

Spirit brands of the world at MUDL

MUDL Live will be held from 29 to 31 October, 2015, at the Cape Town Convention Centre and visitors will get the chance to taste, touch and experience some of the most interesting spirits brands the world has to offer.

There will be a number of exciting zones in which visitors can sip, savour and buy premium products, some of which have never before been available in South Africa. For the first time, top-quality brands from all the major spirit categories, as well as wine and beer, will come together under one roof.

There are plenty of products lined up, waiting to introduce you to a whole new world of liquor appreciation. Some are international brands well known for their quality, others are more obscure, craft libations. You can have your favourite drink prepared for you by an industry professional, explore brands you never knew existed, and experience classic cocktails with a twist.

From high profile brands like Belvedere, Ron Zacapa, Bulleit Bourbon, Bacardi, Jack Daniel's, Red Heart, De Kuyper, Havana Club and Beefeater to international products still looking to stamp their footprint on the South African market like Plymouth Gin, Pusser's Rum, Glendalough Irish Whiskey and various small batch rums, visitors will be spoilt for choice. Add to that a host of craft beer and high-end South African wines, making MUDL Live Africa's first all-round liquor exhibition.



A myriad activities

Aside from sipping your way through an array of wonderful drinks, there will be a myriad activities to make a delightful evening out. Seminars by industry experts will run from 4pm onward in the Demonstration Areas, and the interactive MUDL Cocktail Theatre will give visitors the opportunity to learn how to make drinks like a pro.

One of the foremost rum experts in the world and the owner of the UK Rumfest, Ian Burrell, is bringing his Rum Experience to MUDL Live. Look out for him in the Rum Zone, easily recognisable by his Panama Hat and bright shirts; he will be showing people ways to mix their favourite brands, as well as revealing a few gems from the four corners of the globe. Rums like Pusser's, Gosling's and Pyrat will be in attendance, as well as Brazilian cachaças like Ypioca, and Bacardi will be holding the national semi-finals of its Global Legacy Cocktail Competition at the show.

There will be seminars and master classes on various topics, including:

- The Future of Craft Beer in South Africa
- Single Cask Whisky
- The Golden Age of Cuban Bartending
- 10 Rum Drinks that Changed the Way we Drink
- Improving Bar Profitability and Calculating Real Margins

- Grape vs Grain (wine and whisky go head to head in a pairing)

Tickets now available at R150 from [Computicket](#)

For more, visit: <https://www.bizcommunity.com>