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**FOR IMMEDIATE RELEASE**

**Fever-Tree, the World’s Leading Premium Mixer Brand,  
Announces Its First-Ever Partnership with  
Bryant Park, Midtown’s Beloved Premier Public Space**

*Launching in Fall 2019, the New “Fever-Tree Porch at Bryant Park” to  
Serve an Estimated 75,000 Cocktails to New Yorkers and Travelers  
Over the Course of a Year*

**NEW YORK, Nov. 4, 2019**—Fever-Tree, the world’s leading producer of premium tonics, gingers, and mixers, today announces a year-long partnership with Bryant Park, Midtown Manhattan’s beloved premier public space. The partnership includes a newly-branded bar and restaurant known as the Fever-Tree Porch at Bryant Park, a year-round *al fresco* destination for enjoying top quality, elevated mixed drinks and light bites.

Located at the southwest corner of the park near 6th Avenue and 40th Street, its Fall/Winter menu launched in time for the Bryant Park Winter Village that opened on Oct. 31, 2019. The Fever-Tree Porch is open daily from 11am to until the park’s close.

**A Relaxed Haven in the Heart of Midtown**

The Fever-Tree Porch, with its 2,000-square foot imprint and 150 seats, is located in the heart of Bryant Park, which attracts 12 million visitors annually. The park, a tree-lined haven that is part of the city’s social fabric, is surrounded by top retailers, international commerce, hotels and restaurants. It hosts more than a thousand events annually, including the aforementioned Winter Village that alone attracts 3 million visitors, with over 300,000 enjoying its skating rink. In the warmer months, it

is well known for its Bryant Park Movie Nights and Bryant Park Picnic Performances, which include live music, theater and dance, featuring Shakespeare and opera.

This year, the Fever-Tree Porch will host a public viewing party in June 2020 for the Fever-Tree Championships, an ATP World Tour 500 Tournament played in London. The mixer brand is the title sponsor for the third year and the tournament is the main warm-up for the Wimbledon Grand Slam.

### **Quality Highballs for New Yorkers and Travelers to the City**

It is estimated that 75,000 Fever-Tree cocktails will be served during the year. The curated drinks menu brings to life the company's tagline, "If 3/4 of your drink is the mixer, mix with the best," and demonstrates the brand's philosophy of never compromising when it comes to creating the best tasting mixers to enhance favorite spirits.

Unlike many mixers on the market today, which contain high fructose corn syrup, saccharin or aspartame, Fever-Tree products contain naturally sourced ingredients and no artificial sweeteners or flavorings, promoting taste and quality in the category.

### **Rotating Seasonal Highballs**

The Fever-Tree specialty drinks menu will rotate seasonally, commencing with its current Fall/Winter cocktails that include:

#### ***Fever-Tree Mixed Drinks***

- ***Winter Storm*** - Fever-Tree Ginger Beer with El Jimador Tequila, Lime Juice and Candied Ginger
- ***Spiced Sangria*** - Fever-Tree Spiced Orange Ginger Ale with Bacardí Rum, Aperol, Orange Slice and Cinnamon
- ***Holiday On Ice*** - Fever-Tree Club Soda with Campari Aperitivo and Orange Slice
- ***Daytime Old Fashioned*** - Fever-Tree Ginger Ale with Maker's Mark Whisky, Cherry, and Lemon Wedge
- ***Ice Skates and Snowflakes*** - Fever-Tree Ginger Beer with Tito's Vodka, Cranberry Juice and Lime Wedge
- ***Pink G&T Warmer*** - Fever-Tree Indian Tonic with Farmer's Organic Gin, Angostura Bitters and Orange Slice

#### ***Fever-Tree Hot Cocktails***

- ***Spiked Ginger Cider*** - Hot Apple Cider with Old Forester Whisky Topped with Fever-Tree Ginger Beer

- **Hot Penicillin** - Hot Apple Cider, Monkey Shoulder Whisky, Honey and Lemon Juice Topped with Fever-Tree Ginger Beer
- **Ginger Cider 50/50** (Non-Alcoholic) - Hot Apple Cider with Fever-Tree Ginger Beer and Lemon Juice

### **Cocktails Created by Top Craft Bartenders**

Over the course of the year, top craft bartenders from around the city will create bespoke cocktails for the Fever-Tree Porch celebrating the brand's innovative offerings. The current menu was created by Amanda Victoria, who oversees brand education for Fever-Tree USA. Victoria is a veteran of New York City cocktail bars, like PDT, and formerly a brand ambassador for St-Germain, Belvedere Vodka and Lillet.

