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The Famous Grouse reveals its funny side

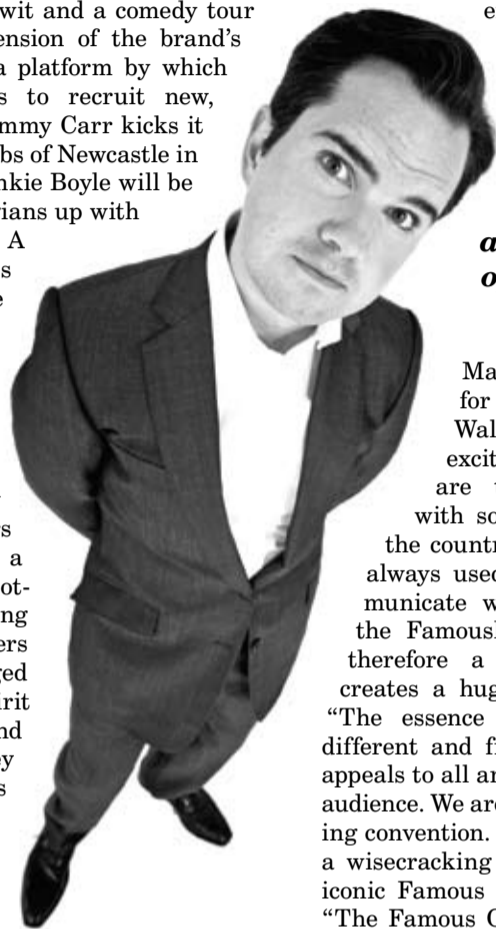
**Why did The Famous Grouse walk into a bar?
To launch its Famously Funny Comedy Tour...**

In a £1million campaign, The Famous Grouse has lined up some of the hottest comedy talent around to perform exclusive gigs across the country.

The Famous Grouse's advertising is renowned for its wit and a comedy tour is a natural extension of the brand's personality and a platform by which the brand hopes to recruit new, younger users. Jimmy Carr kicks it off, tickling the ribs of Newcastle in January and Frankie Boyle will be cracking Glaswegians up with a hometown gig. A further five dates are planned in the following months featuring some of the finest funny men these shores have produced. However, the only way consumers can get hold of a ticket is via Scotland's leading whisky. Customers will be encouraged to get into the spirit of the tour and every time they order a Famous Grouse they will receive a gamecard which gives them a chance to win free tickets to one of the exclusive performances. Tickets will not go on general sale, only those who participate in the promotion will get the chance to see the acts.

As part of the promotion, Maxxium UK will be running a massive sampling campaign. A total of 125 sampling nights

will be activated across seven cities and surrounding areas. Customers will be enticed further with 'money off next purchase' vouchers and point of sale material will raise awareness of the tour and encourage them to enter the competition.



"This is a hugely exciting opportunity and we are thrilled to be associated with some of the finest comics in the country."

Maxxium UK's brand manager for The Famous Grouse, Lee Walker said: "This is a hugely exciting opportunity and we are thrilled to be associated with some of the finest comics in the country. The Famous Grouse has always used wit and humour to communicate with its audience. Creating the Famously Funny Comedy Tour is therefore a natural progression and creates a huge buzz around the brand. "The essence of comedy is to take a different and fresh view on the world. It appeals to all and resonates with our target audience. We are always looking at challenging convention. This is a natural union and a wisecracking mechanism that takes the iconic Famous Grouse to a new audience. "The Famous Grouse seeks a new generation of whisky lovers and drive category reappraisal. As part of our new user recruitment strategy we want to encourage people to think a little differently about whisky. Our sampling activity will provide different serving suggestions to highlight the versatility of Scotch whisky." **Maxxium UK: 01786 430 500**

'Distiller of the Year'

Inver House Distillers, proud producer of some of Scotland's fastest growing malts, has received the prestigious 'Distiller of the Year' award at the Icons of Whisky 2007 event.

The Airdrie based company, who this year globally re-launched their Balblair Single Malt as a super-premium 'vintage', beat off competition from Glenmorangie, Bowmore and William Grant & Sons amongst others after an international judging panel voted for the company due to its 'excellent and impressive contribution' to whisky.



