

For immediate release - **Press Release** - December.2015, London

TASTE cocktails beats their crowdfunding target to bring customers and fans on board as they grow.

UPDATE: Now over-funding! 120% funded, 7 days to go.

TASTE cocktails (www.tastecocktails.com) - the 'make-your-own cocktails' company, has launched a crowdfunding campaign to let customers and fans own a part of the business as they grow. <https://www.crowdcube.com/investment/taste-cocktails-20732>

TASTE wants to help you to make bar-quality cocktails at home, and aims to become *THE* name associated with DIY drinks.



TASTE cocktails Founder, Toby Vacher, says:

"We've had a fantastic few months since becoming a 'proper' team in August this year. before that it was mostly just me running everything on my own, but now we know we have a great product and a big market to fill, and we want to bring more people along for the ride as we grow rapidly next year!

In the last 3 months we tripled our monthly sales, launched in 7 high-street stores, and our online audiences have grown by 50% on average. We now have bigger followings on all major social networks than any of our competitors, and it's this, plus our online

magazine, that is helping us do great deals with big brands in the industry to feature their spirits in our kits.”

Head of Brand Development for Amathus Drinks, Guy Topping, told us:

“TASTE cocktails make a great product which is not only great for the consumer, but also generates huge awareness for our brands. We’ve helped them feature everything from Mexican Mezcal, to Russian Vodka, and are proud to be supporting this great company as they grow.”

TASTE cocktails is aiming to over-fund their target of £60,000 and is offering 7.41% equity through [Crowdcube.com](https://www.crowdcube.com), under SEIS.

There are also a number of rewards on offer to investors, from free kits, to a free year-long subscription and discounts for life! The crowd can invest from as little as £10, and all investors will own real shares in the company.

Photos for use in Press:

<https://www.dropbox.com/sh/zc12lsriki53qcc/AACEfmJrH4GkplBnXXOCE-Vsa?dl=0>

Main brand image: <https://www.dropbox.com/s/p3c9g02a520eooof/taste-jan-10.jpg?dl=0>

Contact Toby Vacher - Founder:

07969 855 606 - toby@tastecocktails.com

Crowdfunding link:

<https://www.crowdcube.com/investment/taste-cocktails-20732>

or

<http://www.tastecocktails.com/invest>

Additional information:

TASTE cocktails’ flagship product is a monthly cocktail kit subscription (£24/month). They also sell a range of one-off kits online and in high-street stores, and publish an online magazine with cocktail history, recipes, and tips.

Their wide range of cocktail kits can now be found proudly displayed on shelves in

Amathus stores across London, and Fenwick's department stores in Newcastle, York, and Metro Centre.

With a full range of classic and modern cocktails on offer, TASTE offers something for everyone, from the curious newcomer to seasoned cocktail lovers alike.

Notes:

- TASTE cocktail kits have just launched in high-street stores: Fenwick (Newcastle, York, and Metro Centre) and Amathus (London: Soho, Knightsbridge, Shoreditch, and Bank).
 - <http://www.fenwick.co.uk> and <http://www.amathusdrinks.com>
- SEIS: <http://www.seis.co.uk>