FRESH ORANGE
1 SLICE FRESH LEMON
1 FRESH STRAWBERRY
200ML LONDON ESSENCE GINGER ALE

1. COLLINS GLASS
2. STIR ALL INGREDIENTS OVER ICE
3. MINT SPRIG



% 25
£ ££ | 70cl | # 56946 | 6



CORKY'S SOUR CHERRY

A perfect mix of sweet and sour, delivering an explosion of sour cherry bite with a sweet, tangy kick.

CHERRY COLA

50ML CORKY'S CHERRY
150ML PEPSI MAX

1. HIGHBALL GLASS
2. BUILD OVER ICE
3. SQUEEZE OF LIME



% 15
£ £ | 70cl | # 57084 | 6



ARCHERS PEACH SCHNAPPS

Fruit schnapps with intense flavour of peaches. The name schnapps comes from the old Norse word 'snappen', meaning to snatch a gulp.

% 18
£ ££ | 70cl, 1.5l
32991, 32994 | 6, 6



BALI COCONUT

A smooth, sweet taste of the Caribbean.

% 15
£ £ | 70cl
57584 | 6



ORCHARDS PEACH SCHNAPPS

Rich, aromatic peaches on the nose and palate.

% 17.5
£ £ | 70cl
57585 | 6



MALIBU

Produced in Barbados since 1893, Malibu owes its unique taste to a refined blend of Caribbean rum, natural coconut flavours and very high quality pure cane sugar.

% 18
£ ££ | 70cl, 1.5l
34819, 34816 | 6, 6



SOUTHERN COMFORT

A fusion of American whiskey, fruit and spice flavours created by New Orleans bartender M.W. Heron in 1874.

% 35
£ ££ | 70cl, 1.5l
15878, 15879 | 6,6

SHOT →



AFTERSHOCK RED

A fiery cinnamon liqueur usually drunk as a shot but also works in cocktails such as a Mr T Special or a Purple Haze.

% 30
£ £££ | 70cl
36955 | 6



AFTERSHOCK BLUE

A fresh combination of citrus and mint to awaken the senses. A popular shot on the drinking circuit since its release.

% 30
£ £££ | 70cl
36970 | 6



ANTICA APPLE

Cleverly balanced taste of aniseed rich Sambuca, with fresh, juicy apples.

% 38
£ ££ | 70cl
60278 | 6



ANTICA BANANA

Intense yellow blend of soft, sweet banana and aniseed.

% 38
£ ££ | 70cl
60279 | 6



ANTICA BLACK

Infused with liqorice for a sweeter and deeper flavoured Sambuca.

% 38
£ ££ | 70cl
60280 | 6



ANTICA CHILLI

Smooth Sambuca with a kick of spicy green chilli.

% 38
£ ££ | 70cl
60281 | 6



ANTICA CLASSIC

Crystal clear Sambuca. Intensely sweet and velvety smooth with just a hint of sourness.

% 38
£ ££ | 70cl
60283 | 6



ANTICA RASPBERRY

Pale pink Sambuca blending classic aniseed with sweet raspberries.

% 38
£ ££ | 70cl
60277 | 6



ANTICA TROPICAL

Anise with bright, vibrant notes of orange and mango.

% 38
£ ££ | 70cl
62016 | 6



CARCELLI

A blend of elderberries and anise. Smooth and full in style with pronounced aniseed flavour.

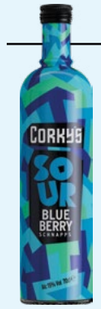
% 38
£ £ | 70cl
57812 | 6



CORKY'S SOUR APPLE

The crisp apple is refreshingly fruity with a sour twist to bring the taste buds to life. Add a dash of lemonade for a taste sensation.

% 15
£ £ | 70cl
57081 | 6



CORKY'S SOUR BLUEBERRY

Schnapps with the taste of ripe blueberries.

% 15
£ £ | 70cl
57079 | 6



SOURZ APPLE

Sweet apple flavour balanced by a zingy sour finish.

SOUR APPLE MARTINI

25ML APPLE SOURZ

25ML CIROC APPLE

25ML EAGER CLOUDY APPLE JUICE

1. MARTINI GLASS
2. SHAKE & STRAIN INTO A CHELLED GLASS
3. APPLE SLICE



% 15

£ | 70cl | # 36960 | 6



JÄGERMEISTER ORANGE

Aherbal liqueur that blends the classic 56-herb recipe with Sicilian orange and mandarin peel extracts. Designed to be served as an ice-cold shot, it offers a brighter, citrus-forward, and slightly sweeter profile than the original, targeting a smoother, fruity experience.

JÄGER ORANGE SOUR

50ML JÄGERMEISTER ORANGE

25ML LEMON JUICE

18.25ML MONIN CANE SUGAR SYRUP

1. OLD FASHIONED GLASS
2. SHAKE AND STRAIN OVER ICE
3. GARNISH WITH AN ORANGE SLICE



% 40

£ | 70cl | # 39739 | 6

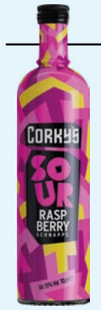


CORKY'S SOUR MANGO

Packed full of that fresh tropical flavour. Perfect with rum and a dash of soda. Get your disco balls ready!

% 15

£ | 70cl | # 12584 | 6



CORKY'S SOUR RASPBERRY

A raspberry flavour alcoholic mix.

% 15

£ | 70cl | # 14070 | 6



FIREBALL

Feel the burn as this Canadian cinnamon whisky ignites the tastebuds. Shoot straight, on the rocks or in a Fire Starter Coffee.

