



AMARULA CREAM JOINS FORCES WITH ESQUIRE MAGAZINE TO PRESENT EXOTIC BACHELOR COCKTAILS FOR “THE ULTIMATE BACHELOR PAD” IN SOHO
Celebrity guests include America Ferrera, Vanessa Williams, Peter Sarsgaard, John Legend, and Carson Kressley

Amarula Cream, a flagship liqueur of South Africa, joined forces with *Esquire Magazine* this fall to craft a unique line of exotic bachelor cocktails for the 2009 Esquire SOHO Apartment. Crafted by Master Mixologist Alex Ott, Amarula Cream’s new “exotic cocktails” were presented to attendees of Esquire’s “Ultimate Bachelor Pad” in New York City, including celebrity guests, mixologists and influencers who attended a series of red carpet charity events.

Ott, a lifelong traveler who spent his childhood in Africa, was inspired by Amarula Cream’s exotic African profile to craft his signature cocktails with unusual ingredients such as tobacco, sandalwood, gunpowder green tea, and lychees. The notable guests who enjoyed the designer cocktails and atmosphere at Esquire SOHO this season included America Ferrera, Vanessa Williams and other members of the cast of *Ugly Betty*; actor Peter Sarsgaard; reality television hosts Carson Kressley and Ted Allen; director Michael Moore; and musical talents John Legend, Gavin DeGraw, and One Republic.

The Amarula Cream cocktails created by Ott complemented the stylish interior design of the Esquire SOHO Apartment, a spectacular penthouse with amenities such as a sound studio equipped with Gibson guitars, wrap-around balconies with home spas overlooking the Manhattan skyline, a master bedroom outfitted by Hugo Boss, and billiards table with a built-in flat screen. Each room had its own designer, including South African Geoffrey Bradfield, who created a floating bar in exotic woods and Steuben crystal for Amarula Cream.

For more information, please contact Helen Gregory or Rebekah Polster at Gregory White PR, rebekah@gregorywhitepr.com or 718-403-9473. To learn more, visit www.amarula.com or view photos of the Amarula Cream Bar and Esquire SOHO at www.esquiresoho.com.

About Amarula Cream Liqueur

Amarula Cream originates from South Africa where the marula tree grows wild on the Savannah and attracts many animals, particularly elephants, which inspire the distinctive artwork of the Amarula bottle. To produce Amarula Cream, the marula fruit is gathered and the flesh pulped, sweetened and fermented. The resulting “marula spirit” is matured in oak casks for two years, and finally blended with fresh cream to create a smooth distinctive cream liqueur. Amarula adds a note of the exotic to a range of cocktails, and is also perfect on its own with ice. The suggested retail price of Amarula Cream is \$19.99. Amarula is exclusively produced by Distell (South Africa) and imported by Aveniu Brands, www.aveniubrands.com, a national importer based in Baltimore, MD.



AMARULA CREAM

THE EXOTIC BACHELOR COCKTAILS CRAFTED BY MASTER MIXOLOGIST ALEX OTT

Amarula & Eve

- 1 ½ oz Amarula Cream
- ½ oz Citrus Vodka
- 2 ½ oz Lychee juice
- ¾ oz Ruby Red Grapefruit juice

Combine all ingredients in a shaker glass filled with ice. Shake vigorously for at least 10 seconds and strain. Garnish with lychee fruit on the rim.



Photo credit: Musher Lovelund

Tobacco Vanilla

- 1 oz Amarula Cream
- 1 oz Sandalwood syrup
- 1 oz Tobacco infused liquefied honey*
- 1 oz Fresh lime juice
- 1 oz Light rum

Combine all ingredients in a shaker, shake vigorously and strain over big chunk of ice in a classic coup glass. Garnish with tobacco leaf studded lime cube.

*Dissolve 2 parts of Manuka honey/acacia honey in 1 part of hot water, and stir until dissolved, and let cool. Store honey in a refrigerator. Burn organic tobacco and guide it through a punctured straw through the honey solution for about 1 minute.



"Amarula cocktails will persuade a whole new audience, as well as cocktail enthusiasts around the world, that it's not just another cream liqueur."

-Master Mixologist Alex Ott