



INTELLIGENT

PRESS RELEASE

CHAMBORD LAUNCHES THE HUNT FOR HOLLY COMPETITION

Chambord, the iconic French black raspberry liqueur, is launching a nationwide competition – The Hunt For Holly – to celebrate its headline sponsorship of the forthcoming West End production of Breakfast at Tiffany's. The show, which opens in September, will star Anna Friel in the role of Holly Golightly. Chambord's involvement represents the first deal of its kind in the UK.

The primary aim of the competition is to find the official cocktail of the show – the Holly Golightly - named after the protagonist of Truman Capote's original novella, from which the production has been adapted. Held in association with the UKBG (United Kingdom Bartender's Guild) and launching in May 2009, The Hunt For Holly will be open to professional bartenders across the country.



THE HUNT FOR HOLLY – STRUCTURE

The structure of the competition will include an entry round, whereby bartenders are encouraged to submit their entries, a semi-final featuring the 12 shortlisted contenders, from which 8 finalists will then be selected. The Grand Final will take place on the 15th September at La Vie en Chambord, a fancy dress invitation only event for bartenders celebrating Chambord's involvement with Breakfast At Tiffany's. La Vie en Chambord will be held at The Valmont Club, an exclusive members club in Chelsea, London.

The Hunt for Holly will be judged by a panel that includes Alex Turner of Bacardi Brown Forman, a representative from the UKBG and Colin Ingram, who is producing the show. As well as enjoying the prestige that comes with having their cocktail served to thousands of theatre-goers, the winner will receive exclusive tickets to the Breakfast at Tiffany's show, a weekend stay at top London hotel The Cavendish and a pre-theatre supper at innovative pan-Asian restaurant Inamo.

For more details or to download an entry form, please go to:
www.thehuntforholly.com or email huntforholly@intelligent-pr.com

CHAMBORD

Chambord is a unique French, black raspberry liqueur and has been part of the Brown Forman stable since July 2006. Still produced to this day in the Loire Valley, Chambord is inspired by a black raspberry liqueur made during the 17th Century for the Louis XIV. Using all-natural ingredients, it is produced in a unique three-step process, guaranteeing an exceptionally velvety rich taste.

The drink includes raspberries and blackberries of exceptional quality, Madagascar vanilla, Moroccan citrus peel, honey and XO cognac. It is an ideal partner for Champagne and is favoured by bartenders because of its versatility.

BREAKFAST AT TIFFANY'S

Breakfast at Tiffany's premieres at the Theatre Royal Haymarket on September 29th. Set in Manhattan's Upper East Side, during the final years of World War II, the play documents the story of a young writer's fascination with his charming and troubled neighbour, the unorthodox Golightly.

THE VALMONT CLUB

The Valmont Club, a 300 capacity nightclub with striking interior design, an impressive cocktail list and a desirable location opened on the Fulham Road, Chelsea, in Autumn 2007. Located on the site formerly known as Café des Artistes, the popular 1960's and 1970's live music venue fraternised by The Rolling Stones and Roger Waters, where performers included David Bowie and Queen, The Valmont Club re-introduces the bohemian spirit and artistic appeal of its previous incarnation.

www.chambord.com
www.thehuntforholly.com
www.inamo-restaurant.com
www.thevalmontclub.com

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