

the name

Fever-Tree shows its ginger



Fever-Tree has begun the roll-out of its latest premium mixer, hoping to boost the brand's impressive sales performance in 2008.

The rise in Fever-Tree's sales last year in the on-trade was 411 per cent as stockists moved from a few enlightened 'niche' venues to a wider number of upmarket bars and restaurants.

The new ginger beer contains two separate gingers, a hot variety from Nigeria and a rare, fresh green ginger from Ecuador, with the end result having less sweetness but a more pronounced flavour.