# Kocktail

**Kocktail launches to shake up (not stir) cocktails at home**

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**The magic of bar-quality cocktails bottled and delivered straight to your door**

It’s time to rethink how we enjoy cocktails at home, as the new kid on the subscription box block has arrived. Bottling up bar-quality magic usually only found in leading establishments across the globe, Kocktail is a brand new and unique immersive cocktail experience that focuses on bringing you four freshly made new cocktails to discover each month.

Delivered directly to your door, this is a club you will want to be part of.

**The art of Kocktail…**

Born out of a desire to enjoy a taste of their favourite cocktails from the comfort of home and unable to find anything that tasted as good as the drinks created by award-winning bartenders and mixologists, the team behind Kocktail decided to take matters into their own hands.

Full of flavour and using only the finest ingredients, Kocktail brings to life the art and theatre that makes drinking cocktails so special. Unlike other cocktail subscriptions, Kocktail conveniently arrives with all the accompanying garnishes, specifically chosen to perfectly complement and enhance your drink.

With the hard work taken care of before it arrives through your letterbox, simply add ice to the mix, sit back and be immersed in the ultimate refined drinking experience.

As a member of the Kocktail discovery club, indulge in a slice of contemporary cool with the opportunity to try new mixes and flavours. Savour four world-class cocktails from the comfort of your home each month – each hand crafted and freshly bottled by award-winning professional bartenders.

Co-founder Andrew Hutchinson said – *“We are so excited to have been able to turn our vision into a reality and make fresh world-class cocktails, made with artisanal ingredients, designed by award-winning bartenders, available for all to enjoy at home. The tasting experience is made even more memorable with the addition of cocktails cards to give an insight into the story behind the serve, making it a truly immersive experience.”*

**The Kocktail curators…**

Co-founded by two best friends who have spent perhaps too much time in many of the world's greatest cocktail bars. Unable to find an at home quality version of the beautifully fresh cocktails they had come to enjoy on their travels, the idea for Kocktail was born.

With the extra time at home during lockdown, they decided there was no better time to turn their idea into a reality. Teaming up with another friend and international award-winning barman, Neil Donachie – a handy friend to have in the mix – the trio went about bottling the magic for all to enjoy at home.

Chief Kocktail curator Neil Donachie has perfected his craft in some of the best cocktail bars in the world, including Kenny Atkinson's Michelin starred House of Tides and the infamous Savoy Hotel's Beaufort Bar, where he was Senior Bartender when it was crowned the best hotel bar in the world. Now a co-owner of the spectacular [Mother Mercy](https://www.mothermercy.co.uk/) bar in Newcastle, it’s fair to say he knows how to make a world class drink.

Visit [Kocktail.co.uk](https://kocktail.co.uk/) to find out more.





**4 Kocktails, Garnishes & Recipe cards - £29 monthly subscription (free delivery)**

**ENDS**

**Notes to Editors:**

**About Kocktail**

* Co-founded by two best friends in the summer of 2020, who decided it was high time beautifully fresh, premium, bar-quality cocktails were made available for all to enjoy at home.
* Chief Kocktail curator Neil Donachie has perfected his craft in some of the best cocktail bars in the world, including Kenny Atkinson's Michelin starred House of Tides and the infamous Savoy Hotel's Beaufort Bar, where he was Senior Bartender when it was crowned the best hotel bar in the world. Now a co-owner of Mother Mercy bar in Newcastle.
* Providing an opportunity to try new mixes and flavours, boxes conveniently arrive with all the accompanying garnishes, specifically chosen to perfectly complement and enhance the experience.
* Four world-class cocktails delivered through your letterbox each month – each hand crafted and freshly bottled by award-winning professional bartenders.
* All Kocktail packaging is fully recyclable, with cardboard boxes and glass bottles which can be taken to your local recycling centre.
* Kocktail subscriptions can be placed directly via the website.
* To find out more, visit [Kocktail.co.uk](https://kocktail.co.uk/)

**How it works…**

* Pick Your Kocktail Style – Light and Fresh, Dark and Sophisticated or Mixed Light and Dark
* Let the expert bartenders know your drinks preferences with just a few clicks and they will put together a collection of Kocktails you’ll love
* Delivered through your letterbox - just sit back and before you know it, you’ll have your first delivery of Kocktails to enjoy from the comfort of your own home.

**To request high resolution product imagery or for further information of spokesperson comment, please contact:** Laura Quick/ 07807 809 119/ laura@lauraquickpr.co.uk