

# Skinos Mastiha Spirit

## Truly Mediterranean Spirit



**Brand Presentation**  
**Aug 2015**



# Truly Mediterranean Spirit

## Skinos New TVC

<https://www.youtube.com/watch?v=bwEgZLC-WNI>

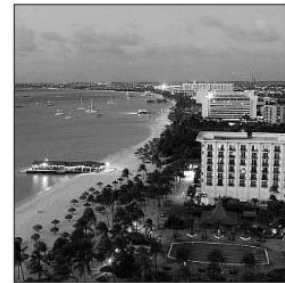
Unique contemporary creation, encapsulates the world of SKINOS in a series of sophisticated supernatural images and sounds that invite the consumer to "dive deeply" in the atmosphere and the spirit of the Mediterranean.

It balances between paying respect to the classics and celebrating the summer mood of the islands, and does this in a cosmopolitan and sophisticated way.

This is all about the brand values and qualities of SKINOS.



2



# Truly Mediterranean Spirit

## *Skinos positioning* Truly Mediterranean Spirit

- § VODKA is the Russian spirit
- § TEQUILA is the Mexican spirit
- § CACHACA is the Brazilian spirit
- § GIN is the spirit of the British
- § COGNAC the spirit of the French
- § SKINOS is the spirit of the  
MEDITERRANEAN people



3



# Truly Mediterranean Spirit

## Skinos in a nutshell

*Skinos is a premium contemporary spirit with strong roots in Mediterranean tradition & history.*

- § Originated from a unique ingredient – mastiha - that flourishes only in a small island in the Eastern Mediterranean sea.
- § Based on an ancient distillation recipe
- § High taste appeal
- § Premium packaging
- § Ideal after dinner drink –digestive effect-
- § Highly Versatile –Mediterranean cocktail-

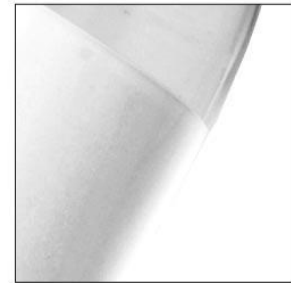




# Truly Mediterranean Spirit

## Skinos facts

- § #1 Greek liqueur in sales in Greece & International
- § the only Greek liqueur, awarded Consumer Choice award 2014, SIP Gold Medal for package design 2014, SIP Gold Medal for taste 2013, Gold Medal and Silver Medal at San Francisco World Spirits Competition (2011 & 2013)
- § named “the hottest spirit of Mediterranean”
- § creator & supporter of the biggest International Mediterranean themed bartenders’ competition (Mediterranean Cocktails Challenge)
- § already exported in 15 international markets
- § considered one of the “most exciting spirits” in the US (saint germain, skinos, chamborg)



# Truly Mediterranean Spirit

## Skinos, an International brand

*Skinos builds successfully reputation & volumes across the world.*

*Greece: #1 Greek liqueur in the DF and domestic market*

*Europe: UK, Switzerland, Cyprus, Bulgaria, Germany, France, Italy, Netherlands.*

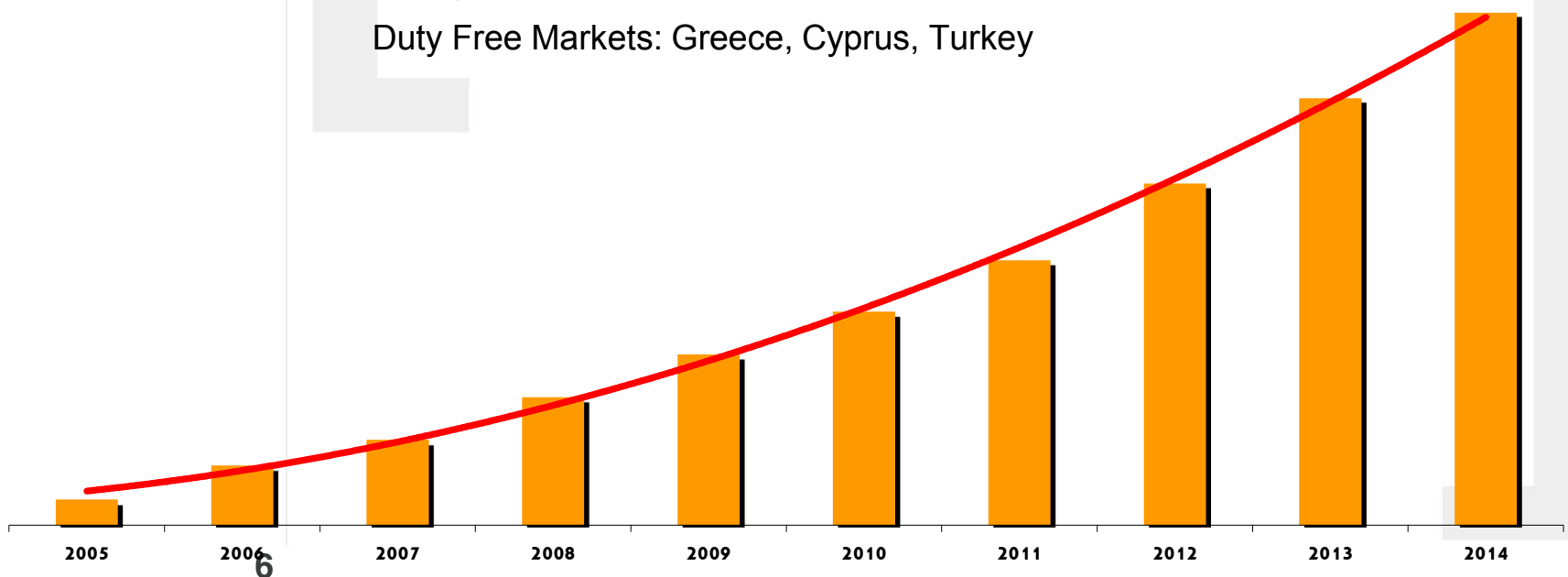
*Eurasia: Turkey, Lebanon.*

*Middle East: UAE*

*Americas: Canada, USA*

*Asia / Pacific: Australia*

*Duty Free Markets: Greece, Cyprus, Turkey*



# Truly Mediterranean Spirit

## Skinos is a brand that attracts media attention

International titles such as Boston Globe, Daily Telegraph, New York Times, Evening Standard, Esquire, Maxim, Marie Claire, Elle & Vogue discovered and wrote about SKINOS, driven by their own intuition, NOT as part of a “paid” media campaign.

Opinion Leaders discover SKINOS and love it



# Truly Mediterranean Spirit

## The Boston Globe

You can now read 10 articles a month for free. Read as much as you want anywhere and anytime for just \$99.

BOSTON.COM CARS | JOBS | REAL ESTATE

The Boston Globe

Food & dining

SUBSCRIBE: DIGITAL HOME DELIVERY LOGIN

Search

NEWS METRO ARTS BUSINESS SPORTS OPINION POLITICS LIFESTYLE MAGAZINE INSIDERS TODAY'S PAPER

FOOD & DRINK HEALTH & WELLNESS STYLE TRAVEL NAMES COMICS CROSSWORD SHIRING STYLE REAL ESTATE

POLITICS Gubernatorial rivals spar in debate

BUSINESS Apple orchards hurting

OPINION Running from the 'R' word

METRO Backers develop tool to predict Olympics impact

PAI Pol Eho

SPS

### For bartenders, herbaceous Greek liqueur is a gift

By Luke O'Neill | GLOBE CORRESPONDENT SEPTEMBER 23, 2014



0 COMMENTS

Throughout history, if people grow something, they're going to find a way to turn it into medicine or alcohol, and often both at once. So it went with mastiha. Since antiquity, the resin of the mastic tree is said to have been used by the Romans in flavoring wines, and as a digestion remedy.

Today the resin, produced from the weeping trees on the Greek island of Chios, goes into cuisines and spirits throughout the Mediterranean. In Boston, the most common mastiha available is the Greek-made Skinos Mastiha, a distinctive, herbaceous liqueur in which the resin is mixed with a neutral distillate. You'll see it on the shelves of creative bars. West Bridge in Cambridge was using it with cachaca, cardamom, lime, and ginger beer. At Ten Tables in Jamaica Plain, bar staff most recently poured it as a stand-in for absinthe in a riff on Cocktail a la Louisiane. Bartenders at Sarina in Somerville have been borrowing mastic from the kitchen -- (it's also common in Turkish cooking) for cocktails as well.

