

funkin



FUNKINMAKEPLANS

Funkin, makers of cocktail juices and mixers, have announced some ambitious plans for 2007 including new product extensions, a high profile partnership with a premium drinks brand, a series of 'How to Make Cocktails', and its very own cocktail consultancy, The Funkin School of Cocktails.

Alex Carlton, owner and managing director, says: "Our focus is very much on developing new products based on quality, provenance and the needs of the trade. Well-sourced ingredients represents a key growth area for the trade and our aim is to stay one step ahead of the crowd."

The Funkin School of Cocktails is aimed squarely at the on-trade and offers basic cocktail training and advice to anyone wanting to put together a cocktail list for the very first time. It also offers professional cocktail planning, on-site training and consultancy.