



PRESS RELEASE

ANDY PEARSON LAUNCHES NEW DRINKS WEBSITE, INTOXICOLOGY.CO.UK, THIS AUTUMN

Intoxicology a new website which aims to provide information on all the latest drinks industry news, tips and recipes launches this Autumn. Founded by mixologist Andy Pearson (winner of the UK Bartenders' Guild National Championship, and finalist in the International Bartenders' Association World Championship 2008), Intoxicology.co.uk aims to combat consumer acceptance of mediocrity within the drinks industry through innovative articles and video content.

Built entirely around impartiality and independence, with a notable absence of advertising, Intoxicology.co.uk will feature menus to use for various occasions ranging from engagement parties to house warmings, complete with 'How To' videos to make preparation at home easy and simple.

A spirits library allows people to compare different spirits and find the best uses for each aims to heighten general knowledge and answer any questions, while online competitions will offer visitors of the site the chance to win premium spirits and trips abroad. A search facility will allow people to look for cocktail recipes based on base ingredients, style, flavour and even the style of glass it is best served in.

Intoxicology.co.uk will be also dedicated to celebrating the skills involved behind the bar. By raising awareness about the knowledge and technique required to be a bartender, Intoxicology hopes to raise people's perception of the industry and encourage interest in it as a career.

INTOXICOLOGY.CO.UK – ANDY PEARSON

Having spent thirteen years behind the bar (ten of which were spent managing a variety of London's finest drinking establishments - The Hoxton Pony, East @ West), Andy Pearson decided to impart his enviable knowledge and experience to the public.

As well as founding the website, Pearson is currently involved in projects with a number of the World's leading drinks companies including Diageo, Bacardi, Brown-Forman, Pernod-Ricard and Beam Global Brands, as well as number of the countries finest chefs. Pearson also presents a drinks segment on the BBC's top rated Sunday morning show "*Something for the Weekend*".

Pearson is highly recognised amongst his industry peers as a leading drinks authority. As the current UK Bartenders Guild Nation Champion, and having finished fifth in the World Championships in Taiwan when representing the UK in 2008, he is now a well respected competition judge.

The Observer also recently profiled Pearson as one of the Top Ten in his category in their Future 500 program, a prestigious list identifying "*the brightest and best rising stars across ten fields in the UK*".

INTOXICOLOGY

www.intoxicology.co.uk

For further information on Intoxicology or Andy Pearson
Please contact Claire Adams at Intelligent PR

claire@intelligent-pr.com
www.intelligent-pr.com

+44 (0) 207 287 7222