Greek-American Dimitra Tsourianis, owner of Daddy Jones in Somerville, has a playful update on the mastic-based sweets she remembers growing up. "Mastiha is one of my favorite ingredients to incorporate because it's something that is all over Greece," she says. Tsourianis serves a spoonful of mastic-flavored taffy with a glass of bourbon flavored with chocolate bitters. "Normally in Greece you get the taffy served with water, but let's be honest. Dipping something in whiskey is better." She also likes serving the taffy with chilled mastiha liqueur, whose smell she likens to boiled carrots, and uses the mastiha in riffs on margaritas and sours.

Celery-infused Skinos shows up with Lillet Blanc, basil, and cava in a Freaks & Greeks cocktail at The Salty Pig. Director of operations Deirdre Auld says she wanted "something light and vegetal for summer, but that wasn't going to be fruity or sweet like a lot of summer drinks. We wanted to showcase celery and basil, but instead of doing cucumber or mint, still having that earthy flavor."

Here the basil really supports the anise and evergreen qualities of the mastiha, while the vermouth adds some sweetness, and the lime brings in acid for a well-rounded sip. She is thinking of showcasing Skinos as a stand-in for gin in classic cocktails like the Last Word, where its piney qualities cross over, or of using it in the role of absinthe in a Sazerac. "It's actually a digestif, so it's really great for settling the stomach," says Auld.



DEIRDRE AULD

#### Trending Articles

- | MOST VIEWED | MOST COMMENTED  | MOST SHARED |
|-------------|---|-------------|
| 1           | Clot of poddoc researchers stirs a quiet crisis in science                  |             |
| 2           | Hine this Ebola outbreak spun out of control                                |             |
| 3           | Fighting ISIS - how much will it cost?                                      |             |
| 4           | Brittany Maynard chooses 'Death with Dignity' at age 29                     |             |
| 5           | After Ebola Death, a Succession of 'What If's'                              |             |
| 6           | Bruins win opener, and it's all good  |             |
| 7           | Long Island Bridge closure prompts evacuation of hundreds of people         |             |
| 8           | Aging workforce poses big challenge to Massachusetts economy, forecast says |             |
| 9           | How to make time expand   |             |
| 10          | Mayor says Boston needs 53,000 new housing units by 2030                    |             |



# Truly Mediterranean Spirit

## The Boston Globe

BOSTON.COM CARS | JOBS | REAL ESTATE

**The Boston Globe** **Food & dining** SUBSCRIBE DIGITAL HOME DELIVERY LOGIN

SEARCH

NEWS METRO ARTS BUSINESS SPORTS OPINION POLITICS **LIFESTYLE** MAGAZINE INSIDERS TODAY'S PAPER

FOOD & DINING HEALTH & WELLNESS STYLE TRAVEL NAMES COMICS CROSSWORD SIPPING STYLE REAL ESTATE

POLITICS Gubernatorial rivals spar in debate

BUSINESS Apple orchards hurting

OPINION Running from the 'R' word

METRO Backers develop tool to predict Olympics impact

REAL ESTATE

### Recipe for Freaks & Greeks cocktail

SEPTEMBER 12, 2014



6 COMMENTS



MATTHEW J. LEE/GLOBE STAFF

Makes 1 cocktail

**1 stalk celery, chopped**

**1½ ounces Skinos**

**½ ounce Lillet Blanc**

**½ ounce lime juice**

**3 fresh basil leaves, torn**

**8 ounces sparkling wine**

**1.** Fill a pint glass about halfway with celery. Pour in Skinos, cover, and set aside at room temperature for two days. Strain.

**2.** In a shaker filled with ice, combine Skinos, Lillet Blanc, lime juice, and basil. Shake well and pour into a highball glass filled with ice. Top with sparkling wine.



#### Trending Articles

MOST VIEWED MOST COMMENTED MOST SHARED

1. Glut of postdoc researchers stirs a quiet crisis in science
2. How this Ebola outbreak spun out of control
3. Fighting ISIS - how much will it cost?
4. Brittany Maynard chooses 'Death with Dignity' at age 29
5. After Ebola Death, a Succession of 'What If's'
6. Bruins win opener, and it's all good
7. Long Island Bridge closure prompts evacuation of hundreds of people
8. Aging workforce poses big challenge to Massachusetts economy, forecast says
9. How to make time expand
10. Mayor says Boston needs 53,000 new housing units by 2030

# The Telegraph

## The Telegraph

New Search

Thursday 09 October 2014

Home Video News World Sport Finance Comment Culture Travel **Life** Women Fashion Luxury Tech Cars

Women Men Car News Health Property Gardening Food History Relationships Expat Puzzles Announcements Shop

Thinking Man Active Fashion and Style Relationships **The Filter** Instant Expert Vitality

HOME » MEN » THE FILTER

### The Thinking Drinkers World Cup of drinks: part 3

Looking to enhance your enjoyment of the World Cup? Ben McFarland and Tom Sandham's handy four-part guide allows you to sample an alcoholic beverage for each participating nation



Proving a point: Shinji Kagawa will get a chance to prove why Man United fans are keen to see him in their starting XI. Photo: GETTY IMAGES



By Thinking Drinkers  
11:49AM BST 06 Jun 2014

Follow 3,595 followers

Comment  
GROUP C

Japan

*Karuzawa Spirit of Asama (£57.95, 48%, 70cl, Whisky Exchange)*

The chances of us turning Japanese(y) over this year's winners are as slim as a takobiki (a knife that cuts really thin sushi apparently), since Japan's chances of lifting the trophy are about the same as a flapping fish surviving a wet market (which nicely completes that metaphor). They nailed qualification, but Australia were amongst the competitors there, and we've said what we need to about those flamin' galahs. The Japanese do like to attack though, and have the ever reliable Keisuke Honda, a midfield engine who can drive plenty of creativity, so to speak. And Kagawa of course, who helped Manchester United achieve mid-table obscurity this season. Even so, we won't be throwing ourselves onto the sword of senseless betting slips here.

Related Articles

### BRITISH EXPAT IN GREECE?

your.gropchoices.com/IMRC-listed

Avoid Needless Tax On £70k+ Pension  
Download a Free Expat Pension Guide



More From The Web



The party's over. Sorry banks.  
Now you can save up to 85% when sending money abroad.

View

More From The Web

Barnebys.co.uk  
All Auctions in One Place



Kostas Mitroglou (left) in action for Greece (EPA)

Greece

*Ouzo 12 (£17.76, 40%, 70cl, The Drink Shop)*

The Greek team is not oozing with class. Indeed, even with the hapless Georgios Samaras - the key player on countless "key player" round ups, we think they'll struggle to make it past the first stage. But, well, you know, "oozing" conjured up the image of ouzo, and, er, that might be all we've got here.

But hold on, we're better than that, and when it comes to civilized drinking the Greeks command a little more respect, not least since Plato and his fellow Ancients established drinking clubs called "Symposiums" where the cerebrally celebrated would join and mesh minds while enjoying responsible measures of wine. So how about you try some mastiha instead, something for a proper thinking drinker. For the uninitiated here is a spirit that genuinely oozes class, using the sap of the mastic tree (Pistacia Lentiscus var. Chia) and produced on the Greek island of Chios. Skinos Mastiha is a useful example, with notes of cucumber, pine, anise and fresh herbs. The only problem is, we couldn't track any down in the UK.... So how about some Ouzo 12 (we're not better than that)? A hint of aggressive aniseed trampled over with plenty of syrup sweet, capable of taking the bitter taste out of any early exit.

The Daily Telegraph

SKINOS®  
Mastiha Spirit



# Daily Telegraph

Daily Telegraph  
SYDNEY 14C-23C

NEWS SPORT ENTERTAINMENT BUSINESS LIFESTYLE VIDEO CLASSIFIEDS Q

LIFESTYLE / FOOD / SYDNEY TASTE TASTE.COM.AU SEASONS NEWS

## SYDNEY TASTE

Subscribe for UNRESTRICTED DIGITAL ACCESS Daily Telegraph Find out more

### Greece is the word as David Tsirekas makes a comeback at Kefi in Kingsgrove

GRANT JONES FOOD EDITOR THE SUNDAY TELEGRAPH AUGUST 30, 2014 8:00PM

SHARE f t in g+ 0 COMMENTS SAVE THIS STORY

Ads By Google

YES BANK NRI Banking Highest Interest Rate of 7% p/a\* on NRE/NRO Savings Account. Apply | [yesbanknriservices.co.in](http://yesbanknriservices.co.in)



Kefi Greek restaurant in Kingsgrove. Pictures: Craig Greenhill

**GREEK is good. Or so it would seem with the proliferation of "Greek street food" diners popping up all over town.**

The boys from Pory and Crust opened Zeus in Drummoyne a few weeks back and their rustic-yet-slick pita pocket-sized Lyons Rd venue has been cranking out hand-turned, charcoal-roasted souvlaki ever since.

