

# Cocktail Keg Company

Ambient

## Background

Cocktail Keg Company, an innovative-led producer of pre-made cocktails in Belfast was established by fellow mixologists Paul Burns and Anthony Farrell.

Previously focused on supplying cocktails to the pub trade, the Cocktail Keg Company pivoted its business at the start of lockdown as pubs were forced to close. It began selling to consumers through the retail trade and online, a side of the business which has continued to grow and now compliments its pub business.

While growing its retail trade, Cocktail Keg Company has also been innovating its offer for the pub trade.

It has developed a citrus product which negates the need to import limes and lemons; has developed a method to make a sugar substitute using beer; a vacuum pump system for their bar customers which negates the use of CO2 gas and it also plants a tree for every order placed online.

The company has moved its sales and development staff team to the Innovation Factory on the Springfield Road in Belfast while retaining production at its Bankmore Square base.

The company recently signed a £500,000 deal with convenience store company Musgrave Northern Ireland which will see Cocktail Keg Company's portfolio of cocktails distributed through Musgrave's network of stores which include SuperValu, Centra, Mace, Musgrave MarketPlace as well as drinks distributor company Drinks Inc.

## Product Range

Bramble  
Bumble & Gruber  
Espresso Martini  
French Martini  
Gluwhein  
Irish Coffee  
Long Island Iced Tea  
Old Fashioned  
Pina Colada  
Pornstar Martini  
Singapore Sling  
Strawberry Daiquiri  
Tommy's Margarita  
Vintage Mai Tai  
Whiskey Sour  
Zombie

## Customers

## Awards held

- Great Taste Awards 2023: Two Gold Stars for our Ranch Water & One Gold Star each for our Irish Coffee & Carrot & Walnutt Daiquiri
- Irish Quality Food Awards 2022: Bronze award for the Cocktail Keg Company Margarita in the Ready to Drink category
- Great Taste Awards 2022: Two Gold Stars each for our Whiskey sour / Irish Daiquiri and Bloody Mary Cocktails and One Gold Star each for our Pornstar Martini, Espresso Martini, Bramble and Negroni Cocktails.

## Contact this supplier

- **Anthony Farrell**

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## Image Gallery

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