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Brand:	Funkin
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Author:	Sally Shore

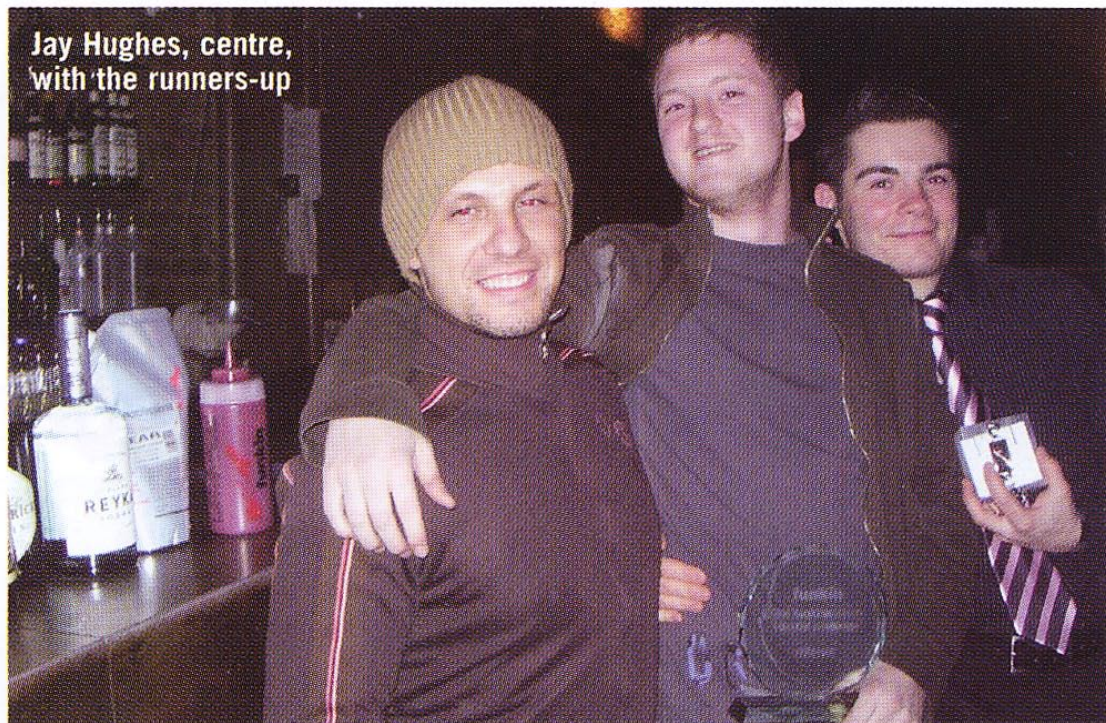
CLASS

the voice of the uk bar industry

hughes is the funkin best

The Funkinminute Speed Cocktail Challenge was won by Jay Hughes from the Blue Rooms in Bath. He saw off some fierce competition from Eddy Montana of Palm Beach in Cannes, and Yoann Lazareth of Le Forum in Paris, to win the competition run by Funkin at Collection in London.

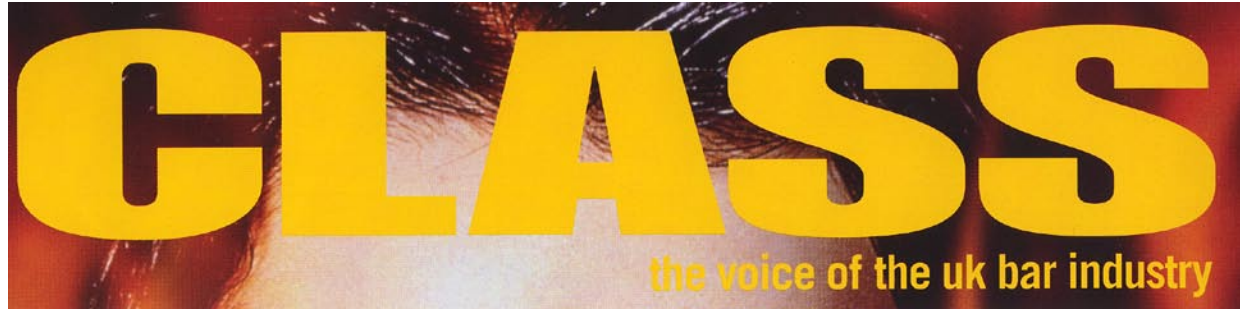
His winning speedy cocktail was the Robinator, made with Monkey Shoulder whisky, Funkin peach purée and lemon juice, ginger syrup and honey. The drink will be added to the cocktail list of bars including Brighton Rocks in Brighton and the Kingly Club in London.



