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DIVA & JAGOs being featured in Singapore newspaper, 'Straits Times, Urban' -21 Sept 2006

DIVA 和 JAGOs 的产品介绍刊登在新加坡报刊 'Straits Times - Urban' 里. - 2006年9月21日

Extracts from the article,

" ... creamy drinks also suit their tastes. But since they are so weight-conscious, they will limit their consumption of such liquor like Jagos Vanilla Vodka Cream ...

...latest liquor to seduce women drinkers is Diva Vodka....

...premium vodka from Scotland is in the same league as Grey Goose and Belvedere vodkas...

... in the United States, there are even bespoke bottles of Diva Vodka which contain precious gems and diamonds. Price starts at a cool US\$3,700...

22 THE STRAITS TIMES URBAN

DRINKS

SEPTEMBER 21 2006



LIQUIDDIET

/May Yip

The end of Sex And The City two years ago was the final nail in the coffin for the trendier-than-thou Cosmopolitan.

Apart from the ubiquitous pairs of Manolos, Cosmos were something Carrie Bradshaw and her chic clique in the hit television series were hardly ever seen without.

Since this cranberry and Triple Sec martini is now so last season, what other poisons of choice does the hip girly tippler have?

From now until November, The Living Room at The Marriott hopes to attract party girls with limited-edition martinis in jewel hues.

Those who buy the martini may even win the precious stone which inspired the drink.

There are three colours: a pinkish-orange one inspired by the Padparadscha sapphire from Sri Lanka; a bluish-green Midori-based concoction that takes the shade of a piece of alexandrite; and a purplish-blue Creme de Cassis and Absolut Kurant cocktail mimicking a shade of tanzanite.

Each martini costs \$10 and the winners of the gems will be announced at The Living Room's Gems Martini parties.

LADIES' MIGHT

Chick concoctions are all the rage as hotspots raise the bar in luring women drinkers



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"The top factors for a female drinker are often colour, a smooth and sweet taste and presentation," says Kevin Hee, manager of Mint bar and its sister restaurant Graze.

Popular chick concoctions at the Rochester Park bar include a Belvedere Cosmopolitan menu with cucumber, chilli and lemongrass flavours as well as the fruity Hoegaarden beer and Macallan Scotch for the seasoned drinker.

Binge drinking on the rise

Your modern-day female reveller is also not quite the stereotypical teetotaler — the number of women who binge drink tripled from 1.2 per cent to 3.7 per cent over five years, according to a 2004 National Health Survey.

Someone who downs at least five drinks in one sitting is considered a binge drinker.

Marco De Miranda, general manager of The Living Room, says women make up about 30 per cent of the bar's drinks sales.

He also notes a growth in the consumption of wine and white beer like Hoegaarden among female customers.

"Creamy drinks also suit their tastes. But since they are so weight-conscious, they will limit their consumption of such liquors like Jago Vanilla Vodka Cream."

The latest liquor to seduce women drinkers is Diva Vodka, which comes in a clear cylindrical bottle adorned with a thin column of coloured cubic zirconia gems in its centre.

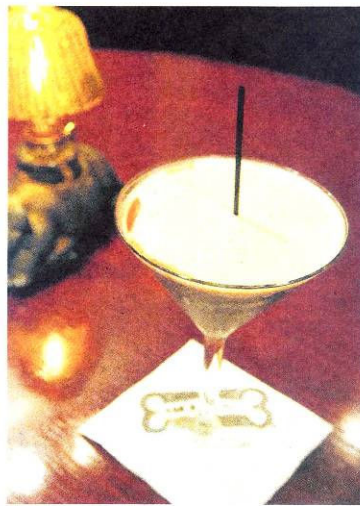
The premium vodka from Scotland is in the same league as Grey Goose and Belvedere vodkas and costs \$280 a bottle from The Living Room and other bars.

In the United States, there are even bespoke bottles of Diva Vodka which contain precious gems and diamonds. Prices start at a cool US\$3,700 (S\$5,870).

Now you don't have to wear pink to match your favourite classic Cosmo when there are drinks in so many yummy colours — and flavours — to suit your fancy.

The first 30 Urban readers who present this page at The Living Room's invitation-only Padparadscha Martini Party on Sept 27 get in free. Doors open at 9pm and a free flow of Gems Martinis will be served.

GOING BEYOND THE POPULAR 'COSMOPOLITAN'

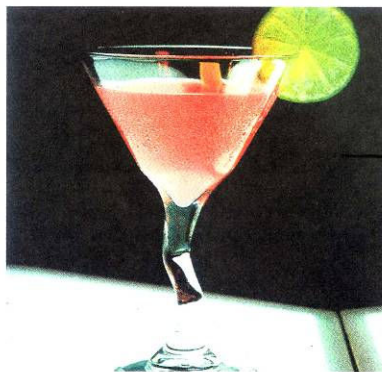


Morton's Chocolate Martini

2 Tbs Hershey's Shell Topping
45ml Van Gogh Dutch Chocolate Vodka
2 Tbs half-and-half (a mixture of equal parts milk and cream)
15ml chocolate liqueur
15ml dark Creme de Cacao

1. Pour the topping into a chilled martini glass. Swirl the glass, angling it so that the topping covers the bottom of the glass and comes about halfway up the sides. The topping will harden quickly on contact with the cold glass. Return the glass to the refrigerator until ready to use, to give the chocolate time to set.

2. Pour the vodka, half-and-half, liqueur and Creme de Cacao into a cocktail shaker filled with ice cubes. Shake 15 times. Strain into the martini glass and serve.



Padparadscha Martini from The Living Room

30ml Diva Vodka
150ml Campari
45ml grapefruit juice
A dash of grenadine

Combine all ingredients in a cocktail shaker with cracked ice and shake well. Strain into a chilled martini glass.



Cucumber Cosmo from Mint

1. Muddle together some fresh cucumber and mint in a cocktail shaker. Then squeeze some fresh lime over the mixture.
2. Add a splash of cloudy apple juice (as opposed to the clear, brownish variety) and a good shot of Belvedere Vodka.
3. Add ice and shake.
4. Strain into a chilled martini glass and garnish with a thick wheel of fresh cucumber.

Photographers: DESMOND FOO & ASHLEIGH SIM

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