

Coca-Cola enters the premium mixer market

Coca-Cola's new Signature Mixers range, which will launch in the UK from June, marks the first time the brand has expanded into the alcohol space and taps into the growing premium mixer market.



Coca-Cola enlisted a host of influential bartenders to create four crafted mixers, specifically designed to be paired with premium dark spirits. They were tasked with taking the familiar flavour of Coca-Cola and experiment with over 200 contemporary and traditional ingredients to create the new mixers.

Taking cues from the brand's heritage including the founder and inventor, Dr Pemberton in 1886, Coca-Cola Signature Mixers will be served in a contemporary Hutchinson glass bottle – a silhouette that pre-dates the iconic Contour – first used by Coca-Cola in 1894 when the product was bottled rather than served at a soda fountain. Each batch is stamped with the signature of its co-creator.

Four flavours

The collaborative project started in March 2018, inviting several mixologists to attend a Coca-Cola curated workshop held at a secret location. The mixologists created different variations, before inviting consumers to taste their recipes. As a result, the most popular four flavours were chosen as the first batch of Coca-Cola Signature Mixers.

The four mixers were crafted by the following experts:

Coca-Cola Signature Mixers Smoky Notes by Max Venning

Coca-Cola Signature Mixers Spicy Notes by Adriana Chía and Pippa Guy

Coca-Cola Signature Mixers Herbal Notes by Antonio Naranjo and

Coca-Cola Signature Mixers Woody Notes by Alex Lawrence.



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Ana Amura, senior brand manager at Coca-Cola Great Britain, explained: "Coca-Cola has always had a synergy with dark spirits and classic cocktails, from the inception of the iconic Cuba Libre in the late 1900s to the popular Whiskey & Coke in the early 20th century. With the rise of mixed drinks, we're excited to announce the launch of Coca-Cola Signature Mixers, a specific range uniquely created to mix with dark spirits."

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