KÖLD Launches Range of Premium Frozen Cocktails

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FOR IMMEDIATE RELEASE

London, England (16/04/14) – Cocktail lovers can now easily enjoy bar-quality cocktails at home with the launch of KÖLD Cocktails, a range of premium frozen cocktails.

Mixed to classic well-loved recipes using high-quality ingredients and premium spirits, KÖLD Cocktails combine an authentic cocktail experience with effortless convenience. Each cocktail is packaged in a single-serve pouch and can be served straight from the freezer into your glass, guaranteeing a perfectly refreshing cocktail every time.

Nick Sotiropoulos, KÖLD's founder, says "making cocktails at home isn't easy because you need so many different ingredients, it's time consuming and often the process takes away from the overall enjoyment. We created KÖLD for adults who enjoy well-made cocktails and want to be able to recreate the taste and experience of a 'bar-served' cocktail at home, but without any of the hassle".

"By keeping everything authentic and using traditional recipes and premium ingredients such as triple-distilled grain vodka and barrel-aged rum, the taste of KÖLD Cocktails definitely matches what you'd find in a good bar, and because they're designed to be frozen, serving is easy – you simply take the pouch out of the freezer and pour straight into your glass; you don't need to add or mix anything and there's no need for any ice or mess".

KÖLD Cocktails are available in three classic combinations; Frozen Cosmopolitan, Frozen Mojito and Frozen Lychee Martini, and have a calorie count ranging from only 167 to 200 calories per cocktail.

All cocktails are 8% ABV and are available in multipacks of 2 x 225ml pouches with a suggested retail price of £6.50 per multipack, and can be sold either ambient or frozen. KÖLD Cocktails are available for retailers to purchase now.

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For more information please visit http://www.koldcocktails.com. For high resolution packshots please contact info@koldcocktails.com.

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