% 33

ff | 70cl | # 59122 | 6



MESSER SCHMITT

A secret blend of many herbs, spices and fruit flavours combined to give a bitter-sweet taste.

% 22

£ | 70cl | # 58953 | 6



SOURZ CHERRY

Rich dark cherry combined with subtle berry for a perfectly balanced sweet & sour flavour.

% 15

£ | 70cl | # 36959 | 6



SOURZ RASPBERRY

Strong hits of fruit and a balance of sweet and sour for impactful flavour.

% 15

£ | 70cl | # 36961 | 6



JÄGERMEISTER

A German herbal liqueur made with 56 herbs, roots and fruits, including ginger roots, star anise, cardamom and orange peel. Serve ice cold.

% 35

£££ | 70cl | # 12354 | 6



JUNGFRAU KRAUTER LIKOR

A blend of more than 40 spices, herbs and roots, fruits and flowers, including aniseed, bitter orange and white turmeric.

% 30

ff | 70cl | # 59726 | 6



JUNGFRAU SCHNAPPS

Distilled from a blend of more than 40 herbs and spices. Aniseed, bitter orange and the aromatic essence of white turmeric.

% 17

ff | 70cl | # 35516 | 6



LUXARDO WHITE

Made in Padova, near Venice, this is a classic Sambuca. Sweet and smooth with the distinctive taste of star anise.

% 38

ff | 70cl | # 38327 | 6



LUXARDO PASSIONE NERA

Inky black Sambuca aromatised with liquorice.

% 38

£££ | 70cl | # 38321 | 6

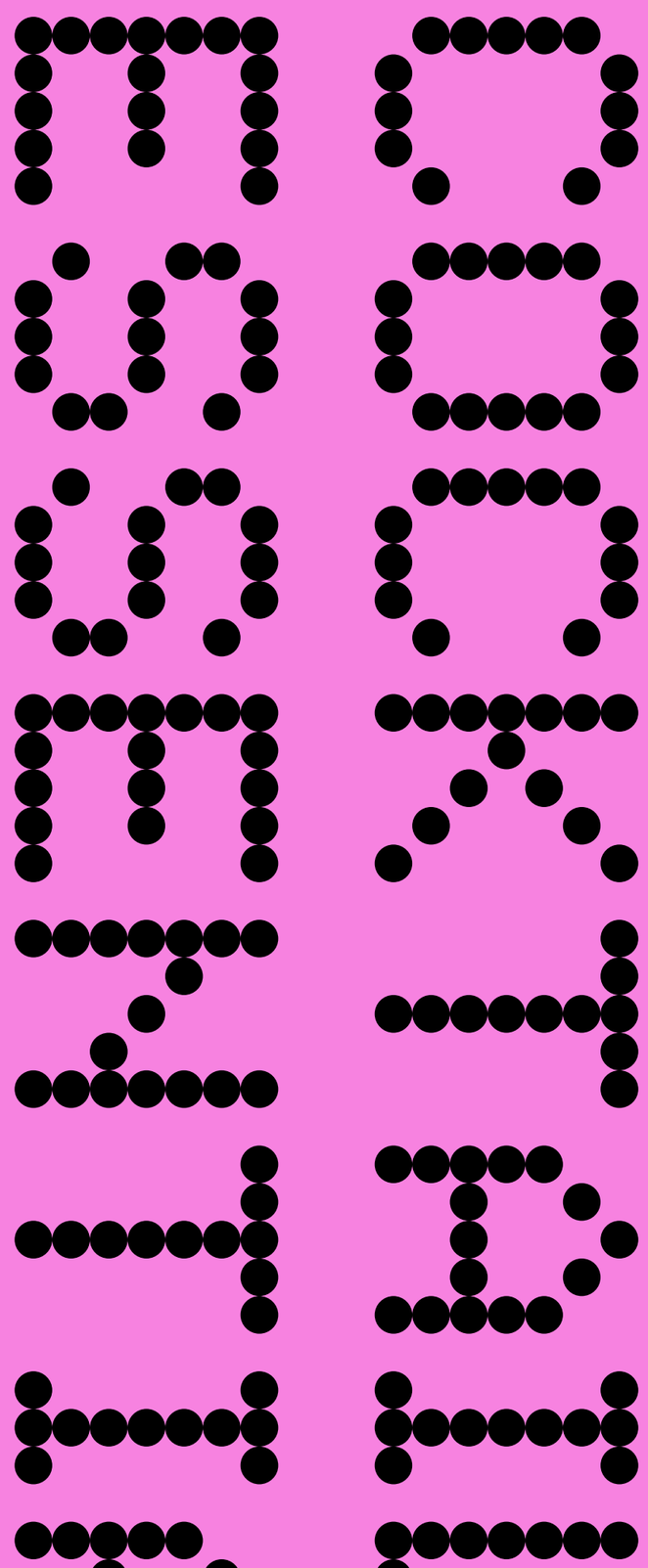


LUXARDO RASPBERRY

Blush pink Sambuca bursting with fragrant, fruit flavours.

