



## Beam and funkin combine passions

A joint venture between Beam Global UK and funk in has resulted in the creation of the Sauza Passionfruit Margarita.

With every purchase of two cases (12 bottles) of Sauza Blanco or Reposado from Matthew Clark Wholesale, buyers receive 32 passionfruit funk in pouches, as well as point-of-sale material such as tent-cards and cocktail booklets to promote the Sauza Passion-

fruit Margarita across pubs and bars.

“Bartenders and consumers are increasingly recognising that good quality tequila is a more interesting and accessible alternative to mainstream white spirits – and it’s an ideal cocktail ingredient,” said Sauza brand manager Daniel Deephouse.

“This new partnership unites two premium brands and provides a convenient

solution for making a quality cocktail in 10 seconds, without the need for highly trained bartenders or lots of expensive ingredients.

“The Margarita is the world’s most called-for cocktail, so it’s likely to be a highly popular festive choice.

“Sauza Passionfruit Margarita is made by combining 50ml Sauza Reposado with one funk in passionfruit purée sachet in a tall glass over ice.”