

funkin



Educational DVDs and a cocktail school are the latest incentives to the trade from leading puree brand **Funkin**. Customers are being offered DVDs featuring tips of the trade from Ben Reed, as well as the chance to attend the Funkin School of Cocktails which will offer advice for venues looking to push the mixological envelope.

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| Date: | March 2006 |
| Brand: | Funkin |
| Publication: | Theme |
| Circulation: | 9 000 |
| Author: | Tom Innes |



funkin *aminute* results



the judges hard at work...



the french connection!



Fausto Albers...
and Haute Couture



Alex Carlton from **funkin** & Jay Hugues,
the winner of the day



Merlin "the wizzard" Griffith

we would like to thank all of you who made our first competition possible and such a success!... so here is a big THANK YOU to Ian & Warren at Spirit Works, Sissel at Storm Watches, Ben Reed from IPB, Jasper from 43 South Molton, Matt from Raoul's Oxford, Mark from Brighton Rocks for their time and taking part in the judging.

We also would like to thank the Collection and their staff for their help throughout the day and all the participants: Stacy Bishop (Blue Rooms, Bath), Tim Fitz Gibbon (Raoul's, Oxford), Alexandre Peyraud (Park Hyatt, Paris), Andy Dodd (Alibi, Bristol), Johan Gelderblom (Light Bar @ St Martin's Lane, London), Yoann Lazareth (Le Forum, Paris), Julien Lafond (Le Forum, Paris), Ryan Woolaston, Jay Hugues (Blue Rooms, Bath), Eddy Montana (Palm Beach, Cannes), Marcin Lukasiewicz (Iniquity, London), Merlin Griffith (Bar Stars, London), Oli Kasicki (London), Tom Green (Alibi, Bristol), Wesley Harrington (Fine Line, Clapham), Fausto Albers (Amsterdam), Kieran (43 South Molton, London), Gareth (The Kensington, London) and Sajmir from the Collection.



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Speed Cocktail Challenge

1st Place

JAY HUGUES from the **Blue Rooms / Bath**

The Robinator

Recipe: 10 ml Ginger Syrup
20 ml funkini Peach Purée
1 b/s Runny Honey
20 ml funkini Lemon Juice
50 ml Monkey Shoulder

Method: Shake & Strain into a martini glass



2nd Place

EDDY MONTANA from the **Palm Beach, Cannes, France**

Le Martini Normand

Recipe: 30ml Monkey Shoulder
20ml funkini Green Apple Purée
10ml Passion Fruit Liqueur
10ml Mango Purée
1 pinch Dried Basil

Method: Shake & Strain into a Martini



3rd Place

YOANN LAZARETH from **Le Forum, Paris, France**

Funk in Asia

Recipe: 30ml funkini Lychee Purée
50ml Reyka Vodka
10ml Spicy Syrup
10ml Bubble Gum Syrup
10ml Lime Juice

Method: Shake & Strain into a Martini glass



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| Author: | Tom Innes |



Bartenders had just 69 seconds, otherwise known as a Funkin minute, to make their drinks in the **Funkinminute Cocktail Challenge**. Organised by the popular purée brand with support from Spiritworks, the final of the event took place at the Collection in West London. Jay Hughes from the Blue Rooms in Bath took first prize – a trip to Amsterdam – with his Robinator cocktail featuring Monkey Shoulder whisky, Funkin peach purée, honey, lemon juice and ginger syrup.

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| Date: | December 2005 |
| Brand: | Funkin |
| Publication | Theme |
| Circulation: | 9 476 |
| Author: | Tom Innes |

theme

Now incorporating Bar & Restaurant Style * December 2005 * £3.50/\$5



Fruit juice and puree specialist **Funkin** has launched a new coconut product as part of a range which has now reached 30 items. Funkin Coconut comes in a striking tin package, has a shelf life of 18 months prior to opening and will be the ideal product to use should cocktails such as the Pina Colada make a comeback. It is likely to be followed by other tropical fruit additions to the range such as lychee and papaya.

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| Date: | September 2005 |
| Brand: | Funkin |
| Publication | Theme |
| Circulation: | 9 476 |
| Author: | Sue Leckie |



The Product: FUNKIN's Pure Pour Lemon

The Lowdown: The introduction of FUNKIN's Pure Pour Lemon and Lime - made with 100% fruit, no added sugar and no bits - has been designed to transform life behind the bar. A revolution in terms of convenience and packaging, it has a one year shelf life and can last for eight days in the fridge once opened, making it convenient and user-friendly.