"Based on the innovative and brave work that Inver House have pioneered this year, we felt that they really needed to be included in the 'Distiller of the Year' category and every person on our panel strongly backed their win," said one of the judges, Damian Riley-Smith, Managing Director of Paragraph Publishing. "2007 has been a big year for whisky - there has been a lot of changes and investment in the industry - but Inver House has found a way to inject ambition, personality and a genuine warmth into everything it has done. As a team they've contributed to the world of whisky in an impressive way and we felt that their efforts in particular deserved the 'Distiller of the Year' award."

Inver House will now compete against distillers throughout the world for the International Distiller of the Year award, which will take place in London next year.

For information visit www.inverhouse.com

TY NANT SPRING WATER AT ANUGA 2007

Once again the team from Ty Nant Spring Water Ltd was exhibiting at this year's ANUGA exhibition, which took place in Cologne, Germany in October.

As one of the UK's leading exporters of premium bottled water, ANUGA 2007 represented an ideal opportunity for Ty Nant to showcase its

establishments, as well as potential new distributors.

Laura Dodds, Ty Nant's Brand Manager commented: "We are thrilled with the interest we received at ANUGA. Both our multi award winning brands - Ty Nant and TAU - generated a huge amount of interest and we feel sure that our flourishing inter-

travelling or partying, on the beach or in the office - the new facial spray has the added advantage of a snap on pump spray: the environmentally friendly way to get that convenient burst of refreshment.

Styled on Ty Nant's multi award winning PET bottle, designed to evoke the fluidity of flowing water,



stylish portfolio to a worldwide audience. Famed for its exquisite packaging designs, the team at Ty Nant was delighted by the very warm reception it received from a whole host of potential buyers at the ANUGA show, which is frequented by many of Europe's most exclusive hoteliers and fine dining

national sales are set to increase further still in the very important export market of Europe following such a successful show.'

On show for the first time was Ty Nant's newest product innovation, Ty Nant Replenish - a pure, refreshing, facial spray. Ideal for keeping cool as temperatures soar - whether

the refreshment spray is available in clear, crimson red and cobalt blue 30ml PET bottles with silver caps. Clear glass bottles with black and white livery - also an award winning product.

For information tel: 01974 272 111 Web: www.tynant.com

Opening Times

On The Cover

As seen on the front cover...

Breezefree Outdoor

The complete 'Concept to Completion' company

Legal and Planning Permissions

Complies with anti-smoking legislation

Means all year round trading

Extra seating and covers space

Increase in footfall and dwell time

Parasols

Screens

Awnings

Heating

Lighting

Enclosures

Furniture

Flooring

For information tel: 020 8877 3030

Magners steals the show

Magners Irish Cider stole the show at this year's Marketing Week Effectiveness Awards ceremony in London last week.

These major awards, judged by a panel of experts, recognise the excellence of brands and individuals in the marketing industry.

Magners' achievement in changing the face of the cider market in the UK was recognised with the industry's top accolade, the Grand Prix award. The brand also won several major categories including 'FMCG Food and Drink' while marketing director Maurice Breen won the coveted 'Marketer of the Year'.

Magners' advertising campaign, created by Young Euro RSCG Dublin, was chosen as 'Campaign of the Year'. Magners Irish Cider, with its emphasis on quality refreshment, is widely credited with reinvigorating a previously dormant category and changing consumer perceptions of cider.

For information visit www.magnerscider.com



The ice bell cometh!

Scotsman Beverage Systems, one of Europe's leading suppliers of drink cooling and dispense equipment, has launched a high impact point-of-sale unit for chilled bottled drinks.

The Icebell is a 1m tall, illuminated, open-topped unit and is available in two distinctive shapes; a soda bell glass and a conical glass shape to serve the beer, lager and cider markets. The unit has a large surface area for maximum branding opportunities, including bespoke signage if required.

The Icebell is filled with water that is made into compacted ice flakes, which cascade down in a fountain from the top of the unit to chill bottles and cans. As the ice melts, it is recycled to form fresh flakes, so no need for a mains water connection.

For information visit www.scot-bev.com