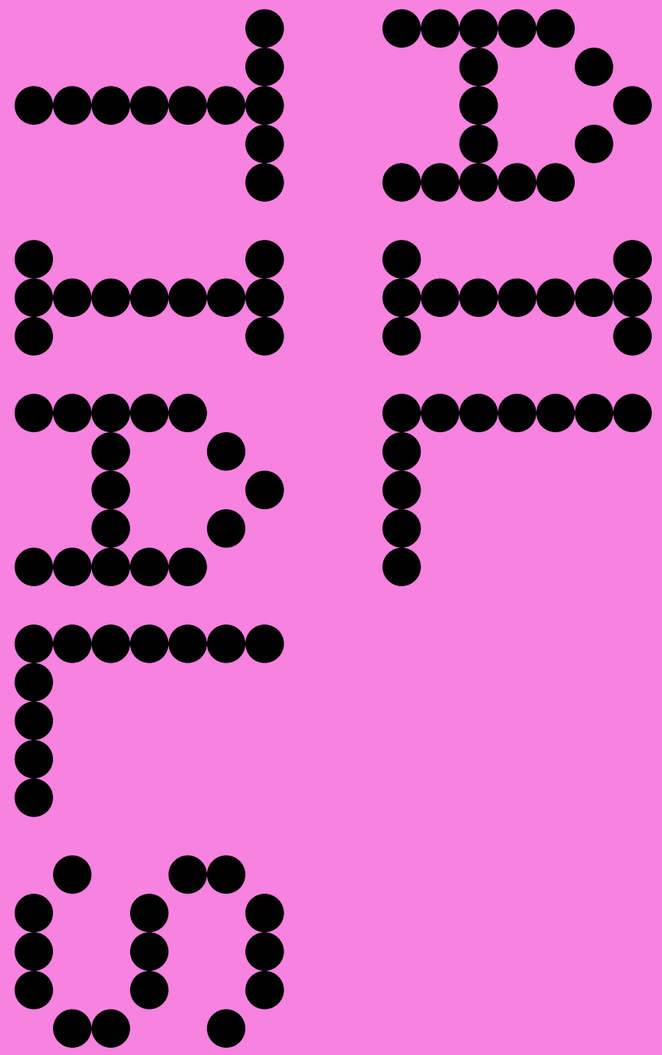
% 38

ff | 70cl | # 38319 | 6



While spirits are the stars of the majority of cocktails, the picture isn't always complete without juices, bitters, syrups and purees.

We've got a full range to support you on this front, including the fantastic Eager Juice range, syrups and purees from Monin and a newly added foaming dropper from the Ms. Better's Bitters range, making your serves servile to your vegan customer base.



COCKTAIL ESSENTIALS



MIRACULOUS FOAMER

From the Ms. Better's range comes their Miraculous Foamer. Rather than adding eggs to your cocktail to make them foamy, simply add a third of a dropper Miraculous Foamer – it's suitable for vegans, as well as those who don't fancy their chances cracking eggs!

GRAND SOUR

40ML GRAND MARNIER
30ML MONIN LEMON RANTCHO
0.5P MS. BETTER'S MIRACULOUS FOAMER

1. HOLD FASHIONED [LARGE TUMBLER] GLASS
2. SHAKE INGREDIENTS HARD & STRAIN ALL INGREDIENTS OVER A LARGE ICE CUBE
3. ORANGE WHEEL



% 40			
£ £££	12cl	# 30370	48



EAGER PINK GRAPEFRUIT

Eager pure squeezed pink grapefruit juice is sourced directly from the groves of the finest grapefruit growers. There's no bits resulting in the perfect balance between taste and consistency.

SALTY DOG

50ML SKYY VODKA
100ML EAGER PINK GRAPEFRUIT

1. HIGHBALL GLASS
2. SHAKE & STRAIN OVER ICE
3. SALT RIM & GRAPEFRUIT WEDGE



% 0			
£ ££	1L	# 21191	8

BITTERS →



ANGOSTURA BITTERS

Made with the same original secret recipe since 1824, this unique flavour enhancer remains a quintessential ingredient for classic and contemporary cocktails.

% 44.7			
£ ££	20cl	# 18879	12



REGAN'S ORANGE BITTERS NO. 6

A subtle and complex bitters, made with orange, cardamom and coriander.

% 45			
£ ££	148ml	# 27779	12



EAGER PRESSED TOMATO JUICE

Tomato Juice 100% Pressed & Not from Concentrate! Eager pure pressed tomato juice comes from tomatoes sourced directly from Europe's finest tomato growers. They've been pressed for a smooth texture, resulting in the perfect balance.

% 0			
£ ££	1l	# 27781	8

SYRUPS →



MONIN ALMOND SYRUP (ORGEAT)

The ideal sweetener for many a Tiki cocktail.

% 0			
£ ££	70cl	# 28280	6

JUICES →



BIG TOM SPICED TOMATO JUICE

Big Tom Tomato juice, packs a punch with its intense, rich and spicy taste. Perfect to enjoy in a Bloody Mary, or simply on its own.

% 0			
£ ££	250ml	# 58309	24



EAGER CLOUDY PRESSED APPLE JUICE

Eager naturally cloudy pressed apple juice comes from a variety of the finest European apples. They're less sweet with more bite, resulting in a lighter cleaner taste.

% 0			
£ ££	1l	# 59671	8



MONIN CANE SUGAR SYRUP (SYROP DE GOMME)

An absolute bar staple. Essential in the balance of a cocktail – with or without alcohol – that has any kind of sour element.

% 0			
£ ££	70cl	# 28277	6



MONIN CARAMEL SYRUP

The wonderful taste of freshly made caramel, cooked to the point of sticking. Just enough 'burnt' flavour to offer real character.

% 0			
£ £	70cl	# 39973	6



MONIN CHERRY SYRUP

This syrup is just oozing with sun-ripened cherry flavours.

% 0			
£ £	70cl	# 39971	6



EAGER CLOUDY PRESSED PINEAPPLE JUICE

Eager pure pressed pineapple juice comes from specially selected Central American pineapples. These bountiful beauties are a little less sweet than other less refined pineapples.

% 0			
£ ££	1l	# 59673	8



EAGER CRANBERRY JUICE DRINK

Eager naturally sweetened presses cranberry juice come from the plumpest North American cranberries. These scrumptious little devils are known for their bite and their lighter fresh taste.

