



PRESS INFORMATION

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MEKHONG'S LIME & PEAR PANYA CELEBRATES INTERNATIONAL COCKTAIL AWARD

The InterBev Group has scooped a prestigious bronze medal in the brown spirits category of the Drinks International 2008 Cocktail Challenge for its exotically named Mekhong Lime & Pear Panya.

The award-winning cocktail, which uses Mekhong - Thailand's original and most revered spirit brand - as its base, is one of a collection of signature cocktails which have been created especially for Mekhong by *Employees Only*, Manhattan's premier mixology team.

The Lime & Pear Panya harnesses the unique flavour of Mekhong with freshly squeezed lime juice, elderflower cordial, fresh pear, ginger root and Kaffir lime leaf to produce a sophisticated cocktail balancing these sweet, sharp and invigorating flavours in one glass.

More than 70 cocktails entered the 15th Drinks International Cocktail Challenge, with brown spirits proving to be the most competitive category featuring a short list of 14 cocktails.

David Lind, InterBev Group's Marketing Manager, says: "We are delighted that the Lime & Pear Panya captured the judges' imaginations and that it has been awarded a bronze medal in this year's competition. The word 'Panya' is translated from Thai and means 'to enthrone' or 'raise to a lofty position', so as you can see from the name we always had high hopes for this particular cocktail."

We have just launched the Mekhong brand in the USA this spring and we are looking to establish Mekhong within the UK market this summer. One of the key attributes of Mekhong is its versatility and mixability which make it a perfect cocktail base and the acclaim and recognition this award brings will provide us with a good platform for our UK launch activity.”

Mekhong is traditionally distilled from sugar cane extract and rice before being artfully blended with a secret recipe of natural Thai herbs and spices. It has a smooth flavour of spicy toffee and citrus followed by slight notes of vanilla.

Named after the mighty Mekhong River which flows along Thailand’s north eastern border, the brand has been a leader in its domestic market for 65 years and is now being introduced to a wider international audience. Mekhong has an ABV of 35% and can be enjoyed straight, with a mixer or with fresh fruits and perfectly complements Thai and Asian food.

The award winning Mekhong Lime & Pear Panya recipe

Ingredients:

2 shots Mekhong
¾ shot fresh squeezed lime juice
½ shot elderflower cordial
1 bar spoon of sugar
¼ fresh pear cut lengthwise
3 thumbnail sized slices of fresh ginger root
1 Kaffir lime leaf

Directions:

Muddle the pear, ginger and sugar into a paste in a mixing glass. Add Mekhong and the rest of the ingredients. Add ice and shake vigorously for 7-8 seconds. Strain into a rock glass over ice. Garnish with torn Kaffir lime leaf.

All of the recipes for Mekhong Signature Cocktails developed by *Employees Only* have been created to capture The Spirit of Thailand by incorporating ingredients and flavours associated with one of the world’s most exotic countries.

To find out more about Mekhong and try out recipes for other Signature Cocktails, visit www.thespiritofthailand.com

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