Since April, Gyradlio in Bexley has been doing top-notch gyros. Or is that yeeros? Depends on who you talk to. It's all Greek to me.



rdio 25 million songs complimentary for members Daily Telegraph Subscribe now



ADVERTISEMENT

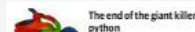
#### Most Viewed

1. 'We have the key to the city'
2. Shipwreck found off Sydney coast
3. Carrie announces baby joy on live TV
4. Why Brittany will die on Nov. 1
5. Dozens dead in Bali wedding tragedy
6. Passenger was vomiting blood
7. Torah Bright: No regrets over divorce
8. Brett Morris ready to join Josh at Dogs

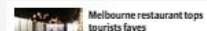
#### Food



Try this vegetarian pad thai that is rich, satisfying and budget friendly!



THIS is outrageous. Sweet toothed Aussies are up in arms after Nestlé announced they are reducing the size of the iconic Killer Pythons.



A MELBOURNE restaurant has topped TripAdvisor's

every way meaning with mother

VISIT OUR HOMEPAGE FOR ALL TODAY'S NEWS



Jenny's beautiful patsavoura.

You'll want to kiss Tsirekas's mum, Jenny, too, as the 80-year-old makes a beautiful patsavoura (\$10.50) or "wet mop", a northern Greek style of baklava, soaked in syrup and served with housemade clotted cream.

It is early days, and there are still some service issues to be ironed out. We are treated to a rip of Mastiha mastic liqueur as an apology, but yasou, to you and we will see again you soon.

#### KEFI

1/231 Kingsgrove Rd, Kingsgrove

Phone: 02 9554 4442

Web: [facebook.com/kefigreekcavern](http://facebook.com/kefigreekcavern)

Open: 11am-10pm

Style: Modern Greek meets old railway station

Highlight: Pita, dips and pork neck

Lowlight: Patchy service

SKINOS®  
Mastiha Spirit

# Truly Mediterranean Spirit

## Hotel Chatter

THE LATEST

BEAUTY BUZZ

AND STYLE ADVICE FROM OUR FAVORITE EXPERTS SHOP NOW >

SECTIONS >>

SEARCH THE WORLD

Search HotelChatter

SEARCH

SEND US A TIP

[Hotel Cocktails](#)
[Hotel Bars](#)
[Athens Hotels](#)
[Hotel Selfies](#)
[Luxury Collection Hotels](#)
[Killer Views](#)
[All Tags](#)

### What to Drink With Your Selfie At the Grande Bretagne In Athens

Where: Syntagma Square, Athens, Greece, 10554

September 24, 2014 at 9:22 AM | by Julia | Comments (2)

We've shown you the [Selfie Spot](#) at the [Grande Bretagne](#) in Athens and we've banned you from taking selfies. So what else can you do up there? Well, you can take glorious panorama photos of [Athens](#) and the Aegean Sea. Or you can drink.

The [GS Roof Garden](#) has a restaurant and a separate bar area with outside terrace. (NB: The bar area is right by the Selfie Spot, if you need Dutch courage to get your selfie juices flowing.) Cocktails vary from €14-€21 (\$18-\$27), there's [free WiFi](#), free (bottled) water served with drinks and some rather anxiety bar snacks including candied fruit. It's all very civilized.

We went for the [Tears of Chloe](#): vodka, maslita, lime juice, agave, grapes and mint leaves (€14). It was sensational - not overly sweet and with a great kick from the maslita (maslita is a tree resin produced on Chios island - it has a really distinctive, almost aniseed taste). We would have bought another one at twice the price.

Our travel companion was less adventurous with a bloody Mary, but apparently it was equally good.

The service was impeccable - we stayed a couple of hours, looting the WiFi, with no pressure to order another round - and the views, of course, were out of this world. A drink on the GS terrace is now on our top Athens experience list.

You still wouldn't catch us dead taking a selfie, though. We'd need at least four rounds for that.

*Santa Margherita*  
Italiano served by THE CITY & OTHERS  
And pairing

Your Stories

W Hotels Are 'Hooker Havens', Alleges New Lawsuit Against Starwood

Cabo San Lucas: The Official List of Cabo Resort Reopenings

Opening This Month: New Hotels for October 2014

Wall St. Cheat Sheet: 8 Most Demanding Hollywood Stars

Popular Stories

Hotel Spas: 6 Signs of a Very (Very, Very) Good Hotel Spa

Hotel Pools: 10 Essential Palm Springs Hotel Pools

Hotel Complaints: How to Effectively Complain to The Hotel's Front Desk (As Told By a Former Front Desk)

Hotel WiFi: The 2014 HotelChatter WiFi Report: Who is Still Charging for WiFi and Why?

Related Stories

This Hotel in Athens Has a Designated Selfie Spot

The Selfie Spot At The Grande Bretagne In Athens Is Waxed On Selfies

12

SKINOS®  
Mastiha Spirit



# Evening Standard

Thursday 10 October 2014 12:41pm Register App Download on the App Store or Google Play Property Search Drink Search Go

## London Evening Standard

HOME NEWS SPORT FOOTBALL SHOWBIZ GOING OUT LIFESTYLE FASHION & BEAUTY VIDEOS BUSINESS COMMENT

Everything Restaurants BARS, PUBS & CLUBS Theatres Film Music Events & Attractions Exhibitions Comedy Tickets

TUBE STRIKE: CRISIS TALKS ADJOURNED AS MEDIATORS STRUGGLE TO GET WALK OUT CALLED OFF

### BarChick's cocktail of the week: Mastiha mojito at Mazi

BarChick, doyenne of the London bar scene, tells us what we should be drinking this week - just the facelift that the mojito needed.



Cocktail of the week: try the Mastiha mojito at Mazi in Notting Hill

126

SHARES

Share on Facebook

Share on Twitter

Print

BARCHICK

Published: 08 July 2014  
Updated: 17:48, 08 July 2014

The drink: Mastiha mojito

What's in it? Mastiha, soda, mint, lime and sugar.

**Why should we try it?** This is just the facelift that the mojito needed. In this summery cocktail the Cachaca (sugar cane alcohol) has been replaced with Mastiha, a Greek liquor made using 'mastic' - a type of tree sap native to the Mediterranean region. If you didn't think tree sap would be your thing, wait until you've tried the earthy, floral flavour of this liquor mixed in with the refreshing taste of mint and soda, sweetness of sugar and zinginess of lime; you'll soon be changing your mind.

**Where do we get it?** Mazi's picturesque summer garden is a Hellenic paradise hidden away on a Notting Hill backstreet and has quickly become one of BarChick's favourite hideaways for cocktail sipping and meze nibbling. Owners Christina Mouratoglou and Adrien Carre's vision was to show the world how innovative, tasty and refined Greek food and drink can be and, with Greek spirit-led cocktails such as the Mastiha mojito and tztziki martini served up alongside mouth-watering authentic mezze like spicy tiropita with broken filo pastry served in a mason jar or grilled octopus, we'd say they're doing a brilliant job. Book ahead for a shaded under-the-tree spot in the garden and give your taste buds a little Greek getaway.

**Who do we ask for?** The Hellenic inspired cocktail list is the brainchild of Greek mixologist Iosif Baltatzis, so if you're looking to find out about the origins of Mastiha or be told why you shouldn't turn your nose up at Ouzo, he's the guy to seek out...

#### MOST READ Commented Shared

Boris Johnson has said it's OK to take a horse on a bus: here's what happens if you try

Penis graffiti drawn on £1.6million Bugatti Veyron

Man given £1,000 bill after family and friends board wrong train to London

Watch: Giggling baby twins play peekaboo when they think no-one is watching

Morrissey receiving cancer treatment after suffering ill health for 18 months

#### PROMOTED STORIES



6 Outrageous Burgers Worth...  
(The Cheat Sheet)



What Makes London So...  
(HSC Sign)



Life in Bangkok as an Expat  
(HSC Sign)

Recommended by Outbrain

#### GOING OUT Tickets

Save up to 60% on theatre, attractions & events with the Evening Standard



BOOK NOW

The drink: Mastiha mojito

What's in it? Mastiha, soda, mint, lime and sugar.

**Why should we try it?** This is just the facelift that the mojito needed. In this summery cocktail the Cachaca (sugar cane alcohol) has been replaced with Mastiha, a Greek liquor made using 'mastic' - a type of tree sap native to the Mediterranean region. If you didn't think tree sap would be your thing, wait until you've tried the earthy, floral flavour of this liquor mixed in with the refreshing taste of mint and soda, sweetness of sugar and zinginess of lime; you'll soon be changing your mind.

