

# Bombay Sapphire reveals this season's ultimate cocktail at creativity stirring event

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Hold the traditional G&T, this summer the ultimate cocktail refreshment is set to be the Sapphire Spritz. Bombay Sapphire®, the world's number one gin by volume and value, revealed this fresh and sparkling drink featuring delicate floral notes offset by the light licorice flavour of fennel during its Sip 'n Learn experience.



**Bombay Sapphire®'s** unique combination of botanicals and the vapour distillation process is renowned for delivering a perfectly balanced taste profile – providing the perfect canvas for experimentation and that distinctive first splash of creativity in your glass.

This proved to be an opportune invitation for the release of personal self-expression during the day, with guests immersed in an art class experience led by Cindy Mullah from Art Jamming, while expert mixologist Hamilton Matshwele of Thirst Bar Services deftly illustrated the art of cocktail making in concocting the delicious Sapphire Spritz.



Hamilton Matshwele

“While many cocktails these days are a complicated process featuring tinctures and infusions, the beauty of the Sapphire Spritz is it is super-simple to make yourself. The secret is the smooth, tantalizing taste that premium gin **Bombay Sapphire** provides. This is the perfect creative canvas for just a few select ingredients led by the crisp delicate flavour of St Germain Elderflower Liqueur and the aromatic fennel infused syrup to surprise and excite your palate in a light and refreshing way,” said Matshwele.

Bombay Sapphire® customer marketing manager Lerato Lenake explained that the afternoon was designed to ignite creativity. “There is a spirit of creativity, which stirs within every single bottle of Bombay Sapphire – and just like there is creative potential in every drop, we know that there is creative potential in everyone. The Sip ‘n Learn experience is a platform to inspire us to identify the potential that Bombay Sapphire® provides in creating cocktails which allows us to discover the possibilities within – and, in turn, awaken the creative potential, which lives within us all,” said Lenake.

The event reflects **Bombay Sapphire®’s** long-standing reputation for championing creativity in all forms.

Globally, the premium gin has fashioned partnerships with trailblazing artist Tracey Emin, the great British furniture designer Tom Dixon and celebrated architect Thomas Heatherwick who created the daring ‘the Vessel’, which is recognised for opening up a previously ignored part of New York and Cape Town design marvel Zeitz MOCAA.

In South Africa, **Bombay Sapphire®** has an equally extensive history of partnering with creatives including mixed media artist African Ginger, illustrator Russel Abrahams and one of the country’s brightest fashion lights, Laduma Ngxokolo, who has gained international fame for illuminating the distinctive symbols and iconography of his Xhosa roots.





*Zakes Bantwini*

A lively panel discussion, featuring award winning musical artist Zakes Bantwini, culinary king Chef Funi, portraiture photographer John Baloyi, makeup queen Cantara Farouk and edgy content creators Tamara Moeng and Francesco Mbele provided the impetus for guests to embark on stimulating their creativity.

### **Sapphire Spritz recipe**

Glass: Large red wine glass

Method: Build/Stir with cubed ice

Ingredients:

25ml Bombay Sapphire®

25ml St Germain® (Elderflower liqueur)

100ml Fever-Tree Indian Tonic Water

50ml Martini Prosecco®

12.5ml Fennel-infused Syrup

12.5ml lemon juice

Garnish: Two fresh cucumber rings, two fresh basil leaves and lime wheels

[#StirCreativity](#)

[#BombaySapphire](#)

For further information about **Bombay Sapphire®** and **Stir Creativity**, visit [www.bombaysapphire.com](http://www.bombaysapphire.com) (you need to be 18 or older to access the site).

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### **About Bombay Sapphire® and Creativity**

Launching the 'Stir Creativity' campaign in 2018, Bombay Sapphire is leading a global mission - a call to arms for everyone to engage with their creativity and unlock their creative potential.

From advocacy programmes including World's Most Imaginative Bartender competition running in the US for the last 11

years to hosting The Glasshouse Project, a global advocacy programme bringing together the world's top bartenders in a series of creative workshops designed to push the boundaries of cocktail creativity. For eight years, Bombay Sapphire has run The Artisan Series, an art competition created by the brand to provide emerging artists with an international platform. The brand has also partnered with well-known artists and creators such as Tracey Emin, Thomas Heatherwick and Tom Dixon for the Bombay Sapphire Designer Glassware Competition.

### **About Bombay Sapphire®**

Bombay Sapphire is the world's number one premium gin by value. Based on a 1761 recipe, Bombay Sapphire gin is created by perfectly balancing a unique combination of 10 hand-selected exotic botanicals from around the world. The Bombay distillery at Laverstoke Mill has won a Breeam award for sustainability and is the home of the unique vapour infusion process, where the natural flavours of the botanicals are skillfully captured, resulting in the fresh and vibrant taste with which Bombay Sapphire is synonymous.

Bombay Sapphire has recently been awarded the prestigious Double Gold and Gold medal at the 17th San Francisco World Spirits Competition (SFWSC).

The Bombay Sapphire brand is part of the portfolio of Bacardi Limited, headquartered in Hamilton, Bermuda. Bacardi Limited refers to the Bacardi group of companies, including Bacardi International Limited.

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For the facts: [Drinkaware.co.uk](https://www.drinkaware.co.uk)

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