

Whitebox

COCKTAILS

‘Tastes just like a boozy blood orange.’ - Cosmopolitan ‘Best Negroni’

‘An expertly made full-strength single-serve for on the go.’ -Esquire ‘Best Negroni in a Can’

‘The only canned cocktail I have tried that unequivocally tastes of the drink it purports to be. Cute can, too. I commend its creators.’ -The Guardian

At Whitebox we open up the world of cocktails beyond the top cocktail bars to enable anyone to enjoy an exceptional cocktail without being a skilled bartender. We provide everything that you need to recreate the perfect cocktail experience in the home, at a party, at a picnic or on a boat. Fundamentally, Whitebox is about fully enjoying the experience of proper, well-made, high-quality cocktails. Our team brings the quality and expertise of top cocktail bars to the ready to serve format by creating the first ever bartender-operated cocktail production site. Throughout our company – from our in-house cocktail development experts to our factory team and sales – we’re a team of world class bartenders who share an obsession with uncompromising quality. The Whitebox ethos is that proper ready-to-serve cocktails can and should be truly excellent.



POCKET NEGRONI

Porter's Gin, Italian Bitter Aperitif, Sweet Vermouth. The Negroni was invented by Count Camillo Negroni in 1919. While at Bar Casoni in Florence, he demanded that the bartender strengthen his favorite cocktail, the Americano, by replacing the usual soda water with gin. Our negroni stays true to the classic recipe, proportioned precisely to be exactly one serve, including the dilution that you would get if you were in a proper cocktail bar. Best served ice cold, either straight from the can, or served in a rocks glass over quality ice with an orange peel garnish.

‘Best Negroni’ – Cosmopolitan

‘Best Negroni in a Can’ - Esquire

95 Points – Int'l Wine & Spirits Comp. 2022 - “Herbal flavor combining botanicals and pine characteristics, into a full-bodied palate with lingering sweetness balancing with the bitterness. A lovely bittersweet character with a good amount of gin.”



SQUEEZY'S MARGARITA

This is our homage to the classic margarita. The classic Mexican cocktail made with fresh lime, tequila and triple sec (orange liqueur). Shortier, punchier and balanced between the sweetness of the orange liqueur, the sourness of the lime and the herbaceous tequila. Drink chilled from the can or serve in a Nick & Nora or a coupe glass with a lime wedge garnish. For an added touch, wet the edge of the glass with the lime and roll the edge over salt.



ESPRESSO MARTINI By Collina & Co.

An authentic full strength espresso martini made by leading bartender Pietro Collina. The Espresso Martini is a sophisticated modern classic cocktail that combines vodka, espresso and coffee liqueur. Created in the 1980s by London bartender Dick Bradsell, it was born when a customer (legend has it this was supermodel Naomi Campbell) requested a drink to "wake me up and then **** me up." The cocktail became an instant hit, known for its bold coffee flavor and creamy froth. Staying true to this, our espresso martini is full strength, and full flavor.

Chill well. Shake the can for at least 12 seconds to create foam, pour entire contents into a coupe glass (180-200ml glass). Garnish with 2-3 coffee beans.



SPICY MARGARITA

A spicy margarita, sometimes known as a Picante is a vibrant twist on the traditional cocktail, blending fresh lime juice, tequila, and a kick of spicy and herbaceous chili. For our take on the classic, we infused our tequila with a unique blend of whole chilis - jalapeño, ancho, bell pepper and coriander. The result is a perfect balance of sour, sweet and fiery. Serve chilled in a coupe, or a rocks glass with ice and garnish with a lime and chili.



FREEZER MARTINI

Despite its simplicity, a consistently good martini is hard to find, so we set out to make the world's most consistent and perfectly chilled martini. Using our skilled team with decades of bartending experience, we meticulously measure the ingredients to be precise every time. We also created a recipe that allows it to be stored in the freezer without freezing, so that you can always have ice-cold martini. In some cases your glass will frost itself, which we believe is a thing of genuine beauty. Store in the freezer and pour into a Nick & Nora or martini glass, lemon peel garnish. Let thaw for 2 minutes if drinking from the can.

'Master' -The Spirits Business 2022 – *"Praised by our judges for being "clean and smooth" with some "subtle sweetness" and a hint of olive, this silky and viscous RTD Martini is made with Porters gin, dry vermouth and lemon zest. All you need is your favorite coupe and you're ready to roll."*



STRAIGHT UP DAIQUIRI

In the late 1800s, American engineer Jennings Cox was in Daiquiri, Cuba, overseeing mining operations. One hot day, running low on gin, he mixed local rum with lime juice and sugar to create a refreshing drink. This blend became the daiquiri cocktail. Over the years, numerous variations have emerged, including flavored and frozen daiquiris. But the simplicity of the classic is a celebration of balance and nuance that puts it on a completely different level. The classic is best served “straight up” - well chilled, but without ice. Drink chilled from the can or pour into a coupe glass with lime garnish.

CLASSIC COCKTAIL STARTER SET

