

EXHIBITOR LOGIN

BAR SHOW

BAR BUILD

BAR MENU

BAR⁰⁸

17 & 18 JUNE
EARL'S COURT ONE
LONDON

THE FUTURE OF HOSPITALITY

BREAKING NEWS: BAR pre registration is now closed, tickets can be purchased at the show for £25... any queries regarding badges or registration call 01923 690630

SEARCH

HOME

ABOUT BAR

BAR BUILD

BAR MENU

FEATURES

VISITING BAR

EXHIBITOR LIST

PRESS RELEASES

FLOORPLAN

NEWS

EXHIBITING AT BAR

PRESS & PR

CONTACT US

REGISTER

THE
DRINKAWARE
TRUST

theme
TOP
ONE HUNDRED

Press Releases

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Porters Foods

13 Jun 2008

Two Secret Weapons To Boost Your Cocktail Profits

Press Release
BAR Show 2008
June 2008

-Vincotto from Italy and Hibiscus Flowers from Australia-

Porter Foods, a leading gourmet retailer and distributor, will unveil two secret weapons to make your cocktail menu stand out from the crowd at the BAR Show in Earls Court, London on June 17th and 18th 2008. Vincotto PrimitivO and Wild Hibiscus (Rosella) Flowers are both available for sale online at <http://www.porterfoods.co.uk/>.

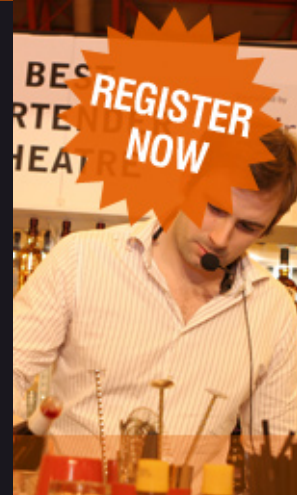
Vincotto (literally 'cooked wine') was a favourite back in Roman times and is now used in a range of savoury and sweet recipes including, more unusually, cocktails. Vincotto PrimitivO, made from the primitivo grape grown in the Salento region of Apulia, Italy, adds a delicious, unique taste profile to a wide range of cocktails and is becoming increasingly popular in Italy appealing to trend-setting Italians.

The fashion for unique and authentic ingredients in cocktails is set to become more popular in the UK market, as consumers seek more unusual flavours, having had their fair share of Long Island Iced Teas and Screwdrivers over the years. A few drops of Vincotto add flavour, colour and a unique edge to cocktails (see Notes to Editors for two cocktail recipes using Vincotto that were created in Italy).

Vincotto PrimitivO is naturally packed with healthy nutrients because it is made entirely from red grapes. Vincotto also contains vitamins C, B1 and B6, manganese and potassium, and most importantly, flavonoids. There are two flavonoids found in red grapes: quercetin and resveratrol. Together they help to reduce the risk of heart disease by reducing blood clots. The flavonoids assist in the prevention of damage caused by LDL (bad) cholesterol by increasing the levels of antioxidants in the body.

Terra del Sud, the wine producers behind the creation of Vincotto PrimitivO, use the same Primitivo grapes for their vinegars and their wines. The combination of high quality grapes and the traditional manufacturing method provides a higher than average level of resveratrol compared to standard balsamic vinegars.

Adding a more sophisticated aspect to a straightforward glass of bubbly or elaborate Champagne cocktail, Porter Foods' Wild Hibiscus (Rosella) Flowers are a cost-effective way of making your cocktails a talking point. They can be stored ambient behind the bar and dropped into cocktail glasses upon request.



REGISTER NOW

"A GREAT SHOW; VIBRANT INNOVATIVE AND CAPTIVATING, IT'S THE BAR INDUSTRY AT THE TOP OF ITS GAME"

Jeremy Hill
Hi-Spirits



A single Rosella flower can be added to a glass of Prosecco, Cava or Champagne to add further fizz and a hint of colour to the drink. The beautiful flower gradually opens to add a touch of class to any drink (although the finest Champagne, unsurprisingly, works wonders). Wild Hibiscus Flowers can also be used to create an innovative new version of more traditional cocktails such as the Margarita.

As bubbles stream from the flower the cocktail cascades from a light pink at the top to a deep purple colour at the base of the glass, creating an impressive visual impact. Once the wine is finished, the flower can be eaten and has a refreshing raspberry and rhubarb taste.

-Ends-

Notes to Editors

VISIT PORTER FOODS AT THE BAR SHOW, STAND D82, EARLS COURT ONE, LONDON, 17-18 JUNE 2008. CONTACT US TODAY FOR YOUR FREE TICKET

For media information about Porter Foods, Vincotto, Wild Hibiscus Flowers or any other products please contact Helen Lewis at helen@foodanddrinktowers.co.uk or call +44 (0) 7904 801 669. Please contact Helen for samples, photography or to arrange a media interview at BAR 08 or any other time.

For sales enquiries please contact Porter Foods directly.

Web: <http://www.porterfoods.co.uk>

Email: reception@porter-foods.co.uk

Post: Porter Foods Co Ltd, 24 Hockerill Court, London Road, Bishops Stortford, Herts, CM23 5SB.

Tel: 01279 501711

Fax: 01279 501727

Cocktail Recipes

Porter Foods' Tropical Wild Hibiscus Rosella Flower Punch

Serves six

Pour the following ingredients into a large punch bowl that has been in the freezer for an hour or so, serve chilled and enjoy.

400ml of chilled cranberry juice (not concentrated)

400ml of chilled orange juice (not concentrated)

200ml of chilled apple juice (not concentrated)

Juice of two lemons

1 bottle of chilled sparkling wine or Champagne

1 jar of 11 Wild Hibiscus Rosella Flowers from Porter Foods with some syrup to taste

Pepper Granita using Vincotto Primitivo

Ingredients:

2 red peppers roasted and skinned

1 spoon of sugar

1 spoon of Vincotto Primitivo

Salt

Pepper

Basil leaves

Whip all the ingredients and put in a rectangular bowl with low edges (like ice cube trays). Put the tray in the freezer for two hours stirring every 30 minutes with a fork. Serve the crushed ice mixture in frozen cups decorated with small basil leaves.

Rum Cuban Granita with Vincotto Primitivo & Mint Strawberries

Ingredients: (Makes 6 servings)

3/4 cup 5 year-old Cuban rum

1/4 cup sugar

1/4 teaspoon black pepper (optional)
1 tablespoon lemon juice
3 cups sliced fresh strawberries
1 cup 100% orange juice
3 tablespoons fresh mint cut into long, thin strips
1 tablespoon Vincotto PrimitivO

Place the sugar, rum, ¼ cup orange juice, and black pepper (optional) in a small saucepan, and bring the mixture to a boil. Remove from heat and stir in ¾ cups of orange juice and lemon juice.

Pour the mixture into nine-inch by 13-inch shallow pan and place in the freezer. Every few minutes stir the granita with a spoon to create an icy texture, this procedure takes about 30 to 45 minutes depending on your freezer. Mix sliced strawberries, mint and balsamic vinegar in a small bowl and let sit while granita freezes. Serve 2 ounces of granita topped with 3 ounces of strawberry mixture in individual dessert bowls.

theme the official magazine of the BAR Show
BAR & RESTAURANT STYLE

OPENING HOURS:

17th June 10AM - 6PM | 18th June 10AM - 5PM

OVER 18's ONLY

PROOF OF TRADE ID REQUIRED

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BAR & RESTAURANT STYLE

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