

Boutique Bar Show

Industry experts, new products and cocktail competitions are lined up for this month's London trade event

Rare and new drinks products, world-renowned drinks experts and top-level cocktail competitions all feature at this year's Boutique Bar Show in London. Taking place at the Royal Horticultural Halls in Westminster on September 18 and 19, the exhibition offers a chance for people in the bar trade to find new and interesting products and to gain inspiration for their businesses and drinks lists. Now in its sixth year, Boutique Bar Show is unique in limiting all exhibitors to stands of the same size, keeping it an intimate and business-like atmosphere.

New features this year will include the Boutique Business Lounge, offering guidance for anyone looking to open their own venue (see panel), while Paul Tvaroh, the owner of Lounge Bohemia in Shoreditch, is putting together "an immersive and innovative cocktail experience" at the show.

Seminar speakers include Dan Priseman, blogger at BittersandTwisted.com, who will explore the original classic Martinez from the first written recipe through to how the recipe has evolved to what we recognise today. It will offer a chance to try five different styles of the cocktail, all with historical provenance, which will be tasted blind to provide insights into what a Martinez is.

Drinks historians Jared Brown and

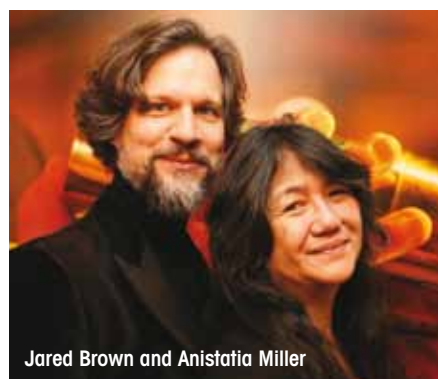


Anistatia Miller will talk about "30 cocktails that changed the world", exploring the history of mixed drinks and cocktails as they developed over five major periods from the 1500s through to the 2000s. Christian Vergier, master blender for La Mauny and Trois Rivières rhums agricoles, will join former bartender Declan McGurk of Speciality Brands to talk about the history and flavours of this style of rum from Martinique, including barrel-ageing techniques.

As well as organising the programme of interactive seminars, BarlifeUK is also working with Brugal Rum to run an inter-city bartender competition. Five-strong teams from different towns and cities across the south of England will compete against each other to come up with the best-tasting and most innovative rum punch inspired by their town or city.

The show will also host a heat of the 2012 Masters of Maraschino competition, organised by BarlifeUK with Luxardo Maraschino Liqueur. With the prize of a trip to the home of Luxardo in Italy and a vintage bottle of the brand, bartenders have been challenged to come up with new cocktails. A second heat will be held at Boutique Bar Show on October 23 at The Old Fruit Markets, Candleriggs in Glasgow. The closing date for the London heat was September 1 but for the Scotland heat it is October 1, entered via www.barlifek.com.

Visitors to the London show will be able



Jared Brown and Anistatia Miller

Open your own bar

Experts will be on hand at Boutique Bar Show for anyone looking to open their own venue. On the first day of the show, a session from 9am to midday features experts from bar and restaurant fit-out and project management company WFC, looking at controlling costs and working with contractors, and property specialists Davis Coffey Lyons, with tips on finding the right site. There will also be guidance on funding from business investment specialist Downing. The experts will also be on hand in the Boutique Business Lounge on the mezzanine level on both days to provide free advice and discuss business plans to people registered in advance.

to have an exclusive tasting of Appleton Estate 50 Year Old Jamaica Rum, of which only 30 bottles are available in the UK. Barrels were set aside in 1962, just before Jamaica achieved independence, so they could be used to create a special blend of 50-year-old rum to celebrate the 50th anniversary. The tasting will be led by Jamie MacDonald, owner of The Raconteur in Edinburgh and Appleton Estate's UK brand ambassador.

The show will feature products new to the UK, such as Mezan rums from Eaux de Vie, Cocchi Vermouth di Torino from Speciality Brands, Wild Geese Irish whiskeys from Emporia Brands and Monkey 47 gin from Spirit Cartel. More launches, still under wraps, are also promised. Other exhibitors will include Dzana rum from Distillation, Colombian rum La Hechicera, American beer Samuel Adams from Shepherd Neame, the US's Fordham Brewery beers from Heathwick, The London No 1 gin from González Byass and fruit purees from Pontier.

The show is open from 11am to 5.30pm on both days. More information and

free registration at www.boutiquebarshow.com.

