Warm Up This Season With Rekorderlig's Winter Cider Cocktails

Friday 15 November, 2013

With the clocks changing and the nights drawing in, there's no better way to warm the cockles than Rekorderlig's new Winter Cider Cocktail range, designed to match the rosy glow of your cheeks at this time of year.

Rekorderlig is fast becoming a premium cider for all seasons – and if you missed the highly successful Summer Cocktails earlier this year, this new selection of recipes featuring the limited edition Rekorderlig Winter Cider flavour will more than make up for it! Made with apples and infused with cinnamon and vanilla, the winter warmer is a truly unique ingredient for a delicious cider cocktail.

The cocktails have been specially created by Joel Persson, who has recently been announced as Rekorderlig's Global Brand Ambassador. Joel's award winning mixology talent and passion for creating beautiful cocktails shines through in the unique menu using simple ingredients and methods which can be recreated at home or in bars, featuring a modern Swedish twist on some familiar classics.

The range includes:

Rekordernogg – an alluring mix of dark rum, sweet sherry, sugary syrup and Winter Cider whisked with egg on a heated pan and best served in a tankard

Rekorderlig Midnight Forest – ideally served in a pitcher over ice, this delicious mix contains cherry brandy, sweet sherry, bourbon and amaretto with Winter Cider

The Rekorderlig Hot Toddy – a winning formula of spiced rum, honey, lemon juice and Winter Cider, all topped off with a cinnamon stick

Svenska Mojito – a seductive take on this classic features two different types of rum combined with Winter Cider over ice flourished with mint leaves and lime juice

The Rekorderlig Snow Cap – a warming combination, which is definitely shaken not stirred in its preparation, it features oregat (almond sugar) with red wine, lemon, egg and Winter Cider sprinkled with icing sugar

Simple. Beautiful. Swedish.

Now who says cider should just be for the summer?

ENDS

For more information please contact DawBell PR: heidi.mace@dawbell.com / 0203 327 7111

NOTES TO EDITORS:

Visit the Rekorderlig website (www.rekorderlig.com) for the recipes or follow the instructions below
Keep track of our launch at www.facebook.com/rekorderliguk or via Twitter: @rekorderlig
Rekorderlig have just launched their first ever Brand Film, a beautifully crafted 30second film which showcases the brand through the seasons (http://bit.ly/19LIAs6)
The Winter Cider campaign hashtag is: #WinterCider

JOEL PERSSON BIOGRAPHY

Born in Kalmar, Sweden, an hour away from the Rekorderlig Cider Brewery, Joel was a graduate of International Bar Management in 2010. After applying his trade at the Orangeriet cocktail bar in Stockholm, Joel followed his dream and moved to across the world to Australia. Here he worked for renowned bars winning awards including Golden Monkey (2 time winner of bar of the year) and The Alchemist (winner of the Time Out Peoples Choice award). In 2012 Joel entered the DIAGEO Global bartender competition, World Class, where he was ranked in the top 10 bartenders in Australia. Joel's role will see him based in London, working in New York, Sydney and all other regions as the brand continues its global distribution.

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The recipes and methodology:

{bold}REKORDERLIG SNOW CAP
INGREDIENTS{/bold}
30ml Dark rum
30ml Lemon juice
20ml Oregat (almond sugar)
1 Egg white
30ml House Tempranillo
125ml Cold Rekorderlig Winter Cider
Branded Rekorderlig pint glass

METHOD
Shake the rum, oregat, lemon and egg once with one ice cube to emulisfy the egg, then shake again with more ice. Double strain over ice into a Rekorderlig glass. Top up with cold Rekorderlig Winter Cider and carefully add the red wine onto the foam.

Garnish with a mint sprig and a cherry. Dust with icing sugar

{bold}REKORDERLIG MIDNIGHT FOREST
INGREDIENTS{/bold}
30ml Cherry brandy
15ml Sweet sherry
10ml Bourbon
10ml Amaretto
2 Dashes Angostura bitters
125ml Cold Rekorderlig Winter Cider
Branded Rekorderlig 1/2 pint glass

METHOD
Build all the ingredients into a Rekorderlig half pint glass filled with ice. Top up with cold Rekorderlig Winter Cider.
Garnish with mint sprig and 2 cherries. Dust the mint leaves with icing sugar.

{bold}REKORDERNOGG
INGREDIENTS{/bold}
30ml Dark rum
20ml Sweet sherry
10ml Sugar syrup
3 Dashes Angostura bitters
1/2 egg
200-250ml Hot Rekorderlig Winter Cider
Rekorderlig Winter Cider Tankard (250ml)

METHOD
Mix all the ingredients together in a pan and whisk the egg into them. Heat pan on a stove, stirring gently. Pour into a Rekorderlig tankard.
Dust with ground cinnamon, then serve with a candy cane and star anise.

{bold}REKORDERLIG HOT TODDY
INGREDIENTS{/bold}
25ml Spiced rum
1 tbsp Honey
15ml Fresh lemon juice
1 Cinnamon stick
220ml Hot Rekorderlig Winter Cider
Rekorderlig Winter Cider Tankard (250ml)

METHOD
Mix the rum, honey and lemon together in a Rekorderlig tankard. Add hot Rekorderlig Winter Cider and stir.
Serve with a cinnamon stick and an orange wheel.

{bold}REKORDERLIG MIDNIGHT FOREST
INGREDIENTS{/bold}

100ml Cherry Brandy
50 ml Sweet sherry
25ml Bourbon
25ml Amaretto
8 dashes Angostura bitters
1 Bottle cold Rekorderlig Winter Cider (500ml)

METHOD
Build all ingredients over ice in a branded Rekorderlig Cider pitcher and stir.
Garnish with mint leaves, cherries and orange wheels.

{bold}SVENSK MOJITO
INGREDIENTS{/bold}
75ml Spiced rum
75ml White rum
15 Mint leaves
60ml Fresh lime juice
1 Bottle cold Rekorderlig Winter Cider (500ml)
METHOD
Build all ingredients over ice in a branded Rekorderlig Cider pitcher and stir.
Garnish with lime wedges and sprigs of mint.

ABOUT REKORDERLIG

Made from Europe's most accredited pure spring water source in the heart of Smaland Sweden, Rekorderlig Cider is Sweden's leading fruit cider brand.

Available in 500ml bottles. Pear and Apple (both 4.5% ABV), and in flavours at 4% abv; Strawberry-Lime, Wild Berries, Mango-Raspberry, Peach-Apricot and a limited edition Passionfruit and Winter Cider.

Rekorderlig is owned by fourth generation Swedish brewer Åbro and is partnered globally by Chilli Marketing.

Winners: Gold Award for Strawberry and Lime and Apple, International Cider Challenge 2013

Winners: Silver, International Cider, The International Brewing Awards 2013

Winners: Australian Drinks Awards, Most Loved Cider Brand, 2013

Winners: Australian Drinks Awards, Best Overall Innovation, 2013

Winners: Australian Drinks Awards, Best Contribution to Cider Category Growth, 2013

Winners: Australian Drinks Awards, Best Cider Innovation, 2013

Winners: Australian Drinks Awards, Best Cider Presence in Social Media, 2013

Winners: ALIA Award for Best Cider in Australia, 2012

Chilli Marketing: http://www.chilli.uk.com

Chilli was founded by Gareth Whittle, Kieron Barton & Christian Barton. Having drunk Cusqueña lager in Peru they quit their jobs, maxed-out credit cards and set up a business to bring it to the UK! Eight years later Chilli Marketing now employ over 35 people and operates globally.

Along the way Chilli have picked up several awards. These are a recognition for the hard work done by a truly great team.

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