### **Bespoke Gin or Vodka Tonics, Spritzes, Mules and Ginger Highballs**

Fever-Tree mixers have been carefully crafted to complement the varied flavors of spirits and guests can also now customize their own bespoke Gin or Vodka Tonics, Spritzes, Mules and Ginger Highballs. Maxime Belfand, Bar Director of New York City's Saxon + Parole, recommends Fever-Tree Spiced Orange Ginger Ale with Jameson Irish Whiskey and an orange slice.

### **Culinary Program by Ark Restaurants**

Day-to-day operations and staffing of the Fever-Tree Porch are overseen by Ark Restaurants, which manages the nearby Bryant Park Grill and 38 other iconic bars, restaurants, quick service concepts and catering operations around the U.S. In addition, Ark Restaurants is in charge of the culinary program at the Fever-Tree Porch.

Highlights of the Fever-Tree Porch's food menu include:

- **Jumbo NY Pretzel**
- **Turkey & Three Bean Chili**
- **Vegan French Lentil Soup**
- **The Porch Burger**
- **Creamy Mac n Cheese**
- **Hot Pastrami on Rye**
- **Spicy Caesar Salad**

### **A Floral Motif and Cozy Comfort Year-Round**

Bedecked with hanging greenery selected by Maureen Hackett, Bryant Park's Director of Horticulture, two porch swings, string lighting and festive blue awnings and umbrellas, the Fever-Tree Porch embodies all-weather frolicking. During the

cooler months, heat lamps, wooden log-fueled fire pits and hot cocktails, like Hot Penicillin, warm guests inside and out. To salute the holiday season, a model train set sits atop the Porch's pergola.

### **Saluting Fever-Tree USA's First Anniversary Milestone**

The activation marks the first anniversary of Fever-Tree USA, the company's first subsidiary. Under the leadership of Fever-Tree North American CEO Charles Gibb, the subsidiary's responsibilities span importation, warehousing, distribution, marketing, sales and direct customer relationships.

In its first year, Fever-Tree USA launched 18 new products that reinvent how consumers enjoy tonics and ginger expressions. Highlights include Fever-Tree Aromatic Tonic, Fever-Tree Citrus Tonic, Fever-Tree Spiced Orange Ginger Ale, Fever-Tree Smoky Ginger Ale, Fever-Tree Refreshingly Light Ginger Ale and Fever-Tree Refreshingly Light Cucumber Tonic.

### **Fever-Tree North American CEO Charles Gibb said:**

"At the intersection of Uptown and Downtown, Eastside and Westside, Bryant Park is truly one of the world's greatest public spaces and the Fever-Tree Porch is a living embodiment of our brand. By mixing with the best people, the best places and the best spirit brands, Fever-Tree is keeping true to its promise of ensuring that the drinking experience is the best it can be at every occasion."

### **Fever-Tree USA Marketing Director Amanda Stackman said:**

"In this era when pop-ups and other quick activations are so much in vogue, we decided to buck the prevailing trend. We identified a very unique opportunity with Bryant Park that really captures Fever-Tree's brand essence in one of the city's highest profile locations. While this is a year-long initiative, we are hoping it can become a long-term activation."

### **Bryant Park Vice President of Events and Brand Partnerships Irene Vagianos said:**

"We're thrilled to partner with Fever-Tree to infuse everyone's favorite outdoor bar with an elevated cocktail program. In addition to their premium product offering, Fever-Tree understands delivering an impactful experience is all in the details, and we're excited to unveil the Fever-Tree Porch to locals and visitors alike."

### **About Fever-Tree:**

Founded in 2005, Fever-Tree is the leading premium line of carbonated mixers. It procures the world's finest ingredients from natural sources, including quinine from

the Democratic Republic of Congo, ginger from Ivory Coast, India and Nigeria, and lemons from Sicily.

The Fever-Tree range is designed to complement and enhance a wide array of premium spirits and with its high quality and naturally sourced ingredients is the perfect accompaniment to any drinking occasion.

Since its launch, Fever-Tree has collected a vast number of awards, including the Best Selling & Top Trending Tonic Water for five consecutive years by Drinks International's surveys of the World's Best Bars.

In the U.S., Fever-Tree's portfolio includes 16 mixers, comprising tonics, ginger ales and ginger beers that are available at leading retailers, bars and restaurants across the country.

For more information, please visit [www.fever-tree.com](http://www.fever-tree.com), email us at [USA@Fever-Tree.com](mailto:USA@Fever-Tree.com), like us on Facebook at [www.facebook.com/fevertreemixers](http://www.facebook.com/fevertreemixers), and follow us on Twitter at [@FeverTreeMixers](https://twitter.com/FeverTreeMixers), and on Instagram at [@FeverTree\\_USA](https://www.instagram.com/FeverTree_USA).

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