

Le Barteleur to introduce four RTD cocktails in GTR market



Le Barteleur is introducing four RTD craft cocktails: Manhattan, Negroni, Mai Tai and Hanky Panky

Le Barteleur, the Paris-based premium ready-to-drink (RTD) craft cocktails producer, has announced it will launch four expressions into travel retail this year in partnership with industry consultant Jean-Philippe (JP) Aucher.

The exceptional quality of the four made-in-Paris liquids – Negroni, Manhattan, Mai Tai and Hanky Panky – makes Le Barteleur cocktails the perfect gift for all cocktails and spirit lovers and a great fit for the travel retail channel, according to JP Aucher.

The brand said, “Four ready-made cocktails are worthy of the greatest bartenders, revisiting the past to create new contemporary and unique recipes. This claim has been supported by multi awards including winning Gold and Double Gold at the Women’s Wine & Spirits Awards; two Golds at the San Francisco Spirits Competition 2022; 90/92/94 points and Top 100 for Hanky Panky at the Ultimate Spirits Challenge.”

The name draws inspiration from ‘The Bateleur,’ the first tarot card dating back to the 15th century, but this is very much a product of the 21st century with no best before date and no need to refrigerate or drink within a certain time once opened.

Targeted at the 25-to-60-year-old age group, Le Barteleur was first launched in France in 2019 and is ₁

now available in European domestic markets including Denmark, Switzerland, Germany and Belgium. The brand is targeting 15 markets in the next few years, including locations in the travel retail sector.

Le Barteleur Co-Founder Nicolas Varnier said, "From a very early stage in Le Barteleur's development we believed our premium cocktail product would be a perfect fit for the travel retail market. Now that we are strongly established in some domestic markets, it seems the ideal time to enter travel retail as the travel industry resurges post-COVID."

"In JP Aucher, we believe we have appointed someone very well-respected in the trade who knows the travel retail market inside out. He has a great belief in what our product can achieve in the channel, and we are excited to start working with him to achieve our ambitions."

JP Aucher said, "Ready-to-drink cocktails is a hot category at present and Le Barteleur offers a range that is of the best quality. With travelling consumers looking for something different, unique and within their budget, this is the perfect offer for airport, cruise and inflight retail."

The Le Barteleur cocktails

Negroni 27%ABV

Liquid: The recipe includes gin, bitter and vermouth, with added aromatic plants creating bitter and refreshing scent notes.

Manhattan 26% ABV

Liquid: The recipe includes whisky, vermouth and bitter, with vanilla and honey notes, blended with red fruits such as sweet cherry.

Mai Tai 27%ABV

Liquid: Exotic blend of white and dark rums, lime, and orgeat with refreshing flavours of kumquat and yuzu.

Hanky Panky 23.5%

Liquid: Recipe of gin, vermouth and amaro with ginger notes, giving it a herbaceous and peppery kick.