% 0			
£ ££	1l	# 17310	8



EAGER SMOOTH ORANGE JUICE

Eager pure squeezed orange juice is sourced directly from the groves of the finest orange growers. They've been squeezed without the bits, resulting in the perfect balance between taste and consistency.

% 0			
£ ££	1l	# 59672	8



MONIN COCONUT SYRUP

Captures the beautifully milky flavour of freshly grated coconut. With a deliciously sweet and nutty aroma and mouth-watering, exotic taste, this syrup adds finesse and flair to your milkshakes, smoothies, cocktails and mocktails.

% 0			
£ £	70cl	# 39970	6



MONIN GRENADINE SYRUP

Grenadine syrup is a staple syrup in bars all around the world. Made from a mixture of mixed berry juice including raspberries and blackcurrants, with a hint of vanilla on the palate.

% 0			
£ ££	70cl	# 28297	6



MONIN PASSIONFRUIT SYRUP

A ripe tropical fruit flavour. It tastes sweet and tart, all at the same time. Great if you want to boost the tropical flavour profile of a drink without costing the earth.

% 0			
£ ££	70cl	# 28284	6



TAILS ESPRESSO MARTINI

42 Below Vodka, Coffee Liqueur, Arabica Coffee. It is thought that this cocktail was created by Dick Bradsell in 1983 while at the Brasserie Soho in London for a woman who asked for something that would “wake me up, and then f*** me up”.

ESPRESSO MARTINI

125ML TAILS ESPRESSO MARTINI MIX

1. MARTINI GLASS
2. SHAKE HARD & STRAIN INTO A CHILLED GLASS
3. 3 COFFEE BEANS



% 15			
£ ££	11	# 20901	6



FEVER-TREE PASSION FRUIT MARTINI MIXER

Crafted with the finest passion fruit, ripened mango and vanilla, when shaken with vodka this Mixer, creates a deliciously zesty & fruity Passion Fruit Martini.

% 0	
£ ££	750ml
# 34417	6

CAPTAIN MORGAN STRAWBERRY DAIQUIRI

Captain Morgan’s Original Spiced Gold with sweet ripe strawberries, juicy lime, and rich notes of vanilla and rum spice.

% 10	
£ ££	101
# 32556	1

SMIRNOFF ESPRESSO MARTINI

A rich and smooth coffee-flavoured cocktail with characteristic vanilla and chocolate notes, made with Smirnoff Vodka.

% 12.5	
£ ££	10ml
# 24707	1



MONIN PEACH SYRUP

Deliciously juicy, sweet peach flavours. It’s smooth and soft, just like perfectly ripe peach flesh.

% 0	
£ £	70cl
# 39974	6



MONIN RASPBERRY SYRUP

The delicious flavour of freshly picked raspberries. Guaranteed to add a burst of summer to any drink.

% 0	
£ £	70cl
# 39986	6



MONIN SALTED CARAMEL SYRUP

Widely used to flavour puddings, cakes and ice cream, adding a touch of sweet indulgence, with a hint of saltiness – great in a classic Espresso Martini or Irish Coffee.

% x0	
£ ££	70cl
# 30296	6



SMIRNOFF PASSION FRUIT MARTINI

Smirnoff Vodka combined with juicy passion fruit and citrusy flavours is balanced with smooth notes of vanilla and marshmallow.

% 12.5	
£ ££	101
# 24710	1



TAILS MOJITO

Bacardi Carta Blanca Rum, Mint and Lime Juice. A Cuban classic; a combination of sweetness, refreshing citrus, and mint flavours that complement the potent kick of rum.

% 15	
£ ££	11
# 20902	6



TAILS PORNSTAR MARTINI

42 Below Vodka, Vanilla, Passion Fruit Liqueur, Passion Fruit Juice, Lime Juice. Douglas Ankrah is the creator of this elixir. And at first dubbed the Maverick Martini after a shady club in Capetown, South Africa, then renamed the Pornstar Martini.

% 15	
£ ££	11
# 20900	6



MONIN STRAWBERRY SYRUP

This syrup is bursting with beautiful sun-ripened strawberry flavours. You can almost taste the sunshine.

% 0	
£ £	70cl
# 39953	6



MONIN VANILLA SYRUP

Sweet, rich and easy to use. Great for all sorts of cocktails, especially delicious with passion fruit, vodka and prosecco.

% 0	
£ £	70cl
# 39969	6

COCKTAIL MIXES →



FEVER-TREE ESPRESSO MARTINI MIXER

The finest Kenyan coffee extracts are blended with notes of sweet vanilla to create this rich and smooth mixer. Simply add 50ml vodka to 100ml of mixer and shake over ice, for an express Espresso Martini. If you’re feeling adventurous, mix up the spirit base.

% 0	
£ ££	750ml
# 34419	6



FEVER-TREE CLASSIC MARGARITA MIXER

A blend of hand-picked Mexican limes with Italian blood oranges and a touch of Scottish sea salt create this bright, zesty Mixer.

% 0	
£ ££	750ml
# 34421	6



FEVER-TREE CLASSIC MOJITO MIXER

By blending the finest Mexican limes with Moroccan mint, Fever-Tree have created a zesty and refreshing Mojito Mixer, which, when mixed with rum, makes a delicious and easy Mojito.

% 0	
£ ££	750ml
# 35297	6

PUREES & CONCENTRATES →



MONIN PASSION FRUIT PUREE

Add a consistent, tropical base to Daiquiris and Passion Fruit Martinis, Passion Fruit Mojitos and more.

% 0	
£ ££	1L
# 31021	4



MONIN RASPBERRY PUREE

Year round consistency for your Raspberry Daiquiris, fruity Margs and more.

