

# HAPPINESS BOTTLED



*Ritchie*

## OLD-TIME LEMONADE.

The fifties. A time of fun and innocence. Brigitte Bardot, doo-wop, hula hoops and... Ritchie; delicious, home-style lemonade. Happily sold in Belgium till the late 70's, Ritchie then decided to take a well-earned holiday. Now Ritchie is back! As effervescent as the fabulous 50's but with a 21<sup>st</sup> century taste. Consume when Facebooking, Instagramming, Netflixing, Spotifying or whilst actually surfing.



*Ritchie*

## ORANGE *with a hint of vanilla*

Ritchie Orange is enriched with a touch of vanilla extract, for a smooth, rounded finish.



## GRAPEFRUIT

*with a touch of pineapple*

For those in search of tropical greatness, Ritchie takes grapefruit and pairs it with the sweet flavour of pineapple, resulting in a delicious and modern favourite.



## LEMON

*with a splash of raspberry*

Take a generous dose of lemon juice, mix in a bit of raspberry juice, add bubbles and what do you get?  
An adorable pink lemonade which is tangy, flavoursome and wonderfully refreshing too!  
Greetings from Ritchie.



## RITCHIE COLA

*100% natural*

A distinctive cola that evokes 50's Americana but, is lovingly crafted in Belgium.  
Ritchie cola is 100% natural, without artificial caramel or phosphoric acid.



## RITCHIE COLA ZERO

*99.99% natural*

For the calorie-conscious, there is Ritchie cola zero sugar.  
Free from artificial caramel, phosphoric acid, aspartame and acesulfame-K. Ritchie cola zero is derived from almost 100% natural ingredients, making it naturally tasty.



Here we see young Jan Verlinden,  
hard at work in his father's  
brewery in Lubbeek, Belgium.  
Then, young Jan was an eager,  
unqualified assistant.

Today, Jan is the Godfather  
behind the reinvention of Ritchie 2.0.  
Luckily he doesn't turn up to work  
in velour shorts anymore but he  
does endeavor to produce the best  
tasting soft drinks.



**LEMONADE AFFICIONADO**



## BELGIAN

Ritchie hails from Belgium – the country of waffles, chocolate and mussels with fries.

Ritchie is indeed in good company. Enjoy liberally without the risk of hangovers.



## MORE JUICE

Ritchie contains more juice than other lemonades and only favours high quality ingredients like natural sugar cane. No synthetic nasties here.



## TWIST OFF CAP

No need to hunt around for a bottle opener or resort to using your teeth!

This cap twists off in a jiffy, saving time (and your teeth).

*Ritchie*



*Gin Ritchie Lemon*



## SHAKE, TWIST AND BOOGIE

General Bartender Tip:  
Tumble some ice cubes  
into a glass, making as  
much noise as possible.

## COCKTAILS

### *Ritchie Libre*

A simple, very popular drink, best made with salsa music playing in the background. Cut half a lime into quarters and add them to a glass of ice. Bruise with a pestle. Cover with 50ml of white rum and a bottle of Ritchie cola. Pimp the glass with a slice of lime.

### *Gin Ritchie Lemon*

Add 40ml gin to a glass of ice and then top with half a bottle of Ritchie Lemon.

Decorate with lemon zest, a dried or fresh raspberry and/or a sprig of thyme and voila, Summer in a glass!

### *Paloma Ritchie*

Ritchie Mexican style! First pour 30ml tequila over ice and then half a bottle of Ritchie Grapefruit. Garnish with a slice of grapefruit or grapefruit zest, or a slice of lemon or lime, or a sprig of thyme.

## MOCKTAILS

### *Ritchie Grapefruit Bitters*

Sprinkle a few drops of The Bitter Truth Grapefruit Bitters over ice then sweeten it with 5ml of elderflower syrup. Now add half a bottle of Ritchie grapefruit and garnish with a sprig of rosemary or lemon or grapefruit. Suggestion: almond, clove or basil syrup are also tasty additions.

### *Ritchie Orange Bitters*

Start with ice cubes, then add a bright red punch to your Ritchie Orange with 5ml of Monin Bitter Concentrate. Finally add 5ml of vanilla syrup and a piece of orange zest to finish up this tasty, non-alcoholic winner.



## CONTACT

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*Ritchie*