Lamb's Spices Up Spring Serves

Monday 7 April, 2014

Iconic British spirit, Lamb's, has launched new Lamb's Spiced, a secret recipe of premium Caribbean golden rum derived from Alfred Lamb's family, which is best enjoyed served neat over ice or as a versatile cocktail ingredient.

Ideal in spring cocktails, Lamb's Spiced is a smooth golden liquid blended with natural spices and hints of cinnamon and caramel with a citrus finish. It's sweetly spiced with an ABV of 30%.

Available in Tesco priced £14.49 for a 70cl bottle, Lamb's Spiced is also being showcased at Cocktails in the City events over the coming months.

Lamb's Spiced Daiquiri

Glass: coupette

Ingredients (one serve): 40ml Lambs spiced rum, 20ml orange Curaçao, 25ml lime juice

10ml sugar syrup, Orange peel, for garnish

Method: Shake and strain in to a coupette.
-ENDS-

For further media information, high res images, recipes and serving suggestions please contact Agatha at Chapman Poole Communications 0161 367 1271 or agatha@chapmanpoole.co.uk

NOTES TO EDITORS:

Lamb's Rum is distributed in the UK by Halewood International, the UK's largest independent distributor and producer of alcoholic drinks.

About Lamb's Rum

Alfred Lamb, gentleman and proprietor of a wine and spirit business, created Lamb's Rum in 1849. He blended 18 of the Caribbean's most treasured rums sourced from Trinidad, Guyana, Jamaica and Barbados.

Mr Alfred Lamb understood that creating a smooth Rum took time and patience, which is why he stored his in a cool cellar for four years before allowing a drop to be drunk. Alfred used cellars under the River Thames to produce his traditional dark rum blend. His method of cask ageing the rum is one of the secrets behind the Lamb's smooth taste.

Today, Lamb's Rum is still made to the same exacting standards to create a premium quality rum with a smooth clean distinctive taste. By blending fine rums created from the highest quality Caribbean sugar cane, the Lamb's Rum blend delivers a complex yet smooth taste.

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.

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.

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Lamb’s Rum

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