

Ms Joanne Hunt
In Spirit Brands
The Timber Yard
7-27 Drysdale Street
London
N1 6ND

Media
Scottish Licensed Trade News

Date: 27/11/2008
Type: Trade and Technical
Frequency: 24/Per year
Circulation: 16662 (ABC)
MediaDisk Ref: U9A-158
Page: 24

Order
504570001
Inspirit/CI/27/28/X

DMO1 5 1172

Page 1(2)

202 42-1



A new Mexican spirit revolution

Tequila brand Partida aims to show versatility, Chris Fitzgerald reports

If you think Tequila simply exists as a harsh, burning spirit to be served in a quick shot – think again.

The talk in the UK's style bars is of a Tequila renaissance and among those leading the way is Dre Masso from the Worldwide Cocktail club.

At the launch of the new Partida Tequila module, held by Inspirit Brands at private members' club 29 in Glasgow's Royal Exchange Square. Dre outlined the spirit's uses to the assembled bartenders.

He talked guests through the three Tequilas in the Partida range - Blanco (unaged), Reposado (aged six months), and Añejo (aged 18 months) – all crafted from 100% pure blue agave.

And he reckons it won't just be spirit connoisseurs who will appreciate Partida's Añejo. Both tequila newcomers and cocktail lovers, he said, will be won over by the smoothness of the Margarita when made with the Blanco and Partida's new 100% organic agave syrup.

Dre, who also runs London Mexican bar and restaurant Red and Green, put on a cocktail masterclass, showing how Tequila is a versatile base spirit in drinks like the Ruby Partida, the Caliente Partida and the Big Spender (recipes at www.partidatequila.com)

He also introduced the Sangrita, traditionally enjoyed as an accompaniment to a neat pour of Tequila (see box right).

Dre went on to show how the organic, bulb-shaped Partida glass bottle with its cork stopper and spirit bird label larks back to the legend that surrounds the discovery of Tequila – when locals observed a bird pecking

at the blue agave plant and extracting the golden liquid within.

He then explained how the Partida family control every stage of the Tequila's production, and how the latest technology is applied only where it improves upon quality – such as the introduction of stainless steel rather than smoky brick ovens – while striving to preserve ancient practices wherever possible.

Dre also showed how ageing takes place in American oak whisky barrels and how each and every bottle is finished by hand.

Partida is available in 70cl bottles (40% ABV) online at www.whisky-online.com, www.specialitydrinks.com and www.thedrinkshop.com; and in Scotland at Bar Soba, Blackfriars, Bobar (all Glasgow) and Opal Lounge in Edinburgh.

SANGRITA

2 oz Tabasco or Cholula Hot Sauce
1 oz lime juice
7 oz orange juice
2 oz grapefruit juice
1 teaspoon salt
2 teaspoons fresh ground pepper
15 oz tomato juice
1 Jalapeno (cut in half with seeds)
Add all the ingredients into a pitcher.
Stir until the salt and pepper are dissolved.
Let the mix sit for 15-30minutes with the Jalapeno.
When the right heat level is reached discard the Jalapeno pieces.
Keep refrigerated.

Ms Joanne Hunt
In Spirit Brands
The Timber Yard
7-27 Drysdale Street
London
N1 6ND

Media
Scottish Licensed Trade News

Date: 27/11/2008
Type: Trade and Technical
Frequency: 24/Per year
Circulation: 16662 (ABC)
MediaDisk Ref: U9A-158
Page: 24

Order
504570001
Inspirit/CI/27/28/X

DMO1 5 1172
Page 2(2)
202 42-1



The Partida family includes a Blanco, a Repasado, an Anejo and an Elegante.