80 Years Since The End Of Prohibition

Monday 11 November, 2013

December 5th 2013 marks 80 years exactly since the end of Prohibition, when there was a ban on the sale of alcohol in the US.

The 12-year ban on the production, sale and transportation of alcohol in America, which was intended to preserve grain during the war, led to gangsters such as Al Capone and Bugs Moran claiming their fame as they spearheaded the birth of 'underground' alcohol consumption in hundreds of thousands of speakeasy clubs.

You can raise a glass today and have your own taste of Prohibition with premium white grain spirit, Bootlegger. Inspired by the raw liquor 'Bootleggers' moved around the US during Prohibition, Bootlegger is designed to be consumed unaged.

Bootlegger has a raw sophisticated taste with aromas of peat, oak and vanilla with a smooth finish and has been created for sipping neat over ice as well as in cocktails. The spirit is celebrating with a new range of cocktails reminiscent of the drinks consumed in the thousands of underground speakeasies.

The Capone
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Ingredients
50 ml of Bootlegger
30ml Grand Marnier
15ml sugar syrup
2 dashes of bitters
15ml fresh lemon juice
Splash of Champagne

Place Bootlegger, Grand Marnier, bitters, lemon juice and sugar syrup into cocktail shaker. Vigorously shake the mixture to combine and then strain into a glass. Add the Champagne to float and then garnish the drink with a raspberry

40% alc vol, in a 70cl bottle, Bootlegger is available from Harrods.com and other premium retailers priced around £37.50.

For more cocktail recipes and further information about Bootlegger visit http://www.bootleggerspirit.com

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For further media information, high res images, recipes and serving suggestions please contact Agatha at Chapman Poole Communications T: 0161 367 1271
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NOTES TO EDITORS:

Drinkaware (drinkaware.co.uk) provides consumers with information to make informed decisions about the effects of alcohol on their lives and lifestyles. Halewood International is a funder of Drinkaware and an active supporter of the "Why Let Good Times Go Bad?" campaign.

Drinkaware's public education programmes, grants, expert information and educational resources help create awareness and effect positive behaviour change. An independent charity established in 2007, Drinkaware works with the medical profession, the alcohol industry and Government to achieve its goals.

One of the flagship initiatives of Drinkaware is "Why Let Good Times Go Bad?" - a £100 million campaign running over five years to challenge the social acceptability of drunkenness. Run by Drinkaware in partnership with the drinks industry and Government, it is targeted at 18 - 24 year olds. The campaign encourages people to adopt "smart drinking" tips, such as eating before drinking and pacing alcoholic drinks with water, to prevent a good night from going bad.

Media:





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Drinkaware has recently launched ‘My Drinkaware’ an easy to use on-line Drinks tracker to help adults understand the impact of alcohol on their lives and lifestyles.
www.drinkaware.co.uk
http://my.drinkaware.co.uk

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