The Comments: As a replacement to squeezing fresh juice yourself, or using a sweet and sour mix, nothing can be more convenient than this product. Furthermore, since it can be used as a back-up for those preferring to squeeze their own - whether in a bar environment or for external events - it can prove to reduce costs and wastage. Surely the bartender's best friend?

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| Date: | June 2005 |
| Brand: | Funkin |
| Publication: | Theme |
| Circulation: | 9 476 |
| Author: | Sue Leckie |

theme

Bar & Restaurant Style * June 2005 * £3.50/\$5



Funkin

FUNKIN's popular range of fresh fruit purees come ready to pour in a handy, squeezeable, resealable packet, and are free from artificial flavourings, made from 100% fruit. FUNKIN offer five flavours; Passion Fruit, Raspberry, Strawberry, White Peach & Liquid Dark Chocolate. A revolution in terms of convenience and packaging, with an ambient one year shelf life at room temperature, once opened, it can be stored in the fridge for up to eight days. The essential ingredient behind any decent bar worth its cocktail shaker, FUNKIN first started making real fresh fruit juices in 1999. Six years on and they offer the most comprehensive range of juices and purees on the market (14 fruit purees, five fruit juices and two indulgence products), selling across the UK, Ireland and Europe. Just take FUNKIN's White Peach Puree, twist, pour, and top up with champagne to make the perfect Bellini. Or concoct your own Fruit Martini using any one of FUNKIN's different flavours, just add a double shot of a quality gin or vodka, shake and strain.

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| Date: | April 2005 |
| Brand: | Funkin |
| Publication | Theme |
| Circulation: | 9500 |
| Author: | Sue Leckie |



Funkin launched in the summer of 1999, when **Alex Carlton** started selling homemade smoothies out of the back of a Smart car to the media companies in the West End. "It was a morning round, a little like a milk round except it was smoothies being sold", he explains. Since then, Funkin has become a wide-spread phenomenon, with bartenders throughout the land relying on its unique taste. What makes it different from its competitors? Explains Alex: "Funkin sources the finest quality of fruits globally which are then pureed at our state of the art production facilities and packaged into these fantastic award winning "space type" pouches. The silver pouches retain the maximum flavour, colour and freshness of the fruit, resulting in a "Fanfunkintastic" fruit puree with nothing added but a little sugar". Not content there, Funkin At Home has recently been launched too - a bespoke mobile bar service that allows consumers to enjoy cocktail culture at home. "We like to think of it as the haute couture of drinks catering", says Alex. "Every week we get enquires at the office on how to make certain cocktails and whether we know any bar people that can mix and serve drinks in peoples homes. I just thought that there is no quality, home service out there, and because I have a close association with The Ruby Group, Dimitri Lezinska's company, it make sense to pull on his teams skill to put 'his package together."



▲ Funkin teamed up with Selfridges department store, in May, to offer customers a taste of the exotic. The initiative co-insides with the store's Brazilian promotion, and the Funkin bar saw Caipirinha's to be order of the day. In addition to the classic version, made from Cachaca, limes and sugar stirred with crushed ice, Funkin also put their own spin on the libation, giving customers the opportunity to spike their drink with strawberry, raspberry, white peach and passion fruit purees.

london whispers

Bethan Ryder has a peach of a month



So, the word 'gullible' has been removed from the dictionary and nobody has been using scooped-out tennis balls for ice moulds. In my defence, it was late. I was 'tired and emotional' and more to the point... why fret about such trifles? Anyway, as drinks maven Angus Winchester (www.donomics.com) let me know, if you fancy making ice, shaped like sand balls, then you can buy a 'Silicon ball ice tray' from Muji (£5.95).

Moving on, judging by recent openings and parties it seems we're still in love with maximalism and opulence. The guys at LoungeLovers held a soiree to celebrate their first birthday (Happy 1st Birthday too to Osla) and their triumph in the Evening Standard bar awards. Very civilized it was too. We sipped White Cosmopolitans alongside such luminaries as David Collins and the ubiquitous Jilly Braine (who is surely the female equivalent of Nicky Haslam). In Spirit's Stuart Fkys was there and told me all about White Cosmo's, destined to be the summer drink and made with Ketel Citron, fresh lime juice, Cointreau and Ocean Spray's white cranberry & grape juice, currently available at Lonsdale House and the Belfour Bar & Grill. Asda also stock the white cranberry juice so I can even try it at home. Stuart was about to embark on a Californian road trip, driving from San Fran to Vegas with the Walk Princess and Ed Sullivan. Now that's a holiday video I'd love to see.

