

CROSSIP

CROSSIP LAUNCH TASTER COLLECTION

CROSSIP, the award winning innovative non-alcoholic spirits producer, is set to launch a Taster Collection allowing drinkers to enjoy a sample of each of the distinct flavours in smaller bottles.

There will be three new packages available via the [CROSSIP website](#). The Taster Collection will feature three 20cl bottles of Fresh Citrus, Pure Hibiscus and Dandy Smoke. Taster Bundles will follow, featuring a 20cl bottle of choice from the CROSSIP range plus two premium mixers from Artisan Drinks and finally 20cl individual tasters will be available in all three varieties.

CROSSIP was founded by award winning mixologist Carl Anthony Brown. Inspired by his love for cocktails, his passion for fitness and support for mental health issues, Carl was driven to design a better tasting alcohol-free drink.

Unapologetically bold, rather than replicating the taste of alcohol spirits CROSSIP has the mature mouthfeel and flavour profile typically associated with alcohol and therefore can be used to create sophisticated tasting cocktails or simply added to a mixer to add depth and texture.

Carl said: “We have grown a fantastic and loyal customer base who love our drinks but we understand that some people may be reluctant to buy a large bottle if they haven’t tried CROSSIP before.

“The new Taster Collection allows people to sample the range in smaller sizes so they can find their favourite. They are also a great gift for someone who is interested in trying low or non-alcoholic drinks.”

Made from botanical ingredients and boasting superior flavour and body the CROSSIP range features three distinct flavours, Pure Hibiscus, Fresh Citrus and Dandy Smoke.

Fresh Citrus is a complex big, bright fusion of citrus, herb and spice. It opens with top notes of mandarin and eucalyptus. The body evolves into a multiplex of citrus, orange, lemon and grapefruit. The finishing notes are of fiery ginger and a subtle bitterness. Fresh was inspired to create cocktails such as Mojitos Cosmos or simply with tonic. It was awarded Silver in the 2021 International Wine and Spirit Competition.

Dandy Smoke was named The Independent’s Non Alcoholic Spirit of 2021. It is luxurious, meaty and smoky. A bold opener of sweet smoky lapsang and top notes of pine, the body comes through with a deep fruit, cinnamon and clove. Finishing with spice notes of ginger, chilli and nutmeg. DANDY is inspired by Carl’s favourite smoky, dark spirits. It’s especially

good for sour cocktails or with cola and a squeeze of lime. It was awarded Gold in the 2021 International Wine and Spirit Competition.

Pure Hibiscus has a huge, developed and deep flavour. Opening with floral notes of hibiscus, cubeb and rhubarb, the body develops adding herbal bitterness to the fruit and florals. This complex, bitter liquid finishes with wormwood and cayenne for a long after taste. PURE is inspired by Carl's favourite Italian bitters and aperitifs. It's the perfect 0% option for a negroni or spritz. It was awarded Silver in the 2021 International Wine and Spirit Competition.

The Taster Collection will be available from December 1st @ £35.00 RRP. Taster Bundles will be @ £16.50 RRP and individual 20cl bottles will be @ £13.00 RRP, launch dates to be confirmed.

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Notes to Editors

CROSSIP was founded in 2020 and has gone from strength to strength, positioning itself as a challenger brand within the rapidly growing No and Low sector. Unapologetically bold, in its branding, ethos and most importantly, its flavour – it is unique within the market. Rather than replicating the taste of alcohol spirits like gin or whisky, CROSSIP has the mature mouthfeel and flavour profile typically associated with alcohol and therefore can be used to create sophisticated tasting cocktails or simply added to a mixer to add depth and texture.

Unlike other non-alcoholic alternatives CROSSIP is created through a process of maceration as opposed to distillation meaning it contains zero alcohol.

Social responsibility is a key part of the CROSSIP business model. The brand donates 5% of profits to a number of causes affecting modern society, ranging from mental health to addiction. Current partners include Alcohol Change UK, Papyrus, CALM and Centre Point UK. CROSSIP was also the official alcohol-free drink of Dry January in 2021.

Priced at £22 Crossip is available direct to consumers online at www.crossipdrinks.com, via Amazon and is available to the trade via Enotria and Coe wholesalers or direct. Crossip is catching the eye of various bars and restaurants across the UK, for example with listings at The Cocktail Trading Company, Heads + Tails, Sticks n Sushi, Dishoom, Homeboy and Delia Smith Restaurants, Delia said of CROSSIP: "A superb and really clever invention"