

PRESS



RELEASE

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MR BLACK COLD PRESS COFFEE LIQUEUR LAUNCHES IN THE UK

Mr Black - an award-winning cold press coffee liqueur from Australia - is now available in the UK. "In Australia the only thing we take more seriously than the quality of our drinks is the quality of our coffee. So we combined the two in a bottle", says co-founder Tom Baker.

With one of the most vibrant and innovative coffee cultures in the world, Mr Black has quickly found itself as one of the nation's fastest growing spirits companies.

Black, bitter and with a big coffee flavour, Mr Black is a product for lovers of fine coffee. Whilst Mr Black was originally created to be drunk straight-up over ice, it can be used to add a complex coffee character and caffeinated kick to both classic and new world cocktails.

Mr Black can be found in all Harvey Nichols stores across the UK and can also be ordered via the Harvey Nichols website. Mr Black is available for £39.50.

The bitter, dark drink with an unadulterated coffee kick is made entirely using a cold extraction process. Speciality arabica coffee beans from Ethiopia, Brazil and Papua New Guinea, are chosen for their distinctive flavours. The blend is then cold extracted over 12 hours to produce a full-flavoured coffee without the acidity and eye-squinting bitterness of an espresso.

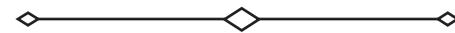
The next stage in the making of Mr Black uses a 250kg basket press stolen from a winery, which is used to extract the rich liquid from inside the coffee infusion. Time consuming yes, but worth every minute. The cold press coffee is then blended with pure Australian grain spirit, which allows the rich flavour of the coffee blend to shine through.

Unlike every other coffee liqueur, Mr Black is entirely cold extracted and contains no addedIt's a coffee liqueur that tastes like speciality coffee.

Every process in the making of Mr Black is handled at the tiny distillery on the central coast of Australia; from the sourcing of the coffee beans to the grinding of the coffee and the bottling of Mr Black (300 bottles at a time). This process, laid down by Tom and Philip, the creators of Mr Black, ensures they are producing the best tasting Mr Black day in and day out.

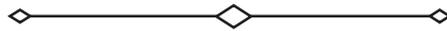
The bottle that houses Mr Black is also a work of art. Literally. On the back of the bottle is an illustration from Australian artist and tattooist Dale Bigeni which details a striking owl design. The further you explore the depths of this dark delicious liquid, more of the bottle design is revealed.

Tom Baker, Co-creator of Mr Black said: “Mr Black is truly like no other coffee product in the drinks world. It took nine months and over 240 trials to create Mr Black –and what a drink it is. We’re absolute purists when it comes to our product and spend more time thinking about coffee and spirits than anyone else out there. We love coffee - it pumps through our veins. Plenty of people make coffee liqueurs, but it’s just another flavour to them - an ingredient for cocktails. Mr Black is the star of the show - a heavy pour over a lump of ice and people pretty quickly get what we’re about.”



MR BLACK TASTING NOTES

Colour: Black Aroma: Overwhelming fresh espresso
Body: Bitter yet balanced. Chocolate and caramel. Fine citrus edge
Finish: Toffee. Marmalade. Coffee ‘til the end



MR BLACK SERVING SUGGESTIONS

Mr Black was created to be drunk straight over ice with a twist, but it also gives a decadent caffeinated coffee kick to both classic cocktails and new-world coffee cocktails.

Think a Negroni made with Mr Black, a Black Old Fashioned or blend Mr Black 50:50 with whisky, mezcal, tequila or rum for a small demonstration of what coffee can bring to mixed drinks.



STRAIGHT UP

50ML Mr Black Cold Press Coffee Liqueur
Garnish with a citrus twist



COLD PRESS 'ESPRESSO' MARTINI

25ml Mr Black Cold Press Coffee Liqueur
25ml Vodka
35ml cold brew coffee
10ml Simple Syrup

Shake vigorously and serve in latte glass or coupe. Garnish with coffee bean.

BLACK NEGRONI

25ml Mr Black Cold Press Coffee Liqueur
25ml Gin
15ml Campari
10ml Sweet Vermouth

Stir with lots of ice in a mixing glass. Strain into a rocks glass and top with a grapefruit twist.

THE RYEBALL

40ml Mr Black Cold Press Coffee Liqueur
25ml Rye Whisky
12.5ml Campari
1 dash of The Bitter Truth Chocolate Bitters

Stir down on ice and serve on ice with twist.

EL JEFE

25ml Mr Black Cold Press Coffee Liqueur
25ml Tequila
40ml of Cold Brew Coffee
10ml Agave syrup
3ml Lemon Juice

Fill lowball glass with ice. Combine ingredients in a cocktail shaker. Shake vigorously and strain into a glass. Top with a citrus twist and serve with straws.

FLAT WHITE RUSSIAN

25ml Mr Black Cold Press Coffee Liqueur
25ml Vodka
Espresso
Steamed milk

Pull espresso shot. Add Mr Black Cold, vodka, steamed milk into a paper takeaway cup and garnish with a take-away lid.

ENDS

ABOUT MR BLACK:

Established in 2012 in Australia, Mr Black was created by designer Tom Baker and Philip Moore, one of Australia's highest awarded distillers. The two men were united by a love of bitter, black beverages and joined forces to make Mr Black.

Mr Black was awarded a gold medal at the International Wine and Spirits Competition in 2013 and with the award under their belt, the duo launched Mr Black to the Australian public in 2013.

Their goal has always been clear; create a drop that embodies Australia's progressive culture and their unrelenting pursuit of steel ground, cold extracted, caffeinated perfection.

ABOUT LOVE DRINKS:

Love Drinks is a premium import, distribution and marketing company for premium quality spirits, liqueurs and craft beers. The portfolio represents quality, craft distilled and/or family owned brands that have a rich provenance, heritage and history.

Established in 2007, Love Drinks represent Abelha Organic Cachaça, The Bitter Truth Cocktail Range of Bitters and Liqueurs, Einstök Icelandic Craft Beers, El Dorado Demerara Rums, Gosling's Bermuda Rums, Grasovka Bison Grass Vodka, Hayman's Gins, Lanique, Mr Black Cold Press Coffee Liqueur, Underberg Herbal Digestive and Van Bulck Belgian Organic Craft Beers.

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