

Baijiu cocktail week

白酒鸡尾酒周

Want to try London's hottest new cocktails?

Now is your chance with Baijiu Cocktail Week 13th-22nd February 2015

Following the hugely successful launch last year, Baijiu Cocktail Week will run again this year, coinciding with **Chinese New Year 2015**. Kicking off on **Friday 13th February** the festival, **sponsored by premium baijiu brand, Shui Jing Fang**, part of the Diageo portfolio, will run to **Sunday 22nd February**, to celebrate the **Year of the Goat**, which signifies good fortune in all aspects of life.

Where can you try a baijiu cocktail?

New baijiu cocktails will be served at around 16 exclusive London bars and restaurants including **Bó Drake, Casino at The Empire in Leicester Square, Gong at Shangri-La Hotel, At The Shard, London, Hakkasan, Hutong at The Shard, Opium, Ping Pong Dim Sum, Salvatore's Bar at The Playboy Club London plus Spice Market**. The new Asian-inspired creations, using Shui Jing Fang, are set to be one of the biggest drinking trends to hit London. When Tinie Tempah tried a 'Baiju Baby' he declared it to be his 'new favourite cocktail'. All the bars and restaurants taking part will be offering a cocktail made exclusively for Baijiu Cocktail Week - details can be found on the website.

Chinese New Year is a significant traditional Chinese holiday that has been celebrated for more than 4000 years. To coincide with Chinese New Year 2014, SeeWoo launched the inaugural Baijiu Cocktail Week to celebrate the Year of the Horse, which ran across a selection of London bars. New baijiu cocktails were created to hit the spot for cocktail aficionados – people looking for something different and unique. Two years ago, no one had heard of Baijiu, but all that is changing...



Shui Jing Fang



Baijiu Baby

What is baijiu?

Baijiu is China's most popular and traditional drink. For thousands of years it has been regarded as a drink to mark celebrations and strengthen bonds, both business and family. It dates back to ancient times when soldiers would celebrate their battle victories with baijiu. At over 600 years-old Shui Jing Fang originates from China's oldest continuous operating baijiu distillery.

Baijiu is a distilled white spirit, which means 'white alcohol' and is 52% proof. It is brewed using ancient techniques with fermented grains. It's aromatic, with sweet, citrus and fermented notes and ripe plum aromas.

To appreciate the baijiu you are drinking, it is necessary to consider the colour, aroma and taste - these three senses will determine the 'type'. A good baijiu should be bright, shiny and clear with no suspended particles and it is best served at room temperature in small tasting cups. A celebratory toast takes place, 'Yum Sing' (Cantonese) or 'Gan Bai' (Mandarin) meaning 'cheers' before shooting or sipping baijiu. It is traditional to drink baijiu with food rather than on its own, though the latter is not uncommon.

A word from the experts at Diageo

"Baijiu is the largest spirits category globally and has been a central part of Chinese culture for over 2,000 years. Leveraging Diageo's global network we are now bringing Shui Jing Fang and its rich culture to new consumers globally. A leading premium baijiu, Shui Jing Fang's unique palate and complex characteristics are creating opportunities for drinks connoisseurs to explore and enjoy."

--- Ends ---

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Notes to editors:

www.baijiucocktailweek.co.uk
Twitter @BCW2015 (BaijiuCocktailWeek)

Participating bars and restaurants:

Bó Drake

<http://www.bodrake.co.uk/>

@bodradesoho

Opens later this month

Casino at The Empire in Leicester Square

<http://www.thecasinosq.com/>

@EmpireCasino

Gong at Shangri-La Hotel , At The Shard, London

<http://www.gong-shangri-la.com/>

@ShangriLaShard

Hakkasan

<http://hakkasan.com/>

Sites: Hanway Place and Mayfair

@HakkasanMayfair

@HakkasanHanway

Hutong at The Shard

<http://www.hutong.co.uk/>

@HutongShard

Opium

<http://www.opiumchinatown.com/>

@OpiumChinatown

Ping Pong Dim Sum

<http://www.pingpongdimsum.com/at>

Sites: St Katherine's Docks, Westbourne Grove, Soho, St Christopher's Place, Bow Bells House, Wembley, Southbank, and Stratford

@pingpongdimsum

Salvatore's Bar at The Playboy Club, London

<http://playboyclublondon.com/>

@Salvatores_Bar

Spice Market

<http://www.spicemarketlondon.co.uk/>

@SpiceMarketLDN

Baijiu is available from:

Selfridges:

Salt^{SP}

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

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Shui Jing Fang is part of the Diageo portfolio and will be sponsoring Baijiu Cocktail Week 2015

Shui Jing Fang's international sales footprint is expanding. The portfolio is now distributed in duty-free outlets in 42 airports across Asia Pacific, Middle East, Europe and North America; as well as duty-paid outlets in Korea, Hong Kong, Macau, USA, United Kingdom, Australia, Singapore and Canada. However, the baijiu category is still in its infancy outside of China. While we don't have any immediate plans to increase domestic expansion in the UK, we continue to assess market dynamics as we believe longer-term there is an opportunity to broaden the appeal of this category and deliver a truly authentic Chinese luxury product to Chinese diaspora and people seeking new drinking experiences.