**Where do we get it?** Mazi's picturesque summer garden is a Hellenic paradise hidden away on a Notting Hill backstreet and has quickly become one of BarChick's favourite hideaways for cocktail sipping and meze nibbling. Owners Christina Mouratoglou and Adrien Carre's vision was to show the world how innovative, tasty and refined Greek food and drink can be and, with Greek spirit-led cocktails such as the Mastiha mojito and tztziki martini served up alongside mouth-watering authentic mezze like spicy tiropita with broken filo pastry served in a mason jar or grilled octopus, we'd say they're doing a brilliant job. Book ahead for a shaded under-the-tree spot in the garden and give your taste buds a little Greek getaway.

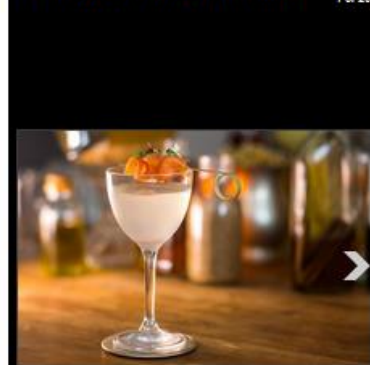
**Who do we ask for?** The Hellenic inspired cocktail list is the brainchild of Greek mixologist Iosif Baltatzis, so if you're looking to find out about the origins of Mastiha or be told why you shouldn't turn your nose up at Ouzo, he's the guy to seek out...

How much is it? £9

Info: Mazi, 12-14 Hillgate Street, W8 7SR (020 7229 3794, mazi.co.uk)

BarChick.com, @HotBarChick

#### BarChick's cocktails of the week 1 of 28



Film Festival critic's pick for Friday October 10



20 best London restaurant dishes to try before you die



Gloomy London: pessimistic things to do this autumn



Ads by Google

Talbot Pub  
Talbot Bar Near to Talacre Beach Saturday Evening acts



Drinks Sale or Return

Five things Pay Ascher ate this week



The Ai Weiwei way: Royal Academy announces disident artist's first major retrospective show



Adrien Brody on new film 'The Pianist': 'I look for the hero inside the damaged individual'



What Makes London So...  
(HSC Sign)



Life in Bangkok as an Expat  
(HSC Sign)

Recommended by Outbrain

#### GOING OUT Tickets

Save up to 60% on theatre, attractions & events with the Evening Standard



BOOK NOW

#### SPONSORED FEATURES



Book tickets for Kooza now  
KOOZA is an electrifying return to the origins of Cirque du Soleil combining two circus traditions - acrobatic performance and the art of clowning.

Claude Peral  
St. Austine  
Midtown  
Vall Street  
London Price  
Lines ruled

#### date london



By clicking search you are agreeing to our Terms of Use.



# PROVIDENCE Monthly

REGISTER | LOG IN

## PROVIDENCE MONTHLY

HEY RHODY! FALL GIVEAWAYS  
Celebrate the season... for free!

City Life Food & Drink Home & Style Arts & Culture

FOOD & DRINK | INTERVIEWS | BARS & BARTENDERS

### BARTENDER PROFILE

## Tiki Revival on Westminster

Aurora adds seasonal flavor (and live music) downtown

CRISTY RAPOSO

POSTED 8/20/14



CLICK TO ENLARGE

Aurora King of Aurora PHOTO BY MRS. BRUCE

Former Stonington, CT resident Audrey King came to Providence to study painting at RISD; she stayed because she liked the city so much. Try one of her refreshing sippers any Wednesday, Saturday and Sunday. Be sure to ask her about her love for Luxardo Maraschino liqueur.

### What is Aurora?

This is an arts and events space. Last night we had an experimental film showing followed by live bands. Local artwork is hung on the walls. We have a monthly sales night. The bar is open even when there isn't a scheduled event. Come in and enjoy projected videos, films and music and a selection of bar snacks.

### What will Aurora be known for?

Accessible craft cocktails. Some people are intimidated by craft cocktails but these are very simple and have a tiki vibe. Try our Painkiller – a frozen draft daiquiri – or the House Punch made from a really old recipe. Or enjoy a Slow & Low Old Fashioned on tap. Jay Carr from The Eddy is consulting on this project.

### How old is the House Punch recipe?

It's so old, George Washington drank it. It's made with Appleton Estate Vx rum, Korbalt brandy, Luxardo Maraschino liqueur, Paul Mason peach brandy, green tea and lemon.

SEARCH

GRAND OPENING CELEBRATION  
**PANDORA**  
GREAT GIVEAWAYS EVERY HOUR  
OCTOBER 18TH • 11AM-6PM • WARWICK MALL  
MIDLAND MANAGEMENT CO. 401-875-0700

HOPSATION™  
HOP FORWARD CIDER  
\$1.00 OFF  
\$1.00 OFF  
\$1.00 OFF  
CIDER NATURALLY BREWED FROM APPLES  
WITH EXTRAORDINARY HOP FINISH

Recent Activity

Sign Up Create an account or Log In to see what your friends are doing.

Movie On the Block Return - Providence Media  
6 people recommend this.

Antonia's Friends - Providence Media  
45 people recommend this.

Drawing the Line - Providence Media  
110 people recommend this.

Facebook social/mum

### Why the name, "Aurora?"

The owner, Buff Chase, named the space after Sleeping Beauty – a creature that wakes up from a ten-year sleep.

### Which cocktails should not be missed?

Koalas, which features a flaming orange peel. It's made with Skinos, a Greek spirit that's kind of birch-y. Add Sobieski Citron vodka, lime juice and Fruitations cranberry syrup. The flaming orange peel sends a spray of citrus oil; it adds a burnt orange flavor to the cocktail. Don't miss the Boring (Alice) El Diablo made with a really good super spicy tequila; Tantaló Jalapeño Tequila, Marlet crème de cassis, lime juice and Berritt's Ginger Beer.

### How did you get into making exotic elixirs?

After graduating from RISD, I just fell into it. I was hired at a high volume bar with no experience. I like talking to people and hearing their stories. I like the bender and the bar atmosphere. I fell in love with craft cocktails. It's a more creative version of bartending. You get to make different flavor combinations. Test things out. It's more visually pleasing. That's what I like about tiki so much – crazy garnishes, just the whole aesthetic of it is really fun. I just want to serve people drinks in coconuts.

### What's your favorite tiki cocktail?

Zeteren Storm as featured in a Beechbum Berry tiki book. It's made with Appleton Estate Jamaican Rum, Angostura bitters, Luxardo Maraschino liqueur, St. George raspberry liqueur, lime juice, vanilla syrup and ginger beer. It's a little tart from the raspberry and spicy from the ginger. This drink combines all these different flavors and creates something totally new. It's a well-balanced cocktail; no one flavor steals the show. I love the way it tastes.

### What's a good example of a tiki cocktail?

Mei Tai, but most people make that one wrong. Fresh lime juice, orange curacao, orgeat syrup, sugar syrup, dark Jamaican rum and Martinique rum. Orgeat syrup is what gives it its character, which I love. It's awesome. It's like almond and orange blossom water. Golden Dream is a good one, too. Made with Giffard triple sec, OJ, cream and Gelliano served over crushed ice. It's like an herbal orange cream soda.

### If you're not in the mood for a tropical libation, what else can you order?

We have craft beer, craft cocktails, a small selection of wine and specialty non-alcoholic drinks like the Roy Or-bison. It's like a Shirley Temple, but cooler. It's made with Jack Rudy small batch granddama and ginger beer.

Aurora Providence, 276 Westminster Street, 272-5722

SKINOS®  
Mastika Spirit

Athinorama - Travel

αθηνόγραμμα
αθηνόγραμμαumani
αθηνόγραμμαtravel
αθηνόγραμμαdigital
αθηνόγραμμαclub
Αναζήτηση

Ελλάδα ▾
Εξωτερικό ▾
Ταξίδια για κάθε στυλ

[Ξενοδοχεία](#)
[Εστιατόρια](#)
[Q&A](#)

## Το «Nikki Beach Resort & Spa» κάνει το Πόρτο Χέλι hot προορισμό

12/09/2014

**Με τη... Nikki!**

---

+1
Twitter
Facebook Like
Print

Email
Share

Με μόλις ένα μήνα λειτουργίας, το «Nikki Beach Resort & Spa» στο Πόρτο Χέλι βάζει νέα δεδομένα στο beach hoteling της Ελλάδας. Το σκεπτικό είναι μαγκκό, μένει να ολοκληρωθεί το Nikki spirit.

