



MEDIA RELEASE

For immediate release

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The King of Fruit stars as top ingredient in Oprah's first Australian taste experience; the 'HAV-O' Cocktail

When the Queen of the small screen hit Queensland's iconic Whitehaven Beach shores to begin her Ultimate Australian Adventure, she was greeted with the perfect cocktail of tropical flavours, her first real taste of Australia.

As Oprah's first Ultimate Australian Adventure episode went to air she was able to introduce her audiences to Queensland's King of Fruit, the right royal tropical pineapple.

Hayden Wood, Australian- based globetrotting world champion bartender (aka. Woody) and Aussie Chef, Curtis Stone mixed the cocktail of tropical pineapples, wild hibiscus