Jay Hughes, centre,
with the runners-up

funkin

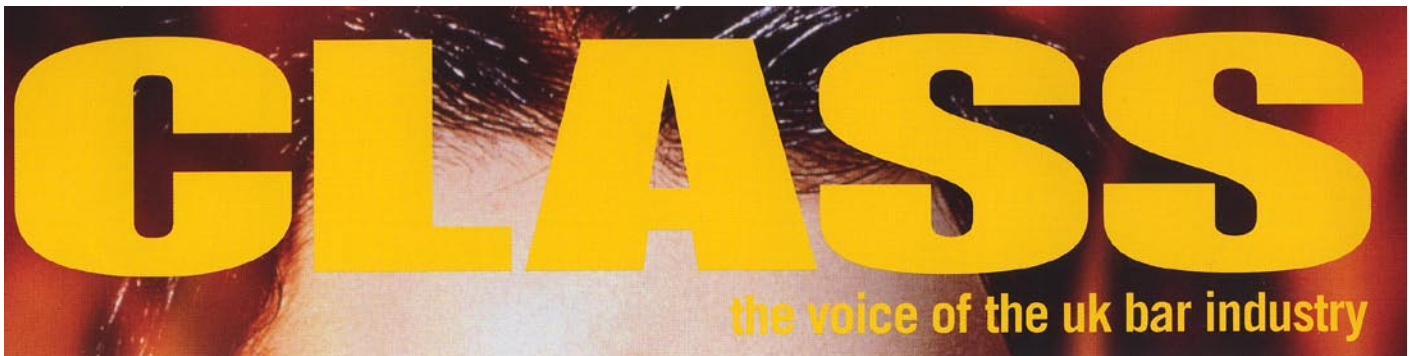
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king is ceo of funkini

Funkin has appointed Andrew King as chief executive officer with responsibility for the commercial development of its juices and purées worldwide. King was with PJ Smoothies, also as CEO.

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free advice from funkkin

Juice and purée supplier Funkin is launching a free consultancy service for bars that place orders for five cases or more of product.

The Funkin Shakin package, valued by Funkin at £547, comprises: an hour-long consultation with a Funkin menu consultant; customised cocktail or smoothie menus printed in black and silver; staff training manuals and recipe guides, plus staff training for London bars; a cocktail start-up kit of Funkin purée, ONE mixer, squeeze bottles, a shaker, glass and strainer.

There are three tiers of package depending on how much a venue is already immersed in cocktail service.

funkin

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longer life

Funkin, leading supplier of fresh fruit juices and purées, has introduced Funkin Coconut, packaged in an aluminium tin. It delivers the milk, bits and flesh of the coconut in a tin with 18 months' shelf life and, once opened, three days' in the fridge. The new tin allows the company to offer bars products that have inherent storage difficulties. Lychee, papaya and other tropical fruits will follow soon.