% 0	
£ ££	1L
# 31823	4



MONIN LEMON RANTCHO

Designed as a solution when in-house juicing is not operationally executable. A consistent and cost effective solution to adding premium lemons into any cocktail or non-alcoholic drink.

% 0	
£ £	70cl
# 39958	6



MONIN LIME RANTCHO

Designed as a solution when in-house juicing is not operationally executable. A cost effective and consistent solution to adding premium lime juice into any cocktail or non-alcoholic drink; can also be used in culinary applications.

% 0	
£ £	70cl
# 39946	6



MONIN STRAWBERRY PUREE

Vibrant, fresh strawberry flavour which works great beyond the bar as well – use it as a topping on ice cream, cheesecake, and other desserts. Great addition to limeade, lemonade, and sweet iced teas, as well as making a consistent Daiquiri year-round.

% 0	
£ ££	1L
# 39957	4

MIXERS

Whether they are part of a refreshing spritz serve, or simply mixed with a spirit and garnished, there's no arguing with the fact that your mixer range is crucial to getting the majority of your mixed drinks right. We have a stable of accessible, globally recognisable branded mixers like Pepsi and 7up, as well as premium options like London Essence. These ranges run the gamut of gingers, sodas, tonics and lemonades, with familiar choices like Indian Tonic Waters to more adventurous sodas like the wonderfully light and refreshing Peach and Jasmine soda from London Essence.



LEC RIVIERA

A sweet, fragrant tonic combining aromatic rosemary with refreshing grapefruit undertones. Naturally light and beautifully balanced, with a distinctly Mediterranean character and elegant finish.



GIN & TONIC

50ML MALFY GIN
TOPPED WITH LONDON ESSENCE CO RIVIERA TONIC WATER

1. HIGHBALL GLASS
2. BUILD OVER ICE
3. FRESH GRAPEFRUIT SLICE

% 0			
MEDITERRANEAN-STYLE GINS			
£££	200ml	# 39416	24

TONICS →



BRITVIC TONIC

A crisp, refreshing Indian tonic with zesty citrus notes of mandarin and lemon, balanced by the characteristic subtle bitterness of quinine.

% 0	
CLASSIC JUNIPER-FORWARD GIN	
££	200ml
# 16605	24



BRITVIC SLIMLINE TONIC

A low-calorie Indian tonic delivering lively citrus notes and a clean, crisp character, with balanced bitterness for a refreshing and versatile finish.

% 0	
CLASSIC JUNIPER-FORWARD GIN	
££	200ml
# 16607	x



BRITVIC ELDERFLOWER

A refreshing, low-calorie tonic combining delicate elderflower flavour with the characteristic bitterness of quinine, creating a light and gently floral mixer.

% 0	
FLORAL GINS	
£££	200ml
# 26704	24



LONDON ESSENCE CO INDIAN TONIC WATER

Refreshing citrus notes of lemon, lime and calamansi meet subtle quinine bitterness, creating a crisp, beautifully balanced tonic with an aromatic, sophisticated finish.

% 0	
LONDON DRY GINS, OR BLANCO TEQUILA LIKE TEREMANA	
£££	200ml
# 24099	24



LONDON ESSENCE CO ZERO INDIAN TONIC WATER

A clean, light and refreshing zero-sugar tonic with bright citrus complexity. Free from artificial sweeteners and crafted to complement spirits without overpowering their character.

% 0	
LONDON DRY GINS, OR BLANCO TEQUILA LIKE TEREMANA	
£££	200ml
# 39415	24



LONDON ESSENCE CO BLOOD ORANGE & ELDERFLOWER TONIC

Rich, tangy blood orange is layered with delicate elderflower and subtle quinine bitterness, delivering a zesty, lightly sweet tonic with an elegant floral finish.

% 0	
FLORAL GINS	
£££	200ml
# 17422	24

SODAS & LEMONADE →



LONDON ESSENCE CO CRAFTED LEMONADE

Bright lemon and zesty lime combine with exotic citrus and subtle green hop notes, creating a light, refreshing lemonade with a beautifully layered finish.

% 0	
ST GERMAIN AND CAMPARI, OR A HIGHBALL	
£££	200ml
# 35327	24





PEPSI MAX

Bold, refreshing cola flavour delivering maximum taste with no sugar. A full-flavoured, crisp and satisfying Pepsi experience without the sugar.



BATANGA

50ML	CAZABEL SILVER / BLANCO TEQUILA
12.5ml	MONIN LIME RANTCHO
1 PINCH	SEA SALT
100ML	PEPSI MAX

1. HIGHBALL GLASS
2. STIR SALT & LIME IN GLASS TO DISSOLVE, ADD OTHER INGREDIENTS & STIR AGAIN
3. SALT RIM

% 0

DARK SPIRITS LIKE RUM

ff	200ml	37359	24



R WHITE'S LEMONADE

A clear and refreshing classic lemonade made with real lemon juice, delivering a bright, lively citrus character that is best enjoyed perfectly chilled.

% 0

FLAVOURED VODKA

ff	200ml
37354	24



R WHITE'S RASPBERRY LEMONADE

A refreshing twist on classic lemonade, combining zesty lemon with sweet, tangy raspberry flavour for a crisp, fruity and lightly sparkling finish.

% 0

FRUITY GINS

ff	200ml
37590	24



LONDON ESSENCE CO ROASTED PINEAPPLE CRAFTED SODA

Tropical, tangy pineapple meets subtle caramel sweetness and fragrant distilled basil, creating a refreshingly light soda with an elegant balance of fruit and herbal notes.

