

for immediate release - **Press Release** - October.2015, London

TASTE cocktails brings DIY cocktails to the high-street with Amathus and Fenwick.

TASTE cocktails (www.tastecocktails.com) has launched their 'make-your-own cocktails' range into high-street stores, in partnership with Amathus Drinks Plc.



Their wide range of cocktail kits can now be found proudly displayed on shelves in Amathus stores across London, and Fenwick's department stores in Newcastle (their flagship), York, and Metro Centre.

TASTE are on a mission to help you to make bar-quality cocktails at home.

Until now, TASTE cocktail kits had only been available to buy online as one-off kits, or as a monthly "cocktail discovery" subscription. This move offline signals a new phase in TASTE cocktail's aims to become *THE* name associated with DIY drinks.



TASTE cocktails Founder, Toby Vacher, says:

"We want to help people make delicious drinks at home, without the cost of buying full-sized bottles, without the hassle of tracking down obscure ingredients, and with the convenience of everything you need in one box, ready to go."

We've worked with **Amathus** on a number of our kits already, and we've always trusted them to give us fantastic quality ingredients with a great story behind them. It was a no-brainer for us to make new, shelf-ready, kits to stock in their stores.

We were flattered to be approached by **Fenwick**, one of the UK's best-known department stores, to stock kits for the re-launch of their £1mil refurbished wine and spirits section in their flagship store, and they've been a delight to work with."

Head of Brand Development for Amathus Drinks, Guy Topping, told us:

"TASTE cocktails make a great product which is not only great for the consumer, but also generates huge awareness for our brands. We've helped them feature everything from Mexican Mezcal, to Russian Vodka, and are proud to be supporting this great company as they grow."

Fiona McClain, Spirits Buyer at Fenwick, says:

"We came across TASTE online while looking for new products to stock in the re-launch of our wine & spirits section, and their beautiful cocktail kits were exactly what we were after."

TASTE cocktails will soon be crowdfunding

Their customers and other cocktail fans will soon be offered the chance to own shares in the company, as they look to grow rapidly in 2016. Toby Vacher said:

"We now know there's a huge market for subscription products, and for discovering new spirits and cocktails at home, so we've put together a fantastic business plan to expand quickly next year, and we'd like to bring our customers and others along for the journey. We will soon be opening up a crowdfunding campaign on Crowdcube to let people invest and become shareholders. Imagine giving one of our cocktail kits as a Christmas gift this year and thinking "I own a part of that"! "

For more information on TASTE cocktails' crowdfunding, see <http://www.tastecocktails.com/invest>

Photos for use in Press:

<https://www.dropbox.com/sh/zc12lsriki53qcc/AACEfmJrH4GkplBnXXOCE-Vsa?dl=0>

Please contact Toby Vacher - Founder - for more information, or an interview: toby@tastecocktails.com

Additional information:

Amathus Drinks Plc - <http://www.amathusdrinks.com>

One of the UK's largest drinks importers and distributors, and representing a huge number of brands in the UK. They also operate four stores in central London, all of which now stock TASTE cocktails kits, featuring ingredients from the exclusive Amathus agency portfolio.

Fenwick - <http://www.fenwick.co.uk>

The flagship Newcastle store has recently had £1million refurbishment of their wine and spirits department. TASTE was selected to be included in their range at launch.

Notes:

- TASTE cocktail kits are now available to buy in Fenwick (Newcastle, York, and Metro Centre) and Amathus (London: Soho, Knightsbridge, Shoreditch, and Bank).
- RRP £35 for one cocktail kit making 5-7 cocktails

TASTE cocktails - <http://www.tastecocktails.com/>

TASTE cocktails offers a monthly cocktail kit subscription, to discover your new favourite recipes and ingredients. We also keep our favourite subscription kits in stock as gifts or one-off purchases, and publish an online magazine with recipes, tips on technique, and the history and story behind famous cocktails and ingredients.

With a full range of classic and modern cocktails on offer, TASTE offers something for everyone, from the curious newcomer to seasoned cocktail lovers alike.

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