To beach club αναβίβα από τα αεροπλάνα στην Ελλάδα

**Κοσμοπολίτικο, σέξι, παιχνιδιάρικο, ντιντάνιστο, νεανικό...** Το πρώτο «Nikki Beach Resort & Spa» στη Μεσόγειο –και από τα πρώτα στον κόσμο εκτός Αμερικής– συνδυάζει το feeling της ομώνυμης σειράς παραλιών που έχουν αφήσει ιστορία στο elegant, rich & famous beach fun με τη chic χαλαρότητα ενός πανέμορφου ξενοδοχείου διακοπών. Ο τίτλος lifestyle hotel, έτσι όπως χρησιμοποιείται διεθνώς και χωρίς τις αρνητικές πλείον συνδηλώσεις του όρου στα ελληνικά, το περιγράφει πλήρως. Ένα ξενοδοχείο όπου έχεις διαρκώς την αίσθηση ότι κάτι συμβαίνει, από το εντυπωσιακό κατάλευκο λόμπι με τη μεγάλη βιβλιοθήκη, τα μεταλλικά φουτουριστικά «δέντρα» και τις θαλασσινές φωτογραφίες της Μαρίας Βερνίκου μέχρι τα σοφίτα να μοραστίζεις στους καναπέδες του roof top και από το λευκό μεταλλικό πλέγμα με τα γεωμετρικά σχέδια που χωρίζει τις σουίτες –έτσι ώστε να... σε βλέπουν και να μη σε βλέπουν– μέχρι τα daybeds να να φατκλώνεις με την πόρτα σου και τις «βυθισμένες» ζαπτιλωτές στην παλινά... Η θέα του '70s ξενοδοχείου «Γκούλε», το οποίο μεταμορφώθηκε εντελώς από τους Gaetsarella Design σε συνεργασία με τους Aroch Group, περνώντας στα χέρια της Dolphin Capital, είναι πραγματικά μοναδική, με καταπληκτική θέα στον καπνόφυτο κλειστό κόλπο με τα δεκάδες αργαία ισιοπλοϊκή. Η εντυπωσιακή είσοδος στην πίσω

**Ανακαλύψτε σήμερα τη διεθνή υπηρεσία HSBC Premier**

### Σχετικοί Προορισμοί

- Ερμούπη - Πορτο Χέλι

### Δημοφιλή σχετικά θέματα

**Weekends με αύρα καλοκαιριού**  
25/09/2014

**Καλοκαιρινή Πελοπόννησος**  
21/07/2014

**Last minute διακοπές**  
17/05/2014

**25 ξενοδοχεία για το Άγιο Πνεύματος**  
27/05/2014

**15 family hotels για κάθε στυλ**  
12/05/2014

Εξάλλου, όπως γράφει και η κάρτα-κλειδί (σε ειδικό πλαστικό θήκη για να μη βρέχεται, παρακαλώ!): «You don't need to be on the beach to lounge». Εξερχόμενοι οι 8 ultra pool suites στο επίπεδο της παραλίας, με ιδιωτικές πισίνες, daybeds στην αυλή και απευθείας πρόσβαση στην άμμο, και οι 8 ultra roof topsuites στον τελευταίο όροφο, με ιδιωτική ταράτσα με jacuzzi, καθιστικό, daybed και πανοραμική θέα. Υπάρχει μάλιστα η δυνατότητα μακροχρόνιας μίσθωσης συγκεκριμένων διαμετιών, για όσους θέλουν εφόχο με υπηρεσίες πολυτελούς ξενοδοχείου.



Το «Nikki Cafe» αγαπάει πολύ το σούρ

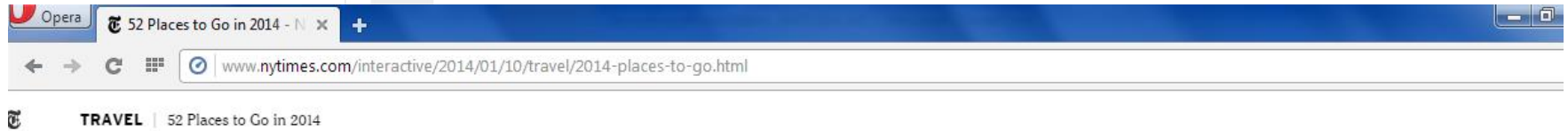
Σε καλό επίπεδο βρίσκεται και το φαγητό, με τον νεαρό σερφ Απόστολο Δήμο, ο οποίος έχει περάσει από τις κοιλίγγες γνώσεις γαλλικών εσποταρίων και της Costa Navarino, να έχει θέσει ψηλά τον πήχη, θέλοντας να γίνουν του χρόνου κι ένα εστιατόριο fine dining προσφέροντας ακόμη μια επιλογή πέρα από το comfort food και το pan-Asian menu που έχουν ταυιστεί με τα «Nikki Beach».

Δοκιμαζόντας σε ένα ειδικό μενού την μπουχαμπέστα του, με το ψάρι να σερβίρεται ξεχωριστά κανονισαρμένο για τις ανάγκες του food styling και την αποδομιμένη σαλάτα νισουά, βλέπεις ότι είναι αποδοξ των καθαρών μεσογειακών γεύσεων τις οποίες ανανέωει επιτυχημένα. Προς το παρόν οι επιλογές του φαγητού μοιράζονται στο «Nikki Cafe» στο ισόγειο, με θέα στο beach club ( το οποίο σερβίρει πολλά πιάτα του και στα κρεβάτια της παραλίας ), και στο «Pearl Rooftop Lounge Bar», που σερβίρει σε στυλ και καναπέδες σασιατικές γεύσεις ενθαρρύνοντας τη λογιή της μοισράς, του lounging, του cocktail & food pairing. Εδώ ανεβαίνει τα βράδια ο DJ της παραλίας, συνήθως με chill out μουσικής να συνοδεύουν τα κοκτέιλ ( με επιλογές όπως Phuket Sunset με βότα, πομπé raspberry και lime ή Hell Irish Ginger με Mustache Skinos, Jameson και πορτοκαλάδα ), τα καλοσημένια σουσά, το Wagyu beef tataki με wasabi mayo και τις πολύ ενδιαφέρουσες σαλάτες, όπως Asian wakame και κινόα με tail, nori, shiso και ponzu dressing. Στο «Nikki Cafe» το μενού είναι πιο χαλαρό, με δημοφιλή διεθνή ή έθνικ πιάτα, όπως τα bestseller ιριε γέυ, κοτόπουλο satay, Wagyu burger και βέβαια σάντουιτς ( π.χ. με βασιλικό καβούρι, τριτοπύρα, ρεμολάδα σελινδριάς και Thai dressing ) και σούσι που φτάνουν και στην παραλία σε φαντζή δίσκους. Κι εδώ υπάρχουν πολλές προτάσεις για να μοισράσεις, όπως άλλωστε και ωραία μέγαρα ζύμνα στοργολυ τράπεζα για παρέες. Το πρωινό, το οποίο επίσης σερβίρεται στο «Nikki Cafe», έχει χαρακτήρα, με όμορφα κεραμακά περκουά σερβίτσια, καλοσημένιους μπουφίδες, υπηρέτες κι ελληνικές πιπελιές ( κερήβρες, σαλάμ θάουρ, τυριά, κουκούρι Θεσσαλονίκης, σπιτικά τυροπιτάκια κ.α ) να ενδιαφέρουν ζεστά πιάτα à la carte ( αυθεντικά όπως Benedict, αφού απαρτίζουν με αβγόκινο και λαχανικά κ.α )



# Truly Mediterranean Spirit

## New York Times



# Truly Mediterranean Spirit

## Ottawa Citizen



POSTMEDIA



HOME

LIFE

FOOD

HOMES • OUR OTTAWA • WORLD OF BIRDS • HEALTH • FASHION & BEAUTY • PARENTING • RELATIONSHIPS • LIFE STORY • ROYALS • TRAVEL

## Our picks of what to see, eat and drink at Ottawa's Wine & Food Festival



LAURA ROBIN

More from Laura Robin

Published on: November 5, 2014 | Last Updated: November 5, 2014 3:09 PM EST



POSTMEDIA



4. For dreams of Greece: When I was in Santorini last September, a bartender schooled me: neither ouzo nor retsina are Greece's best beverages — it's liqueurs such as Skinos, based on mastiha, a fresh flavour that won a gold medal at a recent World Spirits Awards. Now you can get it in Ottawa, at EVOO, an excellent new Greek restaurant on Preston Street. Stop by EVOO's booth on the tasting floor to try the outrageously refreshing Skinos Med cocktail, made with lemon and fresh basil leaves. Pair it with EVOO's mezes, such as charbroiled Washington State lamb chops and tzatziki.