% 0

SPICED OR AGED RUMS

fff	200ml
38291	24



LONDON ESSENCE CO RASPBERRY & ROSE SODA

Vibrant raspberry and sharp blackberry are balanced by subtle lavender, while distilled rose adds an elegant floral top note to this delicate, refreshing soda.

% 0

PREMIUM GIN OR VODKA

fff	200ml
37344	24



LONDON ESSENCE CO WHITE PEACH & JASMINE SODA

Ripe white peach delivers delicate fruitiness, beautifully layered with fragrant jasmine blossom for an aromatic, subtly sweet soda with an elegant floral finish.

% 0

AGED SPIRITS LIKE COGNAC

fff	200ml
21965	24



LONDON ESSENCE SODA WATER

Triple-filtered and perfectly carbonated for a smooth, consistent taste, delivering fine bubbles and a beautifully crisp, clean finish without distracting from accompanying flavours.

% 0

QUALITY JAPANESE WHISKY FOR A HIGHBALL

fff	200ml
37341	24



PEPSI

A refreshing, great-tasting cola with Pepsi's distinctive flavour and lively carbonation, delivering a satisfyingly crisp and refreshing drinking experience.

% 0

DARK SPIRITS LIKE RUM

ff	200ml
33594	24



DIET PEPSI

A light, refreshing take on classic Pepsi cola, delivering its distinctive crisp character with lively carbonation, no sugar and virtually no calories.

% 0

DARK SPIRITS LIKE RUM

ff	200ml
57259	24



LONDON ESSENCE CO PINK GRAPEFRUIT CRAFTED SODA

Bright and crisp pink grapefruit with a fresh green herbal note on the nose. The inclusion of lime leaf distillate delivers a contrast to the sharp grapefruit and juicy pomelo.

% 0

TEQUILA

ff	200ML	35330	24



PALOMA

50ML OCHO BLANCO

12.5ML MONIN LIME RANTCHO

150ML LONDON ESSENCE CO PINK GRAPEFRUIT CRAFTED SODA

SHAKE FIRST 2 INGREDIENTS WITH ICE IN A HIGHBALL GLASS, THEN STRAIN OVER FRESH ICE, TOP WITH SODA AND STIR GARNISH WITH A GRAPEFRUIT WEDGE AND OPTIONAL SALT RIM.



LEC DELICATE GINGER ALE

Gentle warming ginger spice combines with soft liquorice notes from distilled anise essence, creating a rounded, delicately sweet ginger ale with a sparkling finish.



EL DIABLO

37.5ML OCHO REPOSADO TEQUILA
12.5ml BOLS CRÈME DE CASSIS
22.5ML MONIN LIME RANTCHO
100ML LONDON ESSENCE GINGER ALE

1. COLLINS GLASS
2. SHAKE & STRAIN THE FIRST 3 INGREDIENTS OVER ICE, TOP WITH GINGER ALE
3. LIME WEDGE

% 0
AGED SPIRITS LIKE WHISKEY
£££ | 200ml | 17423 | 24

GINGERS →

BRITVIC GINGER ALE

A gently sparkling ginger ale with a warming kick of ginger and a rounded sweetness, creating a refreshing mixer particularly suited to richer, darker spirits.

% 0
AGED SPIRITS LIKE WHISKEY
ff | 200ml
16608 | x

BRITVIC GINGER BEER

A full-flavoured, sparkling ginger beer made with ginger root extract, delivering a distinctive ginger character and refreshing sweetness with a lively, warming finish.

% 0
DARK SPIRITS LIKE RUM
ff | 200ml
16612 | 24



LONDON ESSENCE CO GINGER BEER

Three expressions of ginger create fresh, spicy and fragrant layers, complemented by subtle blackcurrant fruitiness for a rich, full-bodied and beautifully warming finish.

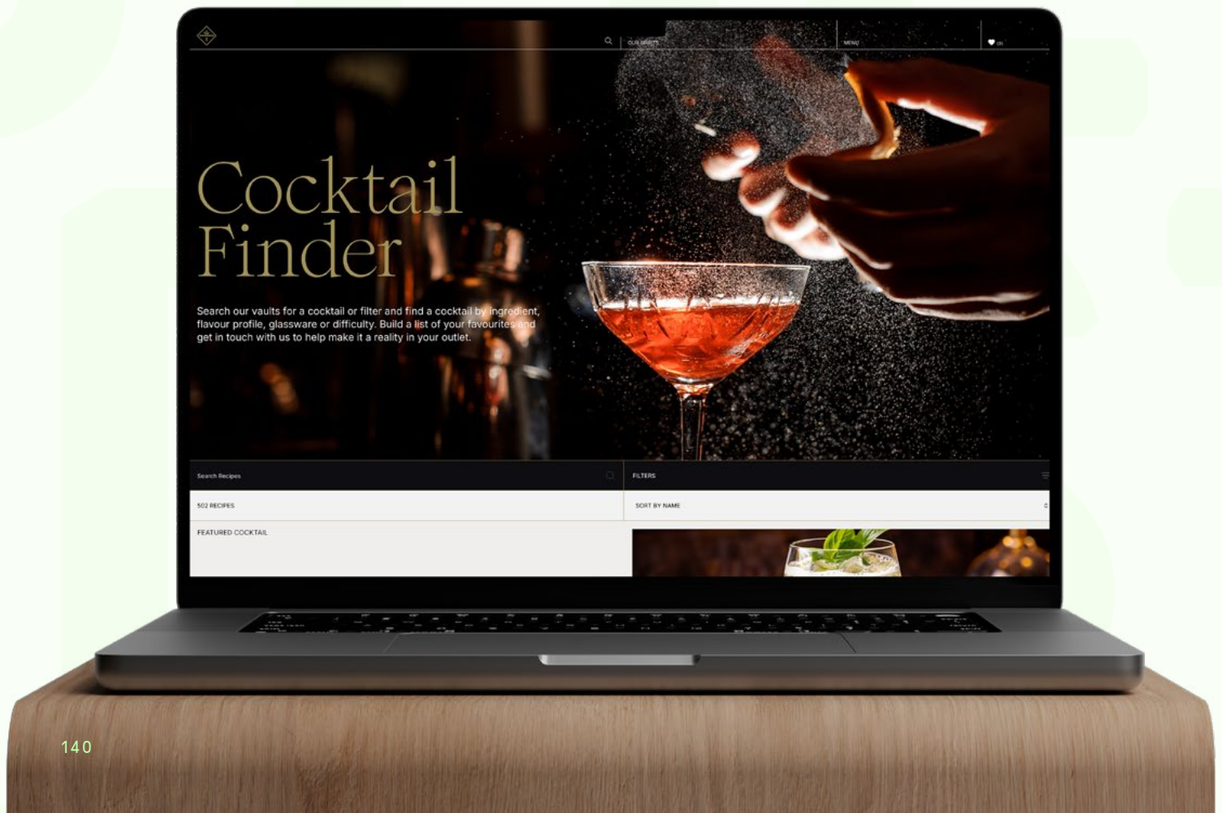
DARK SPIRITS LIKE RUM
PENICILLIN HIGHBALL
£££ | 200ml
37364 | 24

