

# WEEKEND<sup>®</sup>

*Product Overview For Retail*



**READY-TO-SERVE COCKTAILS THAT TASTE LIKE THEY'RE MADE BY A MIXOLOGIST... BECAUSE THEY ARE.**

**WEEKEND® is on a mission to make cocktails more accessible and sustainable behind the bar – whether that's a commercial one or your own private party. We do this by producing award-winning cocktails (alcoholic and non-alcoholic) that are ready-to-serve in bottles or on-tap from a keg.**

**Through years of recipe development, research, and a handful of failed experiments, we've learned the skill of capturing virtually any flavour by combining mixology (the art of mixing cocktails) with our unique signature pre-batching method. Led by our head mixologist Lou, we carefully make every cocktail in our workshop using nothing less than top-quality spirits, fresh juices, and natural infusions.**







## WE KEEP IT IN THE FAMILY

On a warm summer night at Ghent's Copacobana festival, brothers Victor and Felix, along with their cousin Dimi, found themselves craving mojitos to kickstart their party mood. However, a painfully slow queue at the bar threatened to spoil their night.

They observed the beer line moving faster and wondered if cocktails could be served more efficiently.

Fast-forward a year, and their entrepreneurial spirit led them to create a business offering on-tap cocktails. The very same festival placed an order for 100 liters of their cocktails, which sold out in just two hours, saving festival-goers from the dreaded long lines and making their event experience unforgettable.

Cheers to the trio's innovative solution and memorable festival nights!



IF YOU ONLY REMEMBER A FEW THINGS ABOUT US,  
MAKE IT THESE THREE:

1. COCKTAILS MADE BY A PROFESSIONAL MIXOLOGIST

All our pre-batch cocktails are made in our workshop under the close supervision of our head mixologist for a consistently high-quality serve.

2. ALL OF THE GLORY, NONE OF THE HARD WORK







Pick out some posh glasses, pour or shake over ice, and garnish flamboyantly. Or just neck it straight from the bottle. Either way, you'll save yourself a lot of hassle.

3. LESS WASTE, LESS CLUTTER, LESS ENVIRONMENTAL IMPACT

Instead of three bottles of spirit, bitters and liqueur, half the zest and juice of two different citrus fruits, and a sprig of a seldom-found herb, all you need is one bottle of WEEKEND®





	500ML BOTTLED COCKTAILS	ALCOHOL %	INGREDIENTS	TYPE OF PACKAGING	SERVINGS PER BOTTLE	SERVING METHOD
	PORNSTAR MARTINI	16.5 %	PREMIUM VODKA / BOURBON VANILLA / PASSIONFRUIT JUICE / LIME JUICE	500ML BOTTLE	4 X 125ML	SHAKE
	ESPRESSO MARTINI	16 %	PREMIUM VODKA / ARABICA ESPRESSO / SALTED BUTTER	500ML BOTTLE	4 X 125ML	SHAKE
	WHISKEY SOUR	16.5 %	PREMIUM BOURBON WHISKEY / LEMON JUICE / ORANGE BITTERS	500ML BOTTLE	4 X 125ML	SHAKE
	MEZCAL MARGARITA	16.6 %	MEXICAN TEQUILA & MEZCAL BLEND / LIME JUICE / ORANGE / SICHUAN PEPPER	500ML BOTTLE	4 X 125ML	SHAKE
	NEGRONI	17.3 %	PREMIUM LONDON DRY GIN / CAMPARI / RED VERMOUTH / WILD STRAWBERRY	500ML BOTTLE	4 X 125ML	STIR



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**GENERAL & TASTINGS**  
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*Have a great*  
**WEEKEND®**

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