Sounds peachy, a bit like the buttocks I got to admire whilst drinking an Apple Mojito at the new Basque Rooms in South Ken. What this my bar lacks in size it makes up for in decadence with amorous Rubensque figures, indulging in all sorts, on wall frescoes painted by a St.Martin's art student. It operates like a private club and guests must call ahead for reservations. Owner Shelly Salay is quite a looker, it was funny hearing this mature, but hip lady (and mother) worrying over the décor. It wasn't about the colour palette either, she was concerned that staff may one day discover a customer 'jerking off' at the sight of a ripe bare ass. Speaking from personal experience, I can vouch that female customers will find themselves better distracted by one of the dashing bartenders. The waitresses are equally stunning and apparently a few are on good terms with Prince Harry.

In keeping with all things decadent, I indulged in some delicious cocktails in the gorgeous Salon, upstairs at Cheyne Walk Brasserie. New Bar manager Nic Andreen (formerly of the Sanderson) has created some fine fruity summer drinks, my favourites were the Cheyne Berry and the Elderflower Martini, served with a delicious raspberry-stuffed lychee garnish. Ray Duhany and father-to-be was supper host, you heard it here first - apparently three more Brasseries are planned, all will be dotted about London.

I experienced goddes of opulence at a dinner hosted by Anouschka Menzies at the Brunello Restaurant in the new five-star luxury Baglioni Hotel. Designer Giles De'J has really gone to town with a lavish swag-on-the-kitch interior of gold leaf, black Venetian glass chandeliers, water features and sumptuous velvet furniture. I joined Anouschka's table along with Sunday Times Style's Lucas Hellweg & wife and the Indie's Christian Broughton. Style had just returned from a Marrakech shoot with Mourad Mazouz, so

Anouschka was full of entertaining, non-repeatable tales. The bar, overseen by charming Italian gent, is a great place to people-watch while sipping a Bellini.

Chef Stefano Stecca's menu offers authentic Italian dishes with a twist. My starter, a finely sliced seared fillet of tuna with bearnaise vinaigrette (£15), was probably the best dish I've eaten. There's plenty on offer for fans of fish and seafood. Of course, it being Italian, the Tiramisu and ice-cream are spot on and a perfect way to finish. We had a noseey around the rather pricey rooms, which had some nice touches but were a little over-designed, too much material is never a good thing in small spaces. Although unfinished, the suites overlooking Kensington Gardens looked by far the best rooms. Apparently a large 400-capacity private members bar will open in the basement by the end of May.

Paddington is getting some hot dining spots. First came Frumling, a reasonably priced neighbourhood restaurant set up by (and for) foreign correspondent journalists. Now Ahmed Tony Khatou, owner of Levant in Wignmore Street, has opened Levantine on London Street. The gorgeous intricate interior, full of Middle Eastern crafts and artefacts is topped only by the food. Sauce Communication's Louise Gleave took me there for the most fantastic mezze. We chatted about her forthcoming wedding while sampling the lunch mezze (£8.50, £10 or £15 per head) and the incredible sign were a meal in themselves, beautifully served and only part-blended leaving hearty, rough textures. The mezzes are great value, I could barely move afterwards, especially after greedily diving into the Baklava. Will done to Chefs Michael Smith and Salim Chertani, they should be paid by the Lebanese tourist board; Levantine is the best advert for Lebanon yet.

I got to attend an opening barely ten minutes from home in my motor of SW9. The Belfour Bar & Grill is slap bang by Belfour market on Atlantic Road in a railway arch, judging by the opening party s**t DJ's and music will very much be on the agenda. I was taken back to my youth, as the UK's youngest bearded champion, Faith SFX, like blatantly, wonned the crowd (which included one of the Basement last boys). Those that aren't hip-hop fiars, can sit in the front bar, chow on tapas and sip cocktails, mixed by Bradwell-trained Ian Rollason and Navale Harcourt.

Being a Belfour lover I was lucky to receive a Funkin' carton of white peach puree, courtesy of my mate Helga at MMConsultancy. What a revolution, apparently there are 14 purees - I took mine along to a dinner party with a bottle of champagne and impressed guests with White Peach Bellinis. Glad to hear they're available at Selfridges and Harvey Nies, I'll be stocking up for summer barbecues.

Tonight I shall be off to my first Soho Honey Club meeting, a club for restaurant, bar and club professionals established by Jonathan Downey, that's to be held every Monday at Milk and Honey. The membership committee boasts amongst others Mark Hix, Pascal Aassignas, Robbie Baraja, Rainer Becker, Arthur Baker, John Torok, Emily Wheldon, Dale DeGroot, Kate Spiers, Angus Winchester, zrn, ahem, erm...me. So check membership out online at www.hnyclub.com and come and join us.