

FRESH FRUIT POUCH PROVIDES INSTANT QUALITY WITH NO WASTE OR FUSS

Cocktail culture is spreading out of style bars and across the rest of the trade. Consumers are looking for more sophisticated drinks, seeking better quality offerings and becoming accustomed to venues serving cocktails. But to produce quality drinks requires fresh ingredients and, until recently, a level of bartender training that many outlets can't hope to achieve.

That was, until Funkin Fruit applied its expertise to the situation. Alex Carlton, the entrepreneur behind the Funkin project, identified a gap in the market where consumers want cocktails, but venues do not necessarily have the time or skills to create the right quality of drink to meet demand.

Funkin, already the UK's leading fruit purée producer, thus developed a new range of 100% natural cocktail mixers - making it easier than ever for trained and aspiring bartenders to create perfect premium cocktails at lightening speed. The process is simple: fill a glass with ice, add 25 – 50ml premium spirit, add one Funkin pouch, stir and serve. Shaking and blending can be added for theatre but it's not required. The result? Quality drinks produced rapidly with no waste and minimal fuss.

Funkin single serve (120g) Cocktail Pouches are 100% natural, created from the ripest fruit that's then gently pasteurised for 12 month shelf life. The first four in the range offer a Funkin take on four classic drinks: Classic Mojito, Raspberry Mojito, Passion Fruit Margarita and Cosmopolitan.

With a cost per serve of £0.70, the mixers can help to generate up to 75% gross profit on cocktails with a £2 - £4 cash margin per drink. But this is no budget brand: its quality is favoured by some of the UK's top bars and restaurants including Milk & Honey, Bungalow 8, Fifteen, Shoreditch House and Harvey Nichols. "It's the essential secret ingredient behind any good style bar worth its cocktail shaker," says Alex Carlton with a smile.