



## NEWS AND PICTORIAL ALERT

### **Crown Melbourne's Club 23 Awarded Guinness World Record for the World's Most Expensive Cocktail**

**April 2013, Melbourne, Australia.** Crown Melbourne's Club 23 has been awarded the Guinness World Records title for the World's Most Expensive Cocktail.

Prepared and sold on Thursday 7 February, Crown Melbourne's Club 23 has now received certification from the Guinness World Records office in London.

The cocktail was made with two nips of Cognac Croizet's world record holding 1858 Cuvee Leonie Cognac which recently sold at auction for \$157 000 USD. Club 23's executive bartender, Joel Heffernan's creation also included Grand Marnier "Quintessence," Chartreuse "Vieillessement Exceptionnellement Prolongé," and a dash of Angostura bitters. The cocktail was misted with a dry ice essence which was infused with orange and lemon peel, angelica and star anise. The aptly named cocktail, "Winston," was presented under a cloche. It was served on a bed of "chocolate and nutmeg soufflé soil" and presented with hand-made spun sugar and Chartreuse grapevines made by sensational chef trio, John Lawson, Dalmaine Blignaut and Mario Wischnewski from Mr Hive Kitchen & Bar.

An anonymous buyer purchased the \$12 500.00 AUD cocktail. An additional 11 cocktails are available for purchase, however, as each cocktail requires 16 hours of labour, cocktails must be ordered two days in advance.



Joel Heffernan, Executive Bartender with official Guinness World Record Certificate and his record-breaking cocktail at Club 23, Crown Melbourne

#### **More Details:**

- World record holding Cognac Croizet is officially listed as the most expensive Cognac brand ever sold at auction.
- Only a few hundred bottles of Cognac Croizet 1858 Cuvee Leonie exist in the world and are only released on special occasions, such as in 1944, Winston Churchill and General Eisenhower shared one together on the eve of D-Day.
- Cognac Croizet is a 200 year old Cognac company founded in 1805 and licensed by Napoleon Bonaparte.
- About Joel Heffernan: A recent arrival to the Australian bartending scene, this sound-engineer turned cocktail purveyor has quickly progressed to become a fixture on the competitive bartending circuit. He recently featured as a finalist in the Bartender of the Year competition.

For further information, or to obtain video footage or still photography, please contact:

Tara Bishop  
Media Relations Manager  
Crown Melbourne Limited  
Contact: 03 9292 8673 / 0422003549  
Email: tarab@crownmelbourne.com.au

Ann Peacock  
General Manager - Public Relations  
Crown Melbourne Limited  
Contact: 03 9292 8607 / 0412 334 614  
Email: annp@crownmelbourne.com.au