



Time to Rediscover 'Pure Chocolate Pleasure'

It's the consumer who is the real driving force behind growth of increasingly premium beverages in both the retail and out of home markets. This, combined with consumers' growing knowledge and demand for darker, more continental-style chocolate, is the key reason for the launch of Ciocchino. With a distinctly adult taste, Ciocchino is an espresso-style shot of the highest quality real chocolate created using a custom designed dispenser. It is made from whole chocolate rather than chocolate powder. Ingredients are blended together at the perfect temperature to deliver a silky smooth, thick, decadent drinking chocolate served with a 'Cigarette Russe', a traditional Continental-style rolled wafer biscuit.

"During the recipe development of Ciocchino, our team of industry experts ran tests at the Barry Callebaut Academy where several high-grade dark chocolates from different parts of the world were tasted in liquid



form," says Sanjeev Ramchandani, managing director of Keylink, suppliers of the



Ciocchino system. "The final selections each have a distinct flavour, and leave the consumer wanting more." The result is that operators can now choose between two grades for their Ciocchino system – Classic Guayaquil Dark (64% cocoa) and Extra Bitter Cuba (70% cocoa). For more information on Ciocchino contact Diane Venn on Tel 01525 840830, E-mail ciocchino@keylink.org or visit www.keylink.org/ciocchino. □

New Marketing Drive by Martini

Martini vermouth, Europe's biggest wine and spirit brand, is embarking on a huge marketing drive to contemporise the brand and keep it at the forefront of consumers' minds. Directly targeting 25-34 year old women, Martini vermouth is bringing its Terrazza, a stunning outdoor bar, to London for the first time in fifty years while simultaneously embarking on a global partnership with Hollywood Blockbuster Ocean's Thirteen.

With a huge al fresco terrace and state-of-the-art contemporary furniture, the Martini Terrazza is designed to reintroduce the 'wow' into Martini. Bringing the Italian "gioia di



vivere" (love of life) to London, consumers will be invited to sit back, relax and enjoy a perfectly mixed Martini while soaking up the glamour and the sophistication that the

Martini Terrazza provides.

Liam Newton, director of marketing comments: "Martini is performing well and in the last two years has increased its share of the total vermouth category to 46%. Hopefully this upward trend will continue as the Martini Terrazza brings the glamour back into Martini and introduces the brand to a new generation of women."

Building on its historic association with film, Martini is embarking on a global partnership with Ocean's Thirteen. The package includes product placement in the film and sponsorship of the Ocean's Thirteen premiere party at the Cannes Film Festival. □

Corona Gains Title Sponsorship of Cork Film Festival

Corona, the popular bottled beer, will add its name to the internationally-acclaimed Cork Film Festival, which will be renamed Corona Cork Film Festival in a three-year sponsorship deal valued at Eur500,000 including both sponsorship fee and marketing support spend. The Corona Cork Film Festival will screen top international films at venues throughout Cork city, from 14th to 21st October this year.

Michael Barry, managing director of



Miss Cork, Aisling Cronin, with Michael Barry (Barry Fitzwilliam Maxxium) and Mick Hannigan at the announcement of Corona Extra's title sponsorship of The Cork Film Festival.

Barry Fitzwilliam Maxxium, the importers of Corona Extra, says: "This sponsorship is a excellent fit for Corona Extra, and an opportunity to support the Festival, while at the same time building the brand further. The product has seen phenomenal growth in the last few years, and is now the leading brand in the premium imported beer category." The initiative also coincides with Barry Fitzwilliam Maxxium's celebration of 25 years in business, which started in Cork. □