



## **MEDIA RELEASE**

### **Aussie bartenders embrace the dark and mysterious**

With an exotic crimson appearance and unique flavour, there's little wonder leading Australian bartenders are expecting blood orange cocktails to be this winter's beverage of choice.

2010 Diageo Reserve 'World Class Bartender of the Year,' Adam Brewer, said Australian grown blood oranges were the ideal fruit to develop a range of unique cocktails around, with their sweet flavour adding an appealing twist.

"There's something sexy and exotic about Australian grown blood oranges and they always add a distinctive element to a cocktail that few other fruits can," Mr Brewer said.

"The delicious citrus fruit blends perfectly with vodka, gin and even scotch whisky to create deliciously seductive cocktails that appeal to a range of tastes."

Mr Brewer said the colour of Australian grown blood oranges generally varied from deep crimson to almost black, ensuring each cocktail had its own 'signature.'

"Australian grown blood oranges are fantastic to work with in both flavour and appearance and I look forward to seeing this season's wonderful colour palate," he said.

"In addition to blood oranges, more traditional orange varieties such as valencias and navels are also fantastic cocktail ingredients and look set to once again be a very popular ingredient this year."

CEO of Citrus Australia, Judith Damiani, said although Australian grown blood oranges are only available from August to October, quality is expected to be outstanding, keeping for up to three weeks in the fridge.

"Australian grown blood oranges are certainly emerging as a popular gourmet ingredient, not only in cocktails, but also in salads and desserts," Ms Damiani said.

"As well as differences in appearance, blood oranges have a raspberry like flavour in addition to the usual citrus notes, making them a truly unique fruit."

For more information on the Australian orange season please visit: [www.oranges.com.au](http://www.oranges.com.au)

**Media Contact: For further information, recipes or high resolution images please contact Belinda Zordan or Millie Yervantian at Clemenger PR on (07) 3833 3666.**

### **About Citrus Australia**

Citrus Australia Ltd is the national peak body for citrus growers. Citrus Australia represents the industry in policy and advocacy, biosecurity, market access, promotion, research, and communications. The citrus industry in Australia is worth \$540 million and represents the interests of around 2,000 citrus growers. It is the largest fresh fruit exporter, with annual export earnings of around \$190 million.

For further information please visit [www.citrusaustralia.com.au](http://www.citrusaustralia.com.au)