

# Editors' CHOICE

## *Fever-Tree Premium All-Natural Mixers*



journey across the world in search of the best quality ingredients worthy of mixing with top-shelf premium spirits.

After years of research and travel to some of the world's most remote regions, Rolls and Warrillow launched Fever-Tree Indian Tonic Water made from the world's purest quinine and with no artificial flavors, colors, sweeteners or preservatives. The launch of Fever-Tree's inaugural mixer doubled as the launch of the world's first premium tonic, pioneering a new, previously unexplored category for the beverage industry.

Rolls and Warrillow have dedicated their livelihoods to globe-trotting in search of the best ingredients for their all-natural premium mixer range. Quinine from the Congo, Sfumatrice lemon essence from Sicily, and ginger sourced from Nigeria, the Ivory Coast, and Cochin, India



IN JUST FIVE YEARS SINCE its introduction to the U.S., Fever-Tree Premium All-Natural Mixers ([www.fever-tree.com](http://www.fever-tree.com)) has garnered overwhelming praise among the nation's top industry personalities, bars, and restaurants, who have declared Fever-Tree their "mixer of choice."

The brainchild of Co-Founders Charles Rolls and Tim Warrillow, Fever-Tree was conceived to address the injustice to premium spirits when mixed with mass-market, low-grade mixers full of preservatives, low-quality aromatics, and artificial sweeteners. Their conviction in the notion that premium spirits deserve premium mixers proved the catalyst for their



name just a few of the exotic ingredients and places that make up this line of superior all-natural mixers, which has ballooned to nine labels in the U.S.: Indian Tonic Water, Naturally Light Tonic Water, Bitter Lemon, Club Soda, Ginger Ale, and Ginger Beer, as well as, Mediterranean Tonic Water, Naturally Light Ginger Beer, and Sparkling Lemon, introduced in 2012.

Now available in 36 countries, Fever-Tree has not only forged the development of a new category in which it annually eclipses its own

benchmarks for success but has dually forged a path for the improved enjoyment of premium spirits in cocktails. ●



*Tim Warrillow and Charles Rolls (top left); Fever-Tree gin & tonic mixer (top right); Fever-Tree's 250 ml selection (center); ginger from the Ivory Coast (bottom left); view from the Fever-Tree plantation in the Congo (bottom center); thyme fields in Providence (bottom right)*