

Salt^{PR}



The Chinese Year of the Horse welcomes the first Baijiu Cocktail Week

To coincide with Chinese New Year 2014, SeeWoo has launched the inaugural **Baijiu Cocktail Week** to celebrate the Year of the Horse. The new and exciting Baijiu Cocktail Week will be kicking off on January 31st for just over a week, across a selection of London bars such as Bright Courtyard, Evans & Peel, Kench & Bibesy, Opium and Peony. A selection of exciting Baijiu cocktails will be available to try - perfect for adventurous cocktail lovers, looking for a new and unique experience. Baijiu has largely been unknown to Westerners, but all that is about to change.

With the help of Marlowe Harris, head barman from the Earl's Court 'Detective Agency' Evans & Peel, baijiu cocktails will be available such as The Monkey King, Thirsty Dragon and Silver Lion. The Chinese ancient and traditional drink gives a new twist to old classics such as the Mojito in the form of The Terracotta Punch, made with Luzhou Laojiao (baijiu), 1615 Pisco, Raspberry Syrup, Green Tea, lime and fresh mint.



Diageo and See Woo launched the premium baijiu brand, Shui Jing Fang into the UK market back in July 2012 when Diageo commented 'It's a unique product and people here (in the UK) are interested in trying Chinese products' also suggesting Shui Jing Fang could be used as a cocktail ingredient 'it won't be long before you see that.' Hence they are delighted to be

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supporting the first Baijiu Cocktail Week. (Nam - this quote was attribute to Neil at the time, so I have kept it as just Diageo. Would you like to be quoted?)

Not yet a familiar spirit in London's bars, baijiu is a distilled white spirit, which literally means 'white alcohol' and is 52% proof. It is brewed using ancient techniques with fermented grains. The spirit has a unique and aromatic nose and pallet. Baijiu has been regarded as a drink to mark celebrations and strengthen bonds for thousands of years. The spirit is hugely popular within the Chinese community and is now starting to make its mark on the UK market with it being sold in SeeWoo's Stores and Selfridges.

Baijiu cocktail recipes are available at seewoo.com - perfect for recreating your own Chinese New Year celebrations with a difference, in the comfort of your own home.

Chinese New Year is a highly significant traditional Chinese holiday that has been celebrated for more than 4000 years. Friday 31st January 2014, marks the start of the year of the Horse, which symbolises new beginnings for Chinese people.

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Notes to editors :

Baijiu Cocktail Week: January 31st- February 10th

Baijiu is available from:-

Selfridges:
400 Oxford St, London W1A 1AB
www.selfridges.com

SeeWoo Stores:
Chinatown: 18-20 Lisle Street, London WC2H 7BE
Greenwich: Furlong House, Horn Lane, Greenwich, London SE10 0RT
Glasgow: The Point, 29 Saracen Street, Hamilton Hill, Glasgow G22 5HT

Bars:
Bright Court Yard: 43-45 Baker Street, Marylebone, London, W1U 8EW
Evans & Peel: 310c Earl's Court Rd, London SW5 9AQ
Kench & Bibesy: 50-52 Long Lane, London, EC1A 9EJ
Opium: 15-16 Gerrard St, London W1D 6JA
Peony: 46 Gresham Street, London EC2V 7AY

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All Baijiu cocktails available on seewoo.com

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