hidden Southeast Asian lunch counter



Dining Out: The meat of the matter at Lowertown Brewery

### Energy East Pipeline



[action.energyeastpipeline.com](http://action.energyeastpipeline.com)

Stand up and speak out. Support a safe, secure West-East Pipeline

OTTAWA DISH BLOG



Steakhouse closes after 25 years; cites changes in business, government, tourism



ZenKitchen's new owner closes popular restaurant for good



SKINOS®  
Mastiha Spirit



# Southern Beverage Journal, US

2

**Maggie Meskey**

PITTSBURGH, PENNSYLVANIA

Maggie Meskey loves Skinos, the Greek liqueur made from resin found on native Mastic trees. "Skinos doesn't taste like anything else—it's slightly sweet, earthy, piney and woody. The first time I smelled it I was instantly reminded of waking up on a warm, dewy morning after camping on a soft forest floor," she reflects. For Meskey, who works behind the small cocktail bar ("virtually no storage space whatsoever") at Salt of the Earth in Pittsburgh, PA, Skinos is just one offbeat ingredient she likes tinkering with in her cocktails. Vinegar is another, translating to shrub concoctions in flavors of red berry and lavender-peach. "My approach to creating cocktails is strongly influenced by what is going on in the kitchen. We have access to some of the best produce and ingredients, and there is a lot of dialogue between me and Kevin Sousa, the chef and owner."

Currently, Meskey is most excited about the recent launch of the United States Bar-

tenders' Guild Pittsburgh chapter, something she and fellow bartenders have longed for: "That is a big indicator of the city's evolution, and we are all overjoyed to be welcomed to the Guild. In the past year, Pittsburgh has had some great new chef-owned restaurants open, and they are all showing a focus on creative cocktails."

Because of Salt of the Earth's diminutively-sized bar ("we only carry one vodka—Boyd & Blair—which is an award-winning and locally produced potato vodka") sometimes customers are chagrined to learn their favorite bottle is not in stock. "A lot of people are used to ordering the same thing when they go out, and if we don't have exactly what they want it can be a challenge to get them to try something new," Meskey shares. "However, I'm passionate about what I do, and am always confident that I can make them something they'll like. I want people to think about what they are drinking, and why they are drinking. It's fun to tell them the stories behind some of



*"Gone are the days of 45 different vodkas sitting dusty on the backbar. Instead, bartenders and chefs are looking for ways to inspire and do something new."*

the spirits and how much thought we put into creating these original cocktails."



# Truly Mediterranean Spirit

## Blogging, US

The Best in Bar Management

Nightclub&Bar

Nightclub Bar

Bartender of the Month

Click Here

Syndicate

Brought to you by TouchTunes

Oct 22, 2010

SEARCH

GO

Log in | Sign up

SUBSCRIBE: [MAGAZINE](#) | [NEWSLETTERS](#)

Newsletters

Community

Profitable Promotions

Bar Management

Products

Recipes

Music & Entertainment

Nightclubs

Bars

N&B Forum

Join the conversation!

Nightclub Bar

SPORTS BAR

Marketing Conference

Click here for more Information

Nightclub Bar

Bartender of the Month

Syndicate

Brought to you by TouchTunes

Need Promotions?

### Greek Liqueur, New Wine Varietal, POS Module

By: [Alissa Ponchione](#)  
October 18, 2010

#### Skinos Liqueur

Hardy USA introduces Skinos, a liqueur imported from Greece. With the mastic spice from the Mastiha shrub, Skinos Liqueur has a flowery and sweet taste. It can be served cold, in a shot glass, with a wedge of tangerine or mixed in a drink. Skinos is available nationally. [www.hardyusa.com](http://www.hardyusa.com).



#### Bonterra Pinot Noir

Ultimate PROFITS



Done

Internet

100%

# Elle, France





# Wallpaper Magazine, Intl

## DOM PÉRIGNON

Slowly add crème de cassis to glasses of Dom Pérignon for a Kir Impérial

'Teatime' trolley, £1,010, by Claesson Koivisto Rune, for Svedsten. 'Essence' cocktail glasses, £12 each, by Alfredo Häberli, for Iittala. '115 Degrees' decanter, NOK1,000 (£120), by Frost Produkt and Stokke Austad. Champagne, from £39, by Dom Pérignon. Champagne cooler, part of the Bulle-d'Argent collection, £683, by Christophe

## SOUVENIR SHOTS

From tequila to raspberry liqueur, no holiday purchases or gifts languish unloved in our drinks cabinet. Corzo Silver tequila works best for shots; the golden Reposado makes a great Modern Margarita

'Karla' trolley, SEK2,400 (€235), by Stina Sandwall, for SMD Design. 'Translations No 2' decanter, £1,380, by Caren Hartley, from Mint. Silver tequila, \$48. Reposado tequila, \$53, both by Corzo. NV Absinthe Verte, £23, by La Fée; Black Raspberry Liqueur, £25, by Chambord, both from Selfridges. Mastiha Spirit Liqueur, £41, by Skinos, from Mastiha Shop. Prucia Plum Liqueur, £28, by Umeshu de France, from Selfridges. Édition Irrésistible liqueur, £27, by Grand Marnier, from Harvey Nichols. Single Speyside Malt Whisky, £44, by The Glenrothes, from Berry Bros & Rudd

Ramp painted in 'Blue Diamond 1', 'Blue Diamond 4', £20 for 2.5 litres, both by Dulux. For stockists, see Resources, page 190

Find our full cocktail recipes online at [www.wallpaper.com](http://www.wallpaper.com) ★

# Roll with it

When push comes to shove, we can't resist a little something from the trolley

PHOTOGRAPHY: PAUL ZAK INTERIORS: AMY HEFFERNAN

Wallpaper\*

# Liquor Canada, Canada

News

## Whisky distillery wins war of words

**Glenora Distillers International Ltd.**, a small Cape Breton distillery, has won a nine-year legal battle over the name of its single malt whisky, and has successfully trademarked the name "Glen Breton".

"We're celebrating now," Bob Scott, vice-president of Glenora Distillers International Ltd. of Glenville, N.S., told the *Globe and Mail* after a decision by the Supreme Court of Canada put an end to the distiller's fight with the Scotch Whisky Association.

Recently, the Supreme Court refused to hear an appeal of a lower court decision to allow the distillery to use the word "Glen" in the name of its Glen Breton Rare Whisky.

The Scotch Whisky Association has argued the name creates confusion in the market by implying a connection to household names in Scotch whisky, such as Glenlivet and Glenfiddich.

"Glenora has marketed its product as scotch in all but name," said David Williamson, a representative for the association. "The market was confused by that trademark."

Williamson argues that the use of "Glen" on a whisky not produced in Scotland is a form of unfair competition.

Scott insists the use of "Glen" in their name comes from their location - Glenville, N.S.

The legal battle started with the company's initial application for the "Glen Breton" trademark in 2000.

The case went through four levels of court challenges. In January, the Federal Court of Appeal approved its trademark registration, which prompted the Scotch Whisky Association to take its appeal to the Supreme Court.

"Now we can do whatever we like, moving forward with our brand name," Scott said, adding that the exposure Glenora has received as a result of the case has been helpful. "It gives us brand recognition, which helps us out."

The company is now planning to market Glen Breton in Asia, with future plans for expansion into Europe.



88%

of wine drinkers consider price before purchasing

## Mediterranean spirit makes waves

A new apert is making waves in the Ontario and Quebec markets. Skinós, a sweet spearmint-flavoured liqueur, hit LCBO and SAQ shelves in mid-July and sales have been promising.

So far, Dimitri Themenos of Kolonaki Group Inc., who is the Canadian distributor of Skinós, says it's been catching the on-premise off-guard as a "unique" and "surprising" new find.

"On its own it makes a wonderful digestive, but its versatility has inspired locals to add it to a variety of popular cocktails, such as a martini or the Med - the hottest drink among the Greek Chic," he says.

While the company says Skinós is doing well in Greek restaurants, it's popular in martini bars and anywhere where liqueurs are currently served.

The brand targets the hip and sophisticated. Think urban 18- to 50-year-olds.

Skinós retails for \$37.65 at the LCBO and \$34 at SAQ. The company plans to roll out Skinós across Western Canada in 2010.



## Vina San Pedro and Diamond Estates pair up

**Diamond Estates Wines & Spirits Ltd.** has been appointed the national sales and marketing agent for top Chilean wine producer Vina San Pedro, announced Murray Marshall, president and CEO of Diamond Estates Wines & Spirits.

