

DISARONNO®



THE 'DISARONNO DIVA' IS LAUNCHED TO TOAST DISARONNO AS HOST OF THE OFFICIAL BAFTA AFTER PARTY

Disaronno, the world's favourite Italian liqueur, is proud to be hosting the Official BAFTA After Party at the UK's most stylish and prestigious red carpet event, the Orange British Academy Film Awards.

The awards take place in London on the 12th of February where the official Disaronno After Party will take place at the Grosvenor House Hotel. The Disaronno Diva has been created for the event and celebrates Disaronno's ongoing association with the best of world cinema.

The Disaronno Diva

The Disaronno Diva effortlessly captures the opulence of the awards. Disaronno's lead role is perfectly supported by pineapple and lemon juice then topped with champagne. A dash of Kummel adds a delicately complex flavour of caraway seed, cumin, and fennel. Silver sugar pearls and an elegantly sculpted lemon garnish give the drink further star appeal.

Recipe:

25ml Disaronno
10ml Kummel
15ml lemon juice
40ml pineapple juice
Champagne to finish

Method:

Combine the Disaronno, Kummel, lemon and pineapple juice in a cocktail shaker with ice and shake. Strain the mix into a flute and top up with chilled champagne. Garnish with silver sugar pearls and lemon zest peel.

Also making an appearance on the night will be the Disaronno Sour and Disaronno Godfather.

The sweetness of Disaronno is complimented by the sharpness of fresh lemon juice to create a Disaronno Sour, a classic combination that has true star quality.

The intense combination of Disaronno and Scotch Whisky that is the Disaronno Godfather was created in the USA during the 1970's and became the favoured choice of screen legend Marlon Brando.

For BAFTA related news, pictures and footage stay tuned via www.facebook.com/Disaronno

ABOUT DISARONNO

The legend of Disaronno dates back to 1525, when Renaissance artist and Leonardo da Vinci pupil Bernardino Luini was commissioned to paint a fresco in Saronno. To portray the Madonna of Miracles, he chose as his muse a beautiful local innkeeper. She repaid the honor by giving the artist a flask of a fragrant and delicate amber liqueur known as amaretto. With its distinctive stopper and iconic square faceted Murano glass bottle, Disaronno is now the world's favorite Italian liqueur, regarded as an icon of style and sophistication and appreciated as a 'magic mixer' for contemporary social settings--Disaronno Sour, anyone?--as well as neat or on the rocks. www.disaronno.com

For further information, please contact Kirsty Chant or Lucy McCulloch at touch pr

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Notes to Editors:

For more information on Disaronno and for great cocktail ideas visit www.disaronno.co.uk, Disaronno_UK on Twitter or www.facebook.com/Disaronno

Disaronno is a versatile drink that can be enjoyed over ice or in a number of delicious cocktails and is available in supermarkets and off licenses (RRP £12.99- 50cl).

The amber liqueur is presented in a rectangular glass decanter designed by a craftsman from Murano.

Disaronno is made in Saronno, Italy, using only the highest quality natural ingredients such as the pure essence of seventeen selected herbs and fruits soaked in apricot kernel oil.

Disaronno is the world's bestselling Italian liqueur and ranks as one of the bestselling liqueurs worldwide.

About BAFTA:

The British Academy of Film and Television Arts is an independent charity that supports, develops and promotes the art forms of the moving image by identifying and rewarding excellence, inspiring practitioners and benefiting the public. In addition to its Awards ceremonies, BAFTA has a year-round Learning & Events programme that offers unique access to some of the world's most inspiring talent through workshops, masterclasses, lectures and mentoring schemes, connecting with audiences of all ages and backgrounds across the UK, Los Angeles and New York. BAFTA relies on income from membership subscriptions, individual donations, trusts, foundations and corporate partnerships to support its ongoing outreach work. For further information, visit www.bafta.org or www.bafta.org/guru.