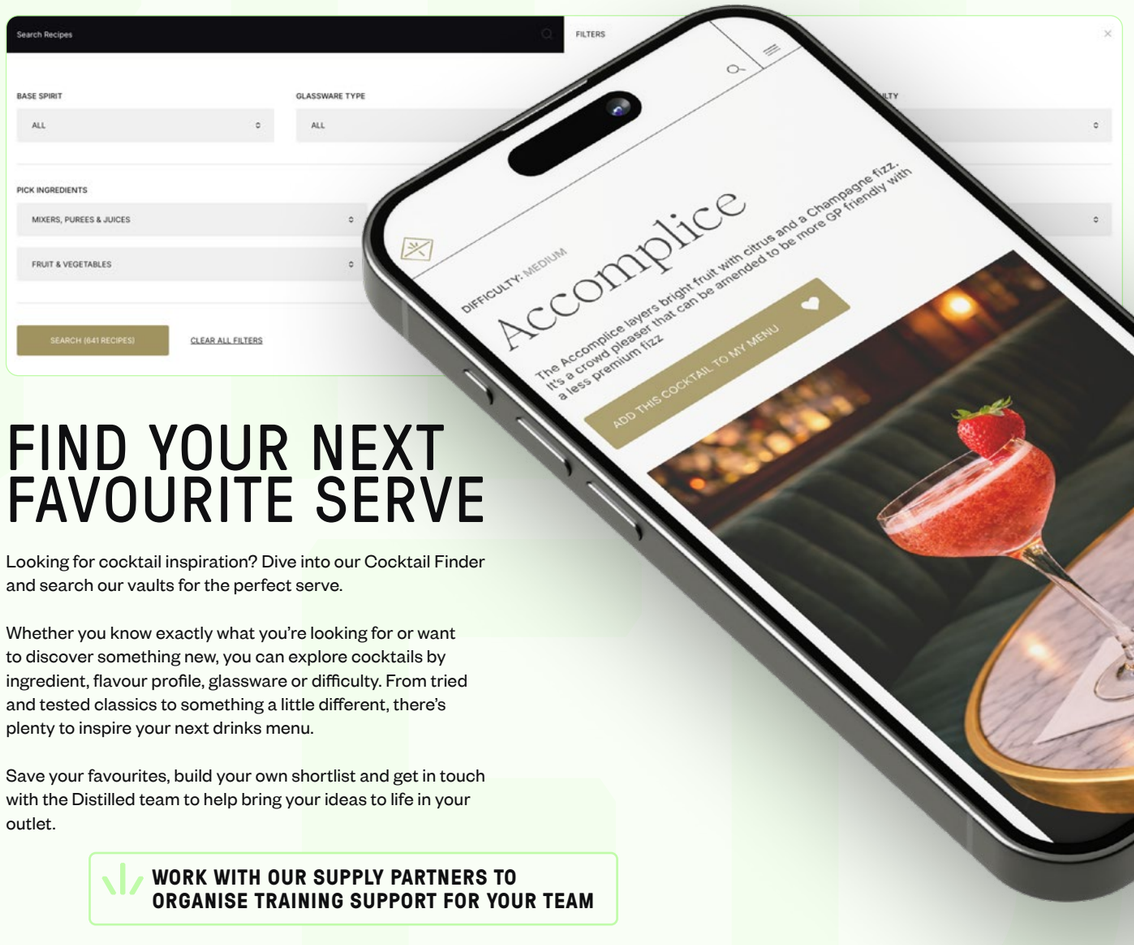


BUILD YOUR NEW COCKTAIL LIST

DISCOVER MORE WITH DISTILLEDUK.COM

The new Distilled website has been redesigned to make finding inspiration, exploring our range and building the perfect drinks offer easier than ever.





