

# Funkin works with <sup>2401</sup> bartenders on new range

Some of the UK's top bartenders are working with Funkin, the creators of premium fruit purees, to develop a new range, Funkin Fusion, to help bars to create top-quality cocktails.

The project is led by Ben Reed, formerly of consultancy IP Bartenders and now a consultant with Bacardi Brown-Forman Brands, and follows sampling of prototypes by professionals in the bar trade.

Three prototypes were voted the best: Mango, Red Pepper & Hot Pimiento; Mango Kalamansi, Lime & Lemon; and Blackberry & Vanilla. These will be tested further by top bartenders and Ben Reed at a cocktail competition in November before deciding the final range.

Funkin chief executive Andrew King said: "Following 10 years of success with the Funkin Pro range, used to create stunning cocktails in many of the world's top bars, we have invited loyal customers in the bartending community to get involved in the development of Funkin Fusion.

enable bartenders to broaden their cocktail offering while guaranteeing the same premium quality that they are used to from Funkin."

