

zeta

2009 Cocktail Trends

Join us at Zeta to find out what's hot this year

Media Release

Sydney Australia – 27th January...Zeta's leading mixologist, Grant Collins, has travelled across the globe to discover what this year's cocktail trends will be. From London to Malaysia, Grant has gone in search of drinks that will continue to place Zeta at the forefront of Australia's cocktail bars.

"This year is going to be a year of wonders at Zeta. We have several concept cocktails that are going to excite adventurous drinkers and for others wind back time to the forgotten classics where cocktail making began," Collins says.



Already noted as the first bar in Sydney to introduce global bar trends such as "airs, foams and misting", Zeta takes this methodology even further in 2009, transforming the typical bar night into an experience.

From the 9th-13th February Grant will be hosting small groups of media to sample Zeta's latest cocktails and learn about their origins. The Zeta Trends Week will be in the VIP areas at the bar and include:



Monday – Deconstructed Cocktails

If you broke down a cocktail piece by piece, what would it look like? Think palette-cleansing deconstructed gin and tonic or a martini jelly with vermouth "air".

Tuesday – Vintage Cocktails & Forgotten Classics

Prepare to take a step back in time to a bygone era where cocktails were simple and strong. These 'Forgotten Classics' will be served in the finest vintage glassware, prepared by Grant with a Zeta twist.

Wednesday – Nitrogen & Concept Cocktails

Find yourself sampling the latest and craziest cocktails from across the globe on this night with a selection of edible cocktails created as well as those with foams, airs, emulsions, jellies and alcoholic sorbets.

Thursday – The Perfect G/V&T

Ever wanted to experience the ultimate G&T? If you're a vodka fan we'll also be showing how to make the perfect V&T using only the most premium ingredients. Think triple frozen VOSS water and you're off to a good start.

Friday – BBQ Food & Cocktail Matching

Come and sample a varied five course selection of delicious BBQ offerings on the Zeta terrace. Grant will walk us through some contemporary, simple and fun cocktails to match the typical mod-Oz BBQ.

To book in for the Zeta Trends Week, select the night most relevant to your publication and book in quick as numbers are strictly limited to five guests per night! For media information, interviews or to test this experience for yourself, please contact Carla Webb or Tanya Lim from Horizon Communication Group on 02 8572 5600 or email carla@horizoncommunication.com.au



About Hilton Sydney

Hilton Sydney has proved its place as Australia's number one hotel for fine dining, rest and play, winning an unprecedented number of titles both nationally and internationally:

- Bar of the Year – Zeta, *National AHA Awards, 2008*
- Bar of the Year – Zeta, *HM Awards for Hotel and Accommodation Excellence, 2008*
- Best Hi-Tech Hotel - *HM Awards for Hotel and Accommodation Excellence, 2008*
- Award of Excellence – glass *Wine Spectator, 2007*
- Regional Wine List of the Year – glass *Restaurant and Catering Awards, 2007*
- Rated in the Top 3 Hotels Overall in Oceania - *HotelClub Hotel Awards 2007*
- Bar of the Year – Zeta, *HM Awards for Hotel and Accommodation Excellence, 2007*
- Best Hi-Tech Hotel - *HM Awards for Hotel and Accommodation Excellence, 2007*
- Health Club Facilities of the Year – LivingWell Premier Health Club, *Australian Hotels Association, 2007*
- Best Hotel Restaurant – glass *National AHA Awards, 2006*
- Best Bar Presentation and Service – Zeta, *National AHA Awards, 2006*
- Best Re-Developed Hotel *National AHA Awards, 2006*
- Best New Hotel *National HM Awards for Hotel and Accommodation Excellence, 2006*

Hilton Sydney opened its doors on July 15 2005 following a 30 month and AUD\$200 million rooftop to basement reconstruction to produce a complete re-think on hotel form and function. The hotel is home to:

- glass - a French style "brasserie" headed by esteemed Australian chef Luke Mangan.
- Zeta bar – champion of some of the most prominent global bar trends in the world
- Marble Bar - Sydney's favourite Heritage-listed watering hole
- Street-side casual eatery, Caffé Cino
- LivingWell Premier Health Club - the biggest hotel-based health club in Australia
- Four dedicated levels of event and conferencing space totaling 4000 square metres and a capacity for 3000 delegates

To book or to hear more about other inspiring offers, please call Hilton Sydney on +61 (0)2 9266 2000 or visit www.hiltonsydney.com.au

About Hilton Hotels & Resorts

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Hilton Hotels Australasia

Hilton Hotels has 9 properties in Australasia including the Hilton Sydney, Hilton Melbourne Airport, Hilton on the Park Melbourne, Hilton Adelaide, Parmelia Hilton Perth, Hilton Brisbane, Hilton Cairns, Hilton Auckland and the Fiji Beach Resort and Spa, managed by Hilton. In addition the Hilton Melbourne South Wharf is under construction and due to open in the first quarter of 2009.