FIND YOUR NEXT FAVOURITE SERVE

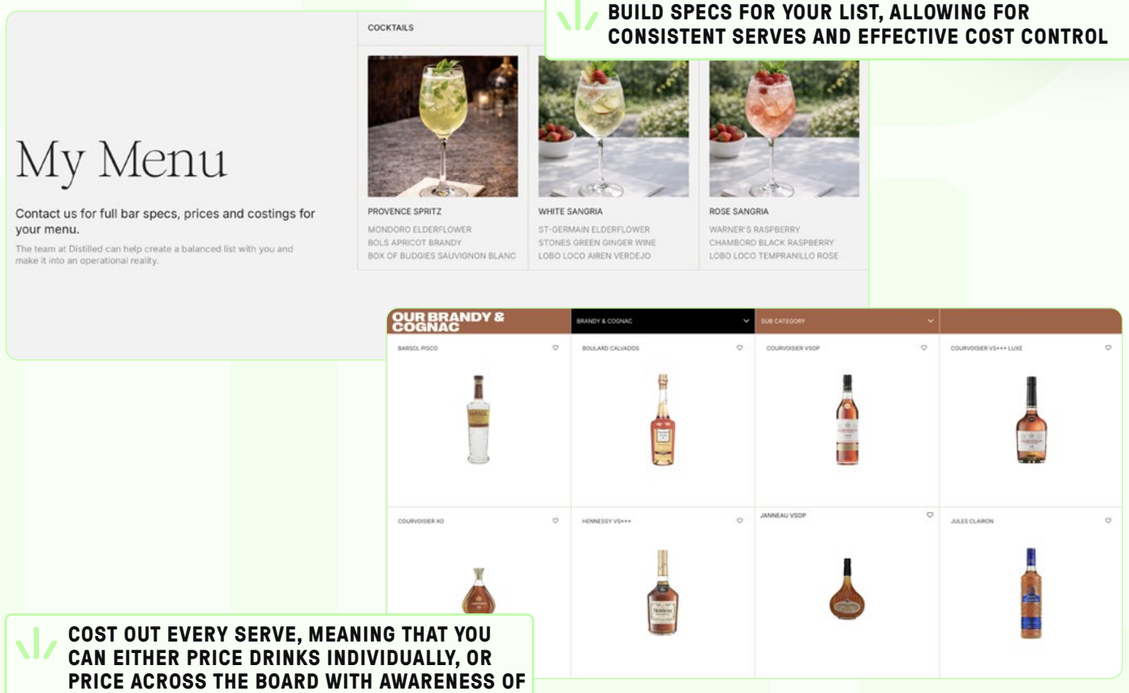
Looking for cocktail inspiration? Dive into our Cocktail Finder and search our vaults for the perfect serve.

Whether you know exactly what you're looking for or want to discover something new, you can explore cocktails by ingredient, flavour profile, glassware or difficulty. From tried and tested classics to something a little different, there's plenty to inspire your next drinks menu.

Save your favourites, build your own shortlist and get in touch with the Distilled team to help bring your ideas to life in your outlet.

WORK WITH OUR SUPPLY PARTNERS TO ORGANISE TRAINING SUPPORT FOR YOUR TEAM

BUILD SPECS FOR YOUR LIST, ALLOWING FOR CONSISTENT SERVES AND EFFECTIVE COST CONTROL



COST OUT EVERY SERVE, MEANING THAT YOU CAN EITHER PRICE DRINKS INDIVIDUALLY, OR PRICE ACROSS THE BOARD WITH AWARENESS OF YOUR HERO SERVES

DISTILLEDUK.COM

GIVING YOU THE GOODS

In case you didn't know it by now; we're kind of into spirits. Sipping them, mixing them, reading about them, writing about them, talking about them and, well you get the picture. Spirits are a funny category in the drinks industry; there's no other kind of drink that is so fiercely owned by bartenders. Not wine, not beer, not soft drinks. The fantastic thing is that this ownership is not individual - it's communal... bartenders love to support one another in their learning, share cocktail recipes and taste new or rare spirits together.

Distilled has grown from that culture of bartenders sharing and supporting each other. We are about more than this decidedly sexy brochure that you're holding in your hands. We are about helping you create your offer, showing you new things, or maybe just being there to support you as you fine tune something that's already doing the trick.

We're constantly working on tools to make this happen.

DISTILLED

LISTING HELP, COCKTAIL SPECS AND MENUS



LYCHEE BRAMBLE

Ingredients
50ml Martin Miller's Gin
15ml Giffard Lychee Liqueur
25ml fresh lemon juice

Method
Fill a shaker with ice and add Martin Miller's Gin, Giffard Lychee Liqueur, lemon juice.
Shake well until chilled.
Strain over crushed ice into a glass.
Or serve on the rocks if you prefer.



MONKEY 47 BEE'S KNEES

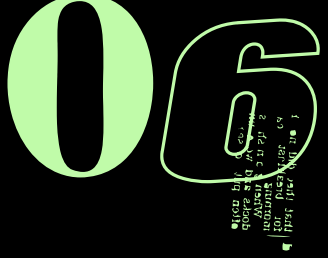
Ingredients
50ml Monkey 47 Schwarzwald Dry Gin
30ml Honey Syrup
25ml Lemon Juice
Lemon Zest

Method
Chill a coupette glass.
Add the Monkey 47, honey and lemon juice to a cocktail shaker filled with ice.
Shake for 40 seconds.
Strain into your coupette glass.
Garnish with a skewered ribbon of lemon zest.

TUTORIALS

You can access 'how-to' cocktail tutorial videos on our YouTube channel by searching 'DistilledUK', as well as guides on how to muddle, build, shake & strain, stir and blend your drinks. The Thinking Drinkers give you a bit of shiny new knowledge on each of the sub-categories, too... for example, did you know that Diplomatico Exclusive Reserva pairs exceptionally well with a Wagon Wheel (or if you're feeling particularly posh, a Curly Wurly)? Other chocolate bars of both curly and wurly persuasions are available, although we couldn't find any other snacks that double as transportation.

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TALK TO US
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