Vina San Pedro (VSP Wine Group) is the result of a successful merger in January 2009 of Vina San Pedro and the Southern Sun Wine group. This merger consolidated 11 top Chilean and Argentinian wineries and includes such well-known wine brands as the popular Gato Negro line, along with premium offerings under the Altair, Tabal and Casa Rivas wines of Chile and Finca La Celia wines of Argentina, amongst others.

"With positive sales figures and an on-going growing interest in

Chilean wines by the Canadian consumer, we are determined to even further elevate the national brand presence of the current Vina San Pedro brands such as Gato Negro and Finca La Celia and to expand the portfolio with premium additions such as Castillo De Molina, 1865 and 35 South from their strong portfolio of Chilean and Argentinian wines," said Marshall.

"Consumers are looking for wines from these areas and VSP has the wines to meet their demands. We are honoured that VSP has recognized the strength of our sales and marketing team and we are committed to growing both areas to better service these new wines as well as our strong portfolio of existing wine and spirit brands."



# Enohoos, Greece

23

## SPIRITS

ΑΠΟ ΤΗ ΜΕΡΟΠΗ ΠΑΠΑΔΟΠΟΥΛΟΥ

### Κοκτέιλ με άρωμα Ελλάδας

Όσα είδαμε και δοκιμάσαμε στον πρώτο Διαγωνισμό Μεσογειακού Κοκτέιλ.

Ο σκίνος είναι από τα πιο χαρακτηριστικά φυτά της μεσογειακής χλωρίδας. Όμως η ποικιλία Πιστακία η λεντίσκος η Χία υπάρχει μόνο στη Χίο. Είναι το γνωστό μας μαστιχόδεντρο, το δέντρο που παράγει τη μοναδική στον κόσμο, χαρακτηριστικά αρωματική, μαστίχα Χίου. Ποιο ποτό, λοιπόν, μπορεί καλύτερα να αντιπροσωπεύσει τη Μεσόγειο από το απόσταγμα μαστίχας; Έτσι, στον πρώτο Διαγωνισμό Μεσογειακού Κοκτέιλ, που έγινε στην Αθήνα πριν από λίγες μέρες, ο Skinos πρωταγωνιστούσε: 60 νεαροί και νεαρές bartenders γέμισαν τα σέικερ και τα ποτήρια μας με κοκτέιλ που μοσχοβολούσαν Ελλάδα. Είψαξαν, διάβασαν, ανακάλυψαν μύθους και ιστορίες πάνω στις οποίες έχτισαν τις δημιουργίες τους με χιούμορ και φαντασία. Λεμόνια, σταφύλια, βασιλικός, δεντρολίβανο, μέντα και δυόσμος, πορτοκάλια και λεμόνια, αλλά και ντομάτες, λικέρ από φραγκόσυκα, ελληνικό γιαούρτι, σύκα, μέλι, γλυκά του κουταλιού, φρούτα και λαχανικά επιστρατεύτηκαν για την παρασκευή τους. Σήμερα θα σας δώσω τρεις από τις συνταγές που μου άρεσαν πολύ. Στερεώστε τη σελίδα με ένα μαγνητάκι στην πόρτα του ψυγείου και, όταν θέλετε να προσφέρετε στον εαυτό σας μια μικρή πολυτέλεια, φτιάξτε κάποιο απ' αυτά.



#### Mastique Roses

- 30 ml Skinos
  - 240 ml Beefeater 24 Gin
  - 20 ml χυμός φρέσκου λάιμ
  - 10 ml σιρόπι από ροζ γκρέιπφρουτ Μοτίν (θα το βρείτε σε ενημερωμένες κάβες)
  - Δύο - τρία κομματάκια μαστίχας Χίου
  - Μία κουταλιά γλυκό του κουταλιού περγαμόντο
- Με ξύλινο γουδοχέρι λιώνουμε τη μαστίχα στο σέικερ, προσθέτουμε το γλυκό του κουταλιού και το πολτοποιούμε. Προσθέτουμε τα υπόλοιπα υλικά, σκληρά μεγάλα παγάκια, και χτυπάμε πολύ καλά. Σουρώνουμε σε παγωμένα ποτήρια του μαρτινί.
- (Δημιουργός της συνταγής είναι η **Μαριάννα Γεννηματά** / μπαρ Da Vinci, Αγία Παρασκευή)

#### El Greta

- 60 ml Skinos
  - 90 ml χυμός ντομάτας
  - 15 ml σιρόπι ελληνικού μελιού (νερό και μέλι σε ίσα μέρη)
  - 25 ml φρέσκος χυμός λεμονιού
  - Μία κουταλιά κομματάκια μαύρης ελιάς
  - 10 ml καντερή πιπερίτσα θρυμματισμένη
- Στο σέικερ λιώνουμε τις ελιές, την πιπερίτσα και το σιρόπι του μελιού. Προσθέτουμε τα υπόλοιπα υλικά, τα χτυπάμε στο σέικερ με πάγο και τα σουρώνουμε σε φαρδιά χαμηλά ποτήρια με παγάκια. Το κοκτέιλ συνοδεύεται από έναν μικρό ντάκο με μοτσαρέλα, ελαιόλαδο και ρίγανη.
- (Βασίλης Κυρίτσος / μπαρ Aperitif, Σύνταγμα)

#### Simply Skinos

- 40 ml Skinos
  - 30 ml Mozart White Chocolate Liqueur
  - 30 ml δυνατό ελληνικό καφέ (χωρίς ζάχαρη)
  - 10 ml σουμάδα
  - 1 κουταλιά του γλυκού ροζ πιπέρι
  - 1 φράουλα
- Ψήνουμε τον ελληνικό καφέ. Βάζουμε στο σέικερ τη φράουλα ψιλοκομμένη μαζί με το πιπέρι και τη σουμάδα, και τα λιώνουμε με ξύλινο γουδοχέρι. Προσθέτουμε τα υπόλοιπα υλικά και στο τέλος τον καφέ. Χτυπάμε καλά μαζί με μεγάλα σκληρά παγάκια και σουρώνουμε δύο φορές σε παγωμένα ποτήρια του μαρτινί.
- (Ιούλιος Ρουμπέν / Kenzo bar, Λουτράκι)



Ποιο ποτό μπορεί καλύτερα να αντιπροσωπεύσει τη Μεσόγειο από το απόσταγμα μαστίχας;



НОВИНКИ

Продукция 

### МОСТ МЕЖДУ ЗАПАДОМ И ВОСТОКОМ

Продукт Skinos Mastiha Spirit — своеобразный мостик между Западом и Востоком. Уникальный, почти мистический напиток с историей почти 3 тысячи лет производится на маленьком греческом острове Метакса в Средиземном море.

Сегодня Skinos Mastiha производят тем же традиционным способом, что и в древние времена, руководствуясь старинными принципами дистилляции. В результате получается идеальный продукт.

Mastiha культивируется только в южной части острова. Сбор урожая осуществляется раз в году только опытными сборщиками. Традиции передаются от

отца к сыну. «Плачущее дерево» дает свою смолу в течение 10–20 дней. Каждое может дать ничтожно малое количество смолы — от 80 до 200 г. Во время сбора урожая сборщики деревни закрывают ворота, и у каждого из них стоит охранник. Mastiha аккуратно транспортируют в деревянных емкостях, переложенных полотном, затем женщины деревни вручную перебирают «урожай».

Mastiha смешивается со спиртом высокого качества и разливается в небольшие медные емкости. Там она очищается от вредных примесей, но при этом уникальный аромат остается неприкосновенным. К смеси до-

бавляется сахар высокого качества и ионизированная вода.

Mastiha разливается в бутылки, аналогичные тем, в которые буттилируют бренди Метакса.

Компания Skinos Mastiha Spirit ищет дистрибьюторов на территории России. Контактную информацию можно получить в редакции журнала «Напитки».



# Truly Mediterranean Spirit

## Lifestyle magazine, Thailand



## Skinos, Secret of Success

Nowadays, consumers are seeking for contemporary products yet with strong roots in tradition.

***This is the essence of Skinos!***

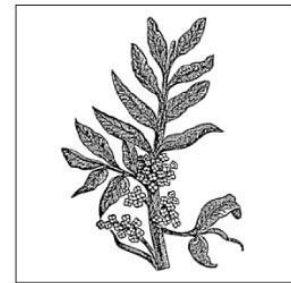


## *Skinos key ingredient*

# Mastiha, the Mediterranean Mystery

**Mastiha is a natural product  
known for its healing properties  
since 600BC.**

It is mysteriously found only on an eastern  
Mediterranean volcanic island [Chios]  
Greeks, Romans, Byzantines, Genoese and  
Ottoman introduced it to the world  
& made it the true  
**cosmopolitan Mediterranean product!!!**



## *Skinos key ingredient*

# Mastiha, the Mediterranean Mystery

**Mastiha is extracted from a tree that only flourishes** in a few “pockets” of the Mediterranean island of Chios.

**Harvesting is a delicate procedure** undertaken by **experienced workers ,carriers of a long tradition**

The process consists of a number of “pricking” on the tree.

