



FROM THE HOUSE OF ANGOSTURA

House of Angostura® presents a bespoke pop-up at TT Liquor in Hackney from 16th – 19th October, recreating the 1920s glitz and glamour of Trinidad’s infamous Queens Park Hotel, all brought to life through state-of-the-art augmented reality

The House of Angostura® Queens Park Swizzle Hotel Lounge pop-up at TT Liquor, Hackney, from 16th-19th October celebrates National Rum Week and continues the #SoulOfAngostura campaign by paying homage to the exquisite 1920s 5* decadence of the venerable Queens Park Hotel. The Queens Park was the bustling tropical heart of Port-of-Spain, Trinidad, and one of the grandest of the golden age of hotel bars. The perfectly balanced combination of 1920s design, warm lighting and exceptional drinks, served by knowledgeable bartenders, made the hotel the place to be to eat, drink and dance the long Caribbean nights away. Now you can enjoy its ambience for three days only in the heart of London’s east end, as Angostura® celebrates the #SoulOfAngostura - the inextricable link between the Caribbean flavours of Trinidad and the world-famous bitters and rums that the brand produces.

No great hotel bar was ever complete without a signature cocktail – the pop-up will serve a range of cocktails inspired by the Queen’s Park Swizzle, a refreshing combination of rum, lime juice, mint and syrup, not forgetting a healthy dose of Angostura® bitters. The Swizzle was created at the Queens Park Hotel in the ‘20s and quickly became a classic; by the ‘40s its popularity had spread worldwide, with the Trader Vic’s Book of Food and Drink declaring it "the most delightful form of anaesthesia given out today." The Swizzle now lives on through the House of Angostura® who have named it the official drink of Trinidad, ensuring that a piece of Queens Park glamour survives today.

If that wasn’t enough to tempt you, the Angostura® pop-up will also feature augmented reality of the Queens Park Hotel Lounge, courtesy of London design agency, Magnetic. You’ll be taken on an

interactive journey, using your smart phone to scan specially designed interactive surfaces, historic images and videos, and cocktail recipes. Get ready to fully immerse yourself in the sights and sounds of the Caribbean, while sipping on a refreshing Swizzle.

For £20, you will be treated to three Queen's Park Swizzle-inspired cocktails plus a tasting of Angostura® No.1, a spirit that perfectly captures Angostura's rich Caribbean heritage and is the first premium rum to be unveiled in The Cask Collection, a new limited-edition range dedicated to rums aged in special casks. Tickets for each day can be purchased via Design My Night.

- Ends -

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www.facebook.com/AngosturaGlobal

www.twitter.com/AngosturaRum

How to make the Queen's Park Swizzle: <https://vimeo.com/272995272/60707614bd>

Notes to editors:

About House of ANGOSTURA®

The proud history of the House of Angostura® began almost 200 years ago in 1824, when founder Dr. Johann Siegert first produced aromatic bitters in the city of Angostura in Venezuela. Recognised over the centuries by the granting of Royal Warrants of Appointment to the royal households of Great Britain, Prussia, Spain and Sweden. Angostura® Aromatic Bitters and Angostura® Orange Bitters are the world's market leader, an integral ingredient in premium cocktails, and a mainstay of cocktail culture.

Angostura's® international range of rums, produced at the only rum distillery in Trinidad, includes five distinctive, exquisitely blended rums made by masters with years of experience and training in original traditions using closely guarded formulas and techniques. The newest product in the Angostura portfolio, the multiple award-winning Amaro di Angostura®, leverages our unsurpassed heritage as a blender of the finest bitters and rums. Angostura® is proud to carry the 'Authentic Caribbean Rum' Marquee as a symbol of authenticity and quality. Most recently Angostura® has been awarded World

Class Distillery 2017 by the World Spirits Award.

About Distell

Distell is Africa's leading producer of wines, ciders, spirits and ready-to-drinks (RTDs) with a portfolio of premium brands, including Nederburg, Savanna Dry Cider, Bunnahabhain, and Amarula Cream Liqueur. Distell is the foremost South African wine producer, with wineries spanning from super-premium single estates to state-of-the-art facilities. Its diverse portfolio is led by the contrasting Nederburg and Durbanville Hills. With a global network of offices and distribution partners, the company employs around 5,000 people worldwide and has an annual turnover of £1 billion. Distell continues to drive category growth with innovative brands such as its award winning South African Single Grain whisky, Bain's, which can be recognised through its international acclaim. For more information visit: www.distell.co.za

About Magnetic

Magnetic is a London based full-service creative agency working across print, advertising, web and social to transform brands to their full potential. They work with a range of international clients, from established ones to start-ups (and many in between). Magnetic is a team of global and multilingual strategists, designers and account managers, working together as one coherent team to bring knowledge and skills to their clients, wherever they are in the world. Our team have the expertise to design everything from concept development to entire global campaigns.

They are one of the very few creative agencies that can provide Augmented Reality services. Augmented Reality is a technology that allows you to put a digital overlay over real-life objects. You can superimpose a computer-generated image on top of any print material and bring your marketing to life. The possibilities with AR are limitless. For example you can scan business cards to show your contact details, leaflets to display videos, or brochures to reveal 3D floor plans. For more information visit: www.magnetic-london.co.uk