

ICE SCULPTING AND A TASTE OF SOUTH AMERICA COMES TO HEDDON STREET THROUGHOUT JULY

Submitted by: Belowzero London Ltd

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WITH BELOWZERO RESTAURANT, ABSOLUT ICEBAR LONDON, SAGATIBA CACHAÇA AND MATUSALEM RUM

Throughout the summer months every Wednesday and Thursday evening it is party time in Heddon Street, Regent Street's Food Quarter home to Aubaine, belowzero, La Locanda, Living Room W1, Momo, Piccolino and Strawberry Moons. It is a great place to chill out after work or shopping and enjoy live music and al-fresco dining from 18:30-21:30.

There will be exclusive ice sculpting demonstrations on Heddon Street every Wednesday in July accompanied by belowzero's resident Jazz band, The Madness of King Jazz. This will run alongside a London specific ice design competition where the winning design will be sculpted live on the street on Tuesday 31st July by Thoms and Nilsson who designed the latest ABSOLUT ICEBAR 'London theme'. The winner will win a trip to the world famous ICEHOTEL in Sweden courtesy of Discover the World and all runners up will receive dinner for two in one of the superb restaurants on Heddon Street.

Every Thursday in July, belowzero have teamed up with Sagatiba and Matusalem Rum to bring a taste of South America to the street.

On Thursday 5th and 12th July, Sagatiba will provide a remote bar with samples of their superb Caipirinha cocktails as well as a live Brazilian duo and Capoiara dancers for all Heddon Street guests to enjoy.

Combining the Nordic suffix 'saga' which means 'legendary search' with the Brazilian native word 'tiba' meaning 'infinite', Sagatiba literally means an infinite search – a search for quality, purity and flavour.

Distilled from fresh sugar cane juice, the result is Sagatiba Pura: a premium cachaça with a pure, clean spirit, smooth taste and a soft, crystal-clean aroma. Aside from Pura, Sagatiba also produces Sagatiba Velha, a blend of the finest Brazilian cachaças, which are then slowly aged in oak barrels. The result is a cachaça that embodies care and attention to every last detail - a golden liquid with a fruity aroma and full bodied flavour, perfect for drinking straight.

On Thursday 19th and 26th July, Matusalem Rum will take to the street with a remote bar and samples of the infamous Mojito cocktails! There will also be a live Cubano style Jazz band playing and some warm inviting South American backdrops.

The name 'Matusalem' comes from the Spanish proverb "Esto es mas viejo que Matusalem," meaning, "It's older than Methuselah." Methuselah was an Old Testament patriarch who is said to have lived for 969 years. The name was chosen to highlight Matusalem's unique production method and its focus on the ageing process required to achieve Matusalem's unique flavour.

As with so many other successful Cuban companies, the Alvarez family that founded Matusalem Rum, fled Cuba with the ascension of the Castro regime. It is now bottled and produced in Santiago, Dominican

Republic, where the environment – weather pattern, sugar cane, soil and water – is most similar to Cuba. Matusalem Rum is one of the finest rums in the world – a smooth, mellow and refined rum filled with Cuban tradition and over 130 years of history.

Each restaurant will showcase Sagatiba and Matusalem Rum through special menus with belowzero offering a £20 platter and cocktail offer to their guests.

- ENDS -

Notes to editors:

- belowzero restaurant + lounge and ABSOLUT ICEBAR LONDON are located at 31-33 Heddon Street, just off Regent Street

- All the ice being used for the competition comes from the Torne river in Sweden and is the same ice used in ABSOLUT ICEBARs for its extreme purity and clarity

- The restaurants on Heddon street are Aubaine, belowzero, La Locanda, Living Room W1, Momo, Piccolino and Strawberry Moons

- The ice sculpting will take place every Wednesday in July with the final on Tuesday 31st July

- 'A taste of South America' will take place with Sagatiba on Thursday 5th and 12th July and with Matusalem on Thursday 19th and 26th July.

- Contributor websites are: www.belowzerolondon.com www.regentstreetonline.com www.sagatiba.com
www.matusalem.com www.discovertheworld.com

For further information regarding the events, please contact:

Puja Khanna
Marketing + PR Manager
belowzero restaurant + lounge|ABSOLUT ICEBAR LONDON
T: 020 7478 8926
M: 07894 208 848
E: puja@belowzerolondon.com