KÖLD Adds Single Pouch Format to Its Range of Premium Frozen Cocktails

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KÖLD Cocktails is adding to its current multipack format with the addition of single pouches.

"We believe the KÖLD single pouches will be a very welcome and exciting addition to the shelves of UK grocers.

With our mix of authentic recipes, 100% natural ingredients and a double measure of premium spirits, KÖLD Cocktails are unique in the frozen cocktail market, and offer consumers the ability to enjoy genuine, bar-quality cocktails at home".

Nick Sotiropoulos, Founder of KÖLD Cocktails

Previously available in only multipack format, KÖLD Cocktails have been very popular in the gifting market, and since launching in 2014 they have been stocked in some of the UK's most prestigious retailers including John Lewis and Fenwick department stores, as well as hundreds of independent retailers throughout the country.

With a move to grocery in mind, KÖLD have decided to make their award-winning cocktails available in single-unit format. Tori Carlaw, Sales Director at Kold Group, believes that "*the addition of the single units will not only open up the KÖLD range to a wider consumer base and make the cocktails more accessible, but will also allow consumers to mix and match their favourite cocktails more easily than they could previously with the multipacks*".

The KÖLD single pouches will still contain the same premium, all-natural ingredients and pure distilled spirits found in the original award-winning KÖLD multipacks, but will be available for consumers to buy as a single unit.

The single pouches will be available in all four of KÖLD's varieties: Mojito, Cosmopolitan, Elderflower Martini and Great Taste Award Winning Lychee Martini. Each 250ml pouch has an 8% abv, and can be served straight from the freezer into a glass, guaranteeing a perfectly refreshing cocktail every single time.

Designed to be sold ambient and then frozen by the end consumer before serving, the new single pouch format will be retailed in attractive shelf-ready packaging, with a suggested retail price of £3.00 to 3.50 per pouch.

For further information please visit www.koldcocktails.com or contact Tori Carlaw:

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