Funkin: 020 7328 4440

funkin

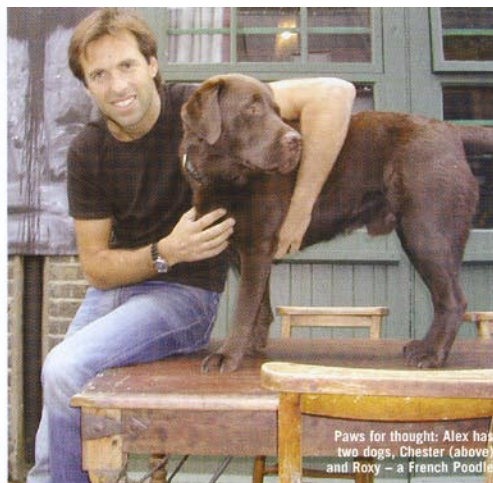
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my favourite local

zest
for life



Paws for thoughts: Alex has two dogs, Chester (above) and Roxy – a French Poodle

He's got the world at his feet with a fashion-designer fiancée, a great local pub, cute pooch and a pal married to a Hollywood actress. Could life get any better for the man behind Funkin? **Claire Foss** met juice king Alex Carlton

At the edge of London's Maida Vale, in the middle of many massive houses and gigantic cars, is the Clifton, close to the bottom of Clifton Hill and looking for all the world as if it's been plucked out of rural Suffolk circa 1950.

This quaint corner of north west London is where I've arranged to meet Alex Carlton, managing director of Funkin, the juice, purée and home entertainment company. I'm admiring the building when a man across the road with a dog starts staring at me. Clearly not an out-and-out oddball, as I'm sure they generally don't wear clean-cut linen shirts. I hedge my bets:

'Alex?'

'Yes! Claire!'

The dog, it turns out, is Chester, a chocolate Labrador and one of Alex's two current pooches (the other is a cute French Poodle, imaginatively titled Roxy). Chester eventually settles down with a bowl of water while Alex and I sit outside in the late summer sun with a Guinness ('I wasn't going to drink, but this is the sort that is good for you, isn't it?') and a white wine respectively.

The Clifton is no down-at-heel boozier – the insides are filled with funky art and trendy young bar-people, but it's entirely laid-back and full of happy customers.

Alex has brought me a pouch of white peach purée. In case you have never heard of Alex or Funkin before, they make juices and purées primarily for the bar and pub trade, in between running parties in people's homes. Alex started Funkin around 1999, and it is the latest success story in a pretty exciting life so far.

Alex left the UK for the States aged 17 and drifted his way through a spot of modelling, acting and working behind the camera. But when that failed to take off, the fruit obsession started, as Alex and friend Chris (now happily married to Alicia Silverstone, the actress, and he's in a band) inspired by the US smoothie companies, decided to make their own.

Alex drifted his way through some modelling, acting and working behind the camera

'We sourced some bottles, bought a load of fruit, and made smoothies in the kitchen in our little bungalow. Chris would drive a VW camper van and I would jump out and deliver the juices and smoothies, like the milkman. It lasted for about a month, and we made money out of it. It was a fun thing.'

On returning to the UK, Alex tried doing the same around Soho in a Smart Car, before starting to supply orange juice to bars and restaurants, the business that eventually became Funkin.

But back to the pub.

'I come here at least three or four times a week,' says Alex, by way of explanation. 'I only live three streets away. I was here last night in fact. I normally have Guinness or red wine. My best mate, who I'm best man for next week, lives just there [he points to an enormous house right next door to the pub].'

Harry, the landlady's son, has wandered over to play with Chester, and provides us with a brief history lesson.

'It was a hat shop years ago, then it became a bag shop, then a hotel, then finally, a pub. My sister used to have a big dog like this, but he died. What's a journalist?'

After a confusing conversation and much admiring of Chester, it's time to drain our drinks. Alex will be taking Chester for a walk on Primrose Hill before heading home for an evening with his fashion-designer fiancée.

Sometimes there's nothing like a nice quiet drink at a good pub to top off a pretty perfect day. ■

funkin eyes vodka market

The fruit juice and pulp supplier Funkin is planning to enter the alcohol market with the launch of a vodka brand.

The plans are being described as 'in conception' by the company, which is unwilling to disclose where it intends to source spirits from at this stage.

Brand owner Alex Carlton aims to bring the vodka on to the market in 2005.

The company, founded in 1999, has just launched its 15th pulp, kiwi fruit, which joins a range also including six fruit juices and two 'indulgences', butterscotch and liquid dark chocolate.

Some 70% of the firm's business is in the cocktail industry, and customers include Zeta and the Sanderson.