

Amrut shakes up cocktail scene

AMRUT Fusion was the toast of the cocktail lounge when the world's best whiskies were put to the test in New York City in June. The Ultimate Cocktail Challenge pits whiskies against each other in identically-made cocktails and Amrut Fusion was the judges' ultimate recommendation for the Rob Roy. Fusion was awarded the Chairman's Trophy for its performance in this classic whisky and vermouth cocktail. The judges' comments were:



"Lovely frosty brown appearance in the coupe. Aromatically, this cocktail highlights the Amrut Fusion Single Malt to a fine point as the nose is all about bread, baking yeast and breakfast cereal. Impeccable balance is the underlying asset. Amrut from India is now ready to play in the big leagues of whisk(e)y."

Hundreds of cocktails were tasted and rated in the Ultimate Cocktail Challenge and the coveted Chairman's Trophy only awarded to the top-performing spirits. The judges, led by Paul Pacult the challenge's founder, spent a week assessing how a range of spirits performed as the base of classic cocktails. Fusion was also a Finalist in the Rusty Nail category and a "strong recommendation" for a Blood & Sand.

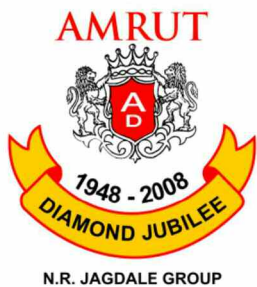
Entered brands were tasted in all cocktail recipes for their category. For instance, all whiskies were tasted in a Rob Roy, Rusty Nail and Blood & Sand. The cocktails were all carefully made – to identical standards – by professional bartenders out of sight of the judges. They were then tasted blind in the appropriate glassware.

The cocktail challenge takes the guesswork out of making your own cocktails. Few of us have the time or resources to experiment with dozens of different brands to determine which is the best for your favourite classic recipe "We believe that UCC ratings provide consumers with the necessary information for the best spirit to use in simple cocktails that they can make at home," said Paul Pacult.

The decision to enter Amrut Fusion in the challenge was made to demonstrate that Amrut could compete with the best known brands on equal terms and make great cocktails. "Of course, we know Fusion is a world class malt whisky, but it is rather untested in the cocktail world," said Raj Sabharwal, Managing Director of Purple Valley Imports, Amrut's US importer. "We are delighted with the enthusiastic reception the judges at the Ultimate Cocktail Challenge gave Fusion and we know drinkers will appreciate exploring another way to enjoy Amrut."



Judging at the Ultimate Cocktail Challenge 2012. Photos by Daniel Krieger/UCC



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Amrut's Brand Ambassador, Ashok Chokalingam, added: "Amrut Fusion has again proved itself as a world class whisky and the recognition from UCC confirms its position as one of the top class malt whiskies. It is an honour for Amrut to receive these awards."

Mixologists and top cocktail bars are starting to recognise the potential of Amrut in cocktails. In Manhattan, the Gerber Group has created the Punjab for its Stone Rose Lounge at the Time Warner Center. The Punjab's ginger note adds another dimension to Amrut Single Malt Peated as you enjoy the views over Central Park and the city skyline.

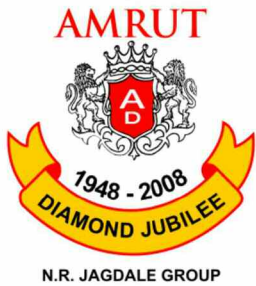
Meanwhile Patricia Richards, master mixologist at Wynn Las Vegas and Encore Hotel, caused a stir at the finals of the US Bartender's Guild Mixing Star competition in Las Vegas with her Mai Chai. She combined two Amruts (the single malt and the sherry cask matured) with Disaronno for a spice-infused take on an Old Fashioned. Patricia told the *Las Vegas Sun*: "I tried to create one of those little symphonies for the palette. I like to create cocktails that take people out of their comfort zones and that give guests a new experience. Because that's what people come to Vegas for – it's about that wow factor we provide here."



Ultimate Cocktail Challenge – Amrut's scores

Award	Score	Product Name	Cocktail Name	Accolade
Chairman's Trophy	95	Amrut Fusion Indian Single Malt Whisky India, 50% abv	Rob Roy	Extraordinary, Ultimate Recommendation
Finalist	94	Amrut Fusion Indian Single Malt Whisky India, 50% abv	Rusty Nail	Excellent, Highly Recommended
Finalist	91	Amrut Old Port Rum India, 40% abv	El Presidente	Excellent, Highly Recommended
	90	Amrut Old Port Rum India, 40% abv	Fog Cutter	Excellent, Highly Recommended
	88	Amrut Fusion Indian Single Malt Whisky India, 50% abv	Blood & Sand	Very Good, Strong Recommendation
	86	Amrut Old Port Rum India, 40% abv	Aged Rum Sidecar	Very Good, Strong Recommendation

NB Amrut Distilleries also entered its Old Port Rum in the rum cocktail category



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Punjab

from Stone Rose Lounge, NYC

- 2 oz Amrut Single Malt Peated Whisky
- 1 oz Domaine de Canton ginger liqueur
- 1 oz Aperol

Stir over ice, strain into martini glass. Garnish with lychee.

The Taj

from Living Room, NYC

- 2 oz Amrut Fusion Whisky
- 1 oz Drambuie
- 2 dashes Angostura bitters

Stir all ingredients with ice and strain into a martini glass. Garnish with orange slice or maraschino cherry.

Rob Roy

classic recipe

- 2 oz Amrut Fusion
- 1 oz sweet vermouth
- 1 dash Angostura bitters

Stir with ice and strain into a chilled coupe. Garnish with an orange twist

Mai Chai

by Patricia Richards, master mixologist at Wynn Las Vegas and Encore Hotel

- 0.75 oz Amrut Indian single malt
- 0.25 oz Amrut sherry cask single malt
- 1.25 oz Disaronno
- 0.75 oz lemon juice
- 0.25 oz agave nectar
- 1 dash Angostura bitters

Combine all ingredients. Shake and strain into Old Fashioned glass with crushed ice. Garnish with kumquat and clove garnish.

Rusty Nail

classic recipe

- 2 oz Amrut Fusion
- 0.75 oz Drambuie

Stir with ice and strain over a large cube into a chilled rocks glass. No garnish..

