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Press Release

Velvet Falernum...it's in each sip

In the most fashionable hip Bars and Restaurants, from San Francisco to Scotland, from New Zealand to New York, from Las Vegas & Seattle to London, Mixologists know what keeps their clientele coming back: quality, fresh ingredients and that 'little something extra'. While admittedly not the word on everyone's lips, [John D. Taylor's Velvet Falernum](#) is in each sip served in the most remarkable, luscious and inventive cocktails the world over.

[Robert Plotkin of Bar Media](#) states, "**Velvet Falernum** is as essential behind the bar as oxygen. It is indispensable in creating such classic rum drinks as the original Mai Tai, Zombie and Vicious Virgin. The light Barbadian elixir is also fabulous in a Mojito and scores of contemporary classics. Soon **Velvet Falernum** will be considered a "gotta have product" at any self-respecting bar. Beat the competition to the punch. That reminds me, it's sensational in a Rum Punch as well."

It's in Vodka Cocktails. Thad Vogler of Slanted Door in San Francisco mixes it with Hangar One Kaffir Lime Vodka in **White Knights** and it's an ingredient of two of Dale DeGross's most striking cocktail creations, **The Velvet Breeze**, with Xellent Swiss Vodka and in **The Velvet Fog**, with Stolichnaya Ohranj Vodka. Mr. DeGross, [The Museum of the American Cocktail](#), [King Cocktail](#), Author and Mixologist says "**Velvet Falernum** provides layers of flavor without getting too esoteric with ingredients. It is a perfect ingredient in almost any cocktail..."

The proof is in the cocktail. It's in Gin Cocktails such as Murray Crane's **Ginger Ninja** which won the 2005 Auckland Designer Cocktail competition and in the **Velvet Fizz**, created by Marco Dionysos of [Harry Denton's Starlight Room](#) & Vice Chairman of the Bay Area Chapter of the [United States Bartender's Guild](#).

It's in Bourbon Cocktails such as **Porteno** from Murray Stenson of Zig Zag Café in Seattle & in Dale DeGross's Tequila cocktail, the **Adelita**. It's mixed with other liqueurs in Marco Dionysos's **Chartreuse Swizzle**, winning entry in the Bay Area Chartreuse Drink Recipe contest. If Sake's your thing, try it in the **Japanese Highball**.

Velvet Falernum is a "Gold Medal" low-alcohol (11% ABV) sugar cane-based liqueur with the uniquely refreshing flavor of lime laced almonds, cloves and botanicals. It's no secret in Barbados, the birthplace of rum and ancestral home of this liqueur, nor is it a secret ingredient in cocktails mixed at every Bajan bar

and restaurant, where it is a staple, much like sour mix & simple syrup is stateside.

Velvet Falernum is the essential ingredient in rum-based cocktails, such as the **Swizzle**, **Tony's Not Yet Famous Rum Punch** with Pyrat XO Rum, **The Lychee Rum Swizzle**, with Oronoco Rum, created by David Armstrong of Askew, NYC, **The 1838 Cocktail**, created by Bobby 'G' Gleason of Rio in Las Vegas, winner of the 2005 NY RumFest Cocktail Challenge, Dale Degroff's **Lichee Martini**, using Beleza Pura Super Premium Cachaca and Mr. DeGroff's **Caipirissima De Uva**, with Havana Club Anejo.

Whether you mix it with Rum, Vodka, Gin, Tequila, Bourbon, Sake or other liqueurs, **Velvet Falernum** is known for its versatility as a crowd pleaser. Even if it's not on everyone's lips.



Available Nationwide at fine retails stores everywhere

For more information on VELVET FALERNUM, call Kay Olsen or Diana Winter at 860-404-1776, email spiritofhartford@msn.com or visit our website www.velvetfalernum.com



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