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## Fever-Tree sparkles at Excellence in Food & Drink Awards 2009



Award-winning premium drinks brand Fever-Tree added yet another award to the trophy cabinet at this year's Excellence in Food & Drink Awards at The Dorchester in London on Friday. Fever-Tree fought off stiff competition from a wide variety of drinks brands to win a gong for its Ginger-Beer in the 'Best Soft Drink & Juice' category.

Packed with so much high quality ginger that it needs to be opened before opening, it perfectly complements and enhances dark spirits from whiskies to rums and as proven by this latest award is also fantastic as a long drink on its own.

Charles Rolls and Tim Warrillow, co-founders of Fever-Tree, have gone to great lengths to source the best gingers from all over the world, including fresh green ginger from the Ivory Coast, hot Nigerian and Cochin ginger. To deliver the perfect note, the gingers are brewed and blended with natural raw cane sugar and spring water. (As this release goes to press Charles Rolls is out visiting the Ginger plantations on the Ivory Coast to assess next year's crop).



Tim Warrillow comments, "Our mission at Fever-Tree continues to be to make a range of mixers for spirits and cocktails that are quite simply the best available on the market. We found that the ginger beers already available were often too sweet and universally lacked a sufficiently prominent ginger character to stand up when mixed in a cocktail or when drunk on their own. This ginger beer has noticeably changed that and we're delighted this has been recognised with this latest accolade."

Due to the success of the Ginger Beer, Fever-Tree has added a Naturally Light Ginger Beer variant to the fold this autumn – made with naturally lighter fruit sugars.

Ends

## About Fever-Tree

Fever-Tree is a range of all natural mixers which were created to allow the true tastes of the best spirits to shine through. In 2008, every major brand of gin was co-promoting their G & T's using Fever-Tree tonic, with the success of their ginger products the dark spirit brands are starting to follow suit.

In addition to this latest award, Fever-Tree has also been awarded *CoolBrand* status for the second year running, first prize in the Marketing Society SME division and listed in Observer Food Monthly's top 50 products ever. Previous awards include best product at the prestigious Tales of the Cocktail in New Orleans, first prize at the San Sebastian Gastronomic Festival in 2007 for the tonic water, and two silver medals at the NASFT show in New York for its Bitter Lemon and Ginger Ale.

This Autumn Fever-Tree launched a Lemon Tonic – a revival of the classic bitter lemon. The full range includes Tonic Water, Naturally Light Tonic Water, Lemonade, Ginger Ale, Ginger Beer and Soda Water, all are made with the finest and most authentic natural ingredients available: subtle botanical flavours, natural juices, soft spring water, cane sugar, and for the tonic and bitter lemon the highest quality quinine from the original Chinchona trees (fever-trees).

Launched in 2005, Fever-Tree is already exclusively served in 7 out of 10 of the 'world's best restaurants' according to Restaurant Magazine 2007. Fever-Tree Tonic Water is even served as a frozen tonic soup course at *El Bulli* – the world's best restaurant.

Please see website for details about the whole Fever-Tree range at [www.fever-tree.com](http://www.fever-tree.com)

For further information, including stockist details, images or product samples, please contact Louisa or Hannah at Sauce Communications on 020 8600 3600 or at [louisa/hannah@saucecommunications.com](mailto:louisa/hannah@saucecommunications.com)