***A Mastiha tree can give a humble annual produce of 80 to 200ar.***







## Skinos Distillation process

**Mastiha crystals are macerated in high quality alcohol**

Mixture is allowed at least a period of **three months** to bond.

Then mixture is delicately **distilled in copper pot-stills.**

***Each bottle of Skinos has 6 to 7 grams of Mastiha !***

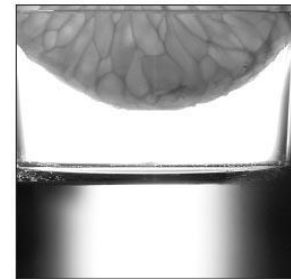
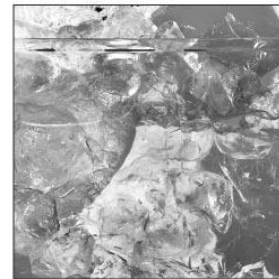
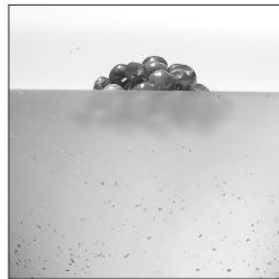


# Truly Mediterranean Spirit

## Skinos Moments

Skinos is **versatile** and it could be enjoyed chilled, on ice or in long & short drinks:

- § An **excellent finish** of a dinner.
- § Enjoyed **with ice on an old fashioned glass** as an aperitif.
- § **Mediterranean cocktailing**  
A whole new concept in the world of cocktails!!



Truly Mediterranean Spirit

## Skinos shot *The Mediterranean shot*



*Enjoy a really chilled shot of  
Skinos & feel the breeze of  
the Mediterranean!!*



# Truly Mediterranean Spirit

## S&T (Skinos Tonic) Mediterranean Tonic



*The ideal refreshing long  
drink for spring summer  
time.*

Truly Mediterranean Spirit

## Skinos on the rocks Lay back & savor *Skinos*



*Skinos on the rocks, the perfect way to enjoy the fresh & fragrant aroma of mastiha.*

# Truly Mediterranean Spirit

## Skinos sour *The Skinos signature drink*



*Skinos 50ml, Fresh  
lemon juice 20ml  
simple syrup 5ml  
egg white (optional) 15ml  
orange bitters*

*Click on this link & enjoy a Skinos Sour  
by Spiros Antonopoulos / Skinos Intl Brand Ambassador*

*View more recipes in  
<http://www.youtube.com/user/SkinosMastihaSpirit>*



# Truly Mediterranean Spirit

## Skinos Marketing Strategy

**Three pillars** for Skinos successful marketing:

§ ***Consumer tasting***

Skinos taste is winning

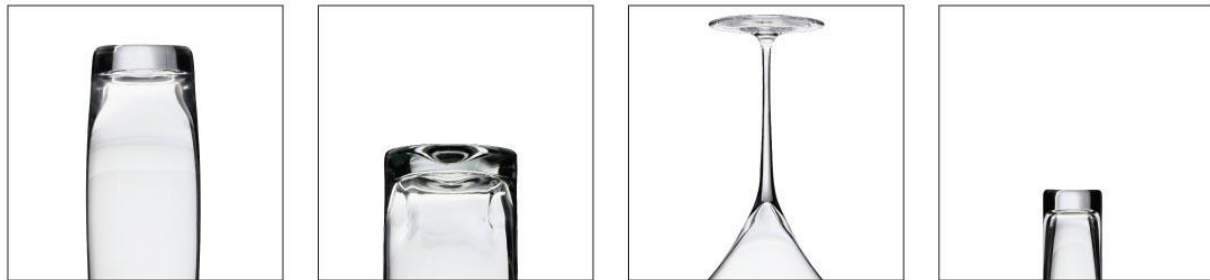
§ ***PR & media activities  
(on line / off line)***

Skinos has a stimulating story to share

<https://www.facebook.com/SkinosMastihaSpirit>

§ ***Trade –barmen- education***

Skinos is innovative & versatile



# Truly Mediterranean Spirit

## Mediterranean Cocktails Challenge

- § **Largest Bartenders' competition** with a **Mediterranean theme**.
- § 2015 was the fifth year of competition
- § Simone Caporale (Best International Bartender 2014) was member of the judging committee in 2014 and Steve Schneider, Principal Bartender at Employees Only NYC was one of the judges for 2015
- § 240 Bartenders in total participated from Greece, Cyprus, Turkey, Lebanon, USA and UK.
- § Final event held in **Athens** and winner's first prize was the participation **at the biggest cocktail event of the world**, the Tales of the Cocktail in New Orleans.

*Click on this link & have a snapshot for the Mediterranean Cocktails Challenge final event 2015.*



## Skinos Distribution

- § High end gastronomy  
(emphasis on ethnic cuisines)
- § 5 star Hotels
- § Cocktail bars & clubs
- § Delicatessen & specialty stores
- § Selective hard liquor stores
- § Selective Super Markets







# Bar restaurants

## Cocktail Bars



# High End Gastronomy



# Hard Liquor Stores





A photograph of a restaurant interior with a warm, golden-brown color scheme. The ceiling features circular recessed lighting. The walls are decorated with large, colorful floral murals. In the foreground, a wooden table is set with two cocktails in martini glasses, one blue and one pink, garnished with lemons and limes. A dark wooden railing is visible in the lower right. The background shows more tables and chairs, some with floral centerpieces.

# Asian Fusion Restaurants





# Patis & Summer Terraces



# Mediterranean Restaurants



# Truly Mediterranean Spirit

## Skinos Brand Ambassador

Skinos has appointed one of the top Greek mixologists as Brand Ambassador.

The concept Brand Ambassadorship is an excellent tool for the brand to:

- § Create a great “word of mouth” reputation
- § Convey the Skinos message & story to media & trade
- § Train the trade on Skinos mixing & serving

Major activities:

- § Trade & Media events
- § Bar to bar trainings
- § Special tasting events





# Truly Mediterranean Spirit

## Skinos Print Campaign



A bottle of Skinos Mastiha Spirit and a glass of Skinos Sour cocktail with ice and a lemon wedge. The background features a faint circular logo and the text 'Skinsos Mastiha Spirit'.

Truly Mediterranean Spirit

*Taste the magic  
of the Mediterranean*

**Enjoy**  
the original  
**Skinsos Sour**  
experience

50ml / 1 3/4 oz Skinos,  
20ml / 2/3 oz fresh lemon juice,  
5ml / 1/4 oz simple syrup,  
1 dash Angostura bitters

**SKINOS®**  
Mastiha Spirit

Watch how to make  
a Skinos Sour at home



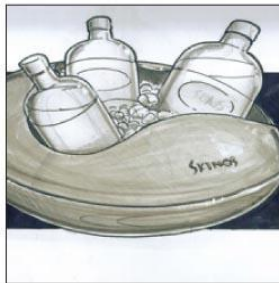
[f /SkinsosMastihaSpirit](#) [YouTube skinsosmastihaspirit](#) [www.myskinos.com](http://www.myskinos.com)

# Truly Mediterranean Spirit

## Skinos promotional material

Skinos is supported with a range of unique promotional items designed especially for the brand.

- shooters
- bar cubes
- Coasters
- t-shirts



# Truly Mediterranean Spirit

## Skinos Gift Box



# Truly Mediterranean Spirit

## Skinos Value Added Packs

- § Promotes Skinos versatility
- § Capitalizes on festive sales
- § Increases visibility



*Click on this link & enjoy Skinos at home*



# Truly Mediterranean Spirit

## Skinos Value Added Packs

- § Promotes Skinos versatility
- § Capitalizes on festive sales
- § Increases visibility



*Click on this link & enjoy Skinos at home*

## Skinos Range

Skinos is currently available at the following sizes:

- § 50ml loose – 12packs (desktop stand)
- § 200ml loose -12 bottle case-
- § 350ml loose – 12 bottle case-
- § 700ml loose -6 bottle case-
- § 700ml gift box -3 loose + 3 gift box –
- § 750ml loose -6 bottle case-
- § 1000ml loose – 6 bottle case
- § 4500ml gift box – 1 bottle case

