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THE HOUSE OF ANGOSTURA® debuts Swizzle Royale Cocktail and Mocktail Competition and Contest

*The iconic bitters brand challenges bartenders and consumers
to create their own unique takes on swizzled drinks*

MOUNT PROSPECT, Illinois. Jul. 9, 2018 – THE HOUSE OF ANGOSTURA® is inviting consumers and bartenders alike to slap, pour, dash and swizzle into Summer 2018 with cocktails and mocktails flavored by bartenders' essential ingredient, ANGOSTURA® aromatic bitters and ANGOSTURA® orange bitters. To celebrate the Summer of Swizzle, ANGOSTURA is hosting Swizzle Royale – a North American bartender competition and U.S. consumer contest running from July 9 to August 31 – that invites amateur and professional bartenders to showcase their unique swizzled creations, because summer celebrations are better with a swizzle.

Swizzling is the process of mixing a drink with a swizzle stick to stir still drinks, take the fizz out of sparkling ones and circulate ice within a beverage for the perfect degree of dilution. It is a lesser-known bartending technique that brings big flavor to a range of cocktails and mocktails: "Swizzling has a history closely intertwined with ANGOSTURA bitters and the brand's roots on the islands of Trinidad & Tobago," said Alex Kirles, ANGOSTURA bitters U.S. Brand Ambassador. "ANGOSTURA aromatic and orange bitters are the essential ingredients to bring signature swizzled drinks to life – taking tiki classics to new heights just in time for summertime sipping."

Swizzle Royale will unfold in two parts: a series of in-person competitions for established mixologists, and a digital contest for amateur and home bartenders: "ANGOSTURA is educating people about the art of swizzling so that cocktail and mocktail lovers can make and enjoy these refreshing island favorites at home, while convincing professional bartenders of swizzles' rightful place as fixtures on beverage menus around North America," said Mitch Cooper, Brand Manager, Mizkan America, Inc., the U.S. and Canadian distributor of ANGOSTURA bitters. "People know when to stir, shake and blend – it's time to highlight all of the delicious drinks perfected by the swizzle."

The Swizzle Royale digital contest engages over-21 consumers across the U.S. to swizzle and share their own delicious cocktail or mocktail concoctions through the #SwizzleContest. Swizzologists looking to enter the contest must share their one-of-a-kind swizzled recipes on Instagram, in the form of an image, boomerang or video. The post's caption must also include the drink's original name, the recipe ingredients and method (expressed in ounces, drops and/or dashes) and the hashtags #SwizzleContest and either #Angostura or #Angosturabitters. Participants must also follow @AngosturaHouse on Instagram for their entry to be considered valid. Additionally, each recipe entry must incorporate ANGOSTURA aromatic bitters, ANGOSTURA orange bitters or both within the swizzled cocktail or mocktail, and not contain another bitters brand. After all, no swizzle is complete without ANGOSTURA bitters.

Entries will be judged by a panel of experts, ranking swizzles by criteria including appearance, creativity of ingredients, use of ANGOSTURA aromatic bitters and/or ANGOSTURA orange bitters and creativity of the cocktail or mocktail's name. The Swizzle Royale Instagram contest Grand Prize winner will receive an all-expenses-paid trip to Austin, Texas to attend the Austin City Limits Music Festival with THE HOUSE OF

ANGOSTURA in October, where their winning swizzled creation will be featured at the ANGOSTURA bitters VIP booth throughout the festival to continue the Summer of Swizzle all year long.

The event series will invite top bartenders from across the U.S. and Canada to compete live in seven cities, challenging their skills by testing their own spins on a range of swizzled drinks in a competition hosted at local bars and judged by industry leaders. The competition will encourage bartenders to showcase their love and knowledge of swizzles while testing their creativity, personality and speed in preparing swizzled cocktails and mocktails. Competitors in cities across North America will face off for the chance to be crowned the Swizzle Royale Champions and will receive prize packages that include custom bartender bags, assorted ANGOSTURA products and bragging rights in their home cities. The series will be making stops at the following venues throughout the summer:

- 6/24 – Washington D.C.: Archipelago
- 7/1 – Tampa: Hotel Bar
- 7/29 – Toronto: Miss Thing's Cocktail Bar
- 8/5 – Oakland, CA: Hello Stranger
- 8/12 – Denver: Adrift Tiki Bar
- 8/19 – Montreal: Bar Le Lab – Lab Quartier des Spectacles
- 8/26 – Seattle: Navy Strength

To find official contest rules, learn more or submit your own swizzled cocktail or mocktail to the contest, visit www.SwizzleRoyale.com or follow along on [Instagram](#), [Facebook](#) and [Twitter](#).

About THE HOUSE OF ANGOSTURA

The proud history of THE HOUSE OF ANGOSTURA began almost 200 years ago in 1824, when founder Dr. Johann Siegert first produced aromatic bitters in the city of Angostura in Venezuela. Recognized over the centuries by the granting of Royal Warrants of Appointment to the royal households of Great Britain, Prussia, Spain and Sweden, ANGOSTURA aromatic bitters and ANGOSTURA orange bitters are the world's market leader, an integral ingredient in premium cocktails and a mainstay of cocktail culture. ANGOSTURA's international range of rums, produced at the only rum distillery in Trinidad, includes five distinctive, exquisitely blended rums: ANGOSTURA 1824®, ANGOSTURA 1919®, ANGOSTURA 7 Year Old, ANGOSTURA 5 Year Old and ANGOSTURA Reserva, blended by masters with years of experience and training in original traditions using closely guarded formulas and techniques. The newest product in our portfolio, the multiple award-winning Amaro di ANGOSTURA®, leverages our unsurpassed heritage as a blender of the finest bitters and rums.

About Mizkan America, Inc.

Based in Mount Prospect, IL, Mizkan America, Inc., is a subsidiary of the Mizkan Group, a global, family-owned company that has been Bringing Flavor To Life™ for more than 200 years. As one of the leading makers of condiments and sauces in the United States, Mizkan America maintains 17 manufacturing facilities that serve the retail, foodservice, specialty-Asian and food-ingredient trade channels. Since 2005, Mizkan America has seen dramatic growth and their portfolio now includes a wide variety of vinegars, Italian and Asian sauces, peppers, cooking wines, wine reductions, sushi seasoning, salad dressings and mustards. Mizkan America brands include: RAGÚ®, Bertolli®, Holland House®, NAKANO®, Four Monks®, Barengo®, Mitsukan®, Tres Hermanas®, Nature's Intent®, World Harbors® and Rio Luna™. Mizkan America is also the exclusive distributor for ANGOSTURA Bitters in North America. For more information about Mizkan America, please visit: www.Mizkan.com.

About The Mizkan Group

The Mizkan Group is a privately held, international food manufacturer, headquartered in Handa City, Japan, with a heritage that spans more than 200 years. Always guided by the company's Two Principles (*Offer customers only the finest products*; and *Continuously challenge the status quo*), The Mizkan Group offers a line-up of well-known international brands under the Mizkan umbrella and is a leader in the liquid condiment category. The Mizkan Group has operating facilities around the globe in places including: Japan, China, the United Kingdom, the United States, Singapore, Hong Kong and Taiwan. More information about The Mizkan Group can be found at: www.Mizkan.com.

About Austin City Limits Music Festival (www.acfestival.com)

Launched in 2002 and inspired by the long-running PBS show, Austin City Limits, The Austin City Limits Music Festival has grown into a two-weekend experience, featuring over 125 world-renowned and up-and-coming acts on 8 stages in Austin's crown jewel Zilker Park. The festival, now among the largest and most recognized in the country, hosts 75,000 music lovers per day from Austin and around the globe. Its diverse lineup spans pop, rock, folk, alt-country, blues, gospel, R&B and EDM.