

COCA-COLA LAUNCHES MIXERS FOR DARK SPIRITS

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13 : 05 : 2019 Drink : Spirits : Flavour



Coca-Cola Signature Mixers



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Western Europe – The brand has created four distinctive mixers designed specifically to be paired with dark spirits.

Coca-Cola Signature Mixers build on the brand's 134-year history as a mixer. The brand enlisted a handful of leading mixologists to take the unique flavour of the soft drink and experiment with more than 200 contemporary and traditional ingredients, creating four mixers with more complex flavour profiles. The four varieties are: Smoky Notes by Max Venning, Spicy Notes by Adriana Chia and Pippa Guy, Herbal Notes by Antonio Naranjo, and Woody Notes by Alex Lawrence.

By re-inventing the soft drink as a premium mixer, Coca-Cola shows how the category is evolving from an afterthought to become an essential part of the drinking experience. In a similar vein, our **Tonic & Tonic** microtrend explores how new tonic water brands are offering unusual flavours as they seek new markets beyond gin.