

Official Launch of ElixElite Cocktail Club - local focus

FOR IMMEDIATE RELEASE

ElixElite Cocktail Club: Bringing Premium Australian Spirits to Your Home Bar

October 2024 – Adelaide SA – Australia's newest cocktail club ElixElite, is changing the game by delivering handcrafted cocktails straight to homes across Australia. Started by two Adelaide locals, David Biviano and Carlo King, ElixElite Cocktail Club offers more than just drinks – it gives you a chance to discover Australia's diverse distilling scene, one sip at a time.

The pair, boasting years in the cocktail and hospitality industry, share an enthusiasm to promote Australian spirits and create unforgettable moments. "We aim to make cocktail creation simple for people. We want them to taste great and introduce people to the amazing work of Australian distillers," David explains.

ElixElite stands as the sole cocktail subscription that teaches people how to craft cocktails at home using only Australian spirits with all the ingredients provided to them.

To find out more about Carlo and David, visit <https://www.elixelite.com.au/meet-the-team>

Made for Easy Use Focused on Top Quality

ElixElite's subscription service is designed to make at-home cocktail crafting a breeze. We do the leg work and find out what works best with, think hello fresh for cocktails. This is not the pre-made cocktails you buy in the bottle shop! In each box, our customers would receive bottles of spirits and ingredients to make the cocktails, plus recipe cards and online video classes to guide them through making amazing beverages!

"It's about making cocktails at home made easy, and bringing the spirit of Australia into your hands with outstanding products and flavours" David explains.

Helping Local Distillers, One Box at a Time

Australian-made spirits make up less than 5% of all alcohol consumed in Australia. We want to change this by not only featuring exclusive Australian spirits from some of the best distilleries in South Australia and beyond but providing an educational platform with a large variety of free features. Furthermore, ElixElite's is partnering up with local legends such as Imperial Measures Distillery, Ambra, Square 1 Gin, Mad Monkey, and many more, our curated cocktail recipes designed to highlight each spirit's unique profiles.

What's Inside the First Box?

The adventure kicks off with a twist on a timeless classic – the Charlie Chaplin, a tasty blend of IMD Distilling Shiraz Gin, Marionette Apricot Brandy, and Davidson plum powder. Plus, a complimentary welcome package worth \$120 filled with top-notch bar gear, makes sure each member has all the essentials to begin.

Pre-sale

ElixElite Cocktail Club plans to launch in April. We are offering a special deal for early subscribers. You can get your first two months with a discount price. If you sign up, you'll receive two boxes of chosen cocktails. Over \$440 of value for only \$260.

To find out more about this deal, visit - <https://www.elixelite.com.au/early-access-presale>

Join the ElixElite Community

Beyond the drinks, ElixElite aims to connect cocktail enthusiasts. Members can access special content, chances to learn from award winning bartenders firsthand. "ElixElite isn't just a product – it's a community that honours the Australian spirit industry and gives people a new easy way to enjoy cocktails at home," Carlo explains.

About ElixElite Cocktail Club

David Biviano and Carlo King started ElixElite Cocktail Club, an online service that delivers Australian spirits and cocktail lessons straight to your home. Each box helps explore Australian distilling flavours in an enjoyable, simple, and interesting way.

David and Carlo are ready to meet with you in person or chat on the phone. To set up an interview, get in touch using the contact info below, or book in via <https://calendly.com/elixelite/ask-us-anything>

To learn more or sign up, check out <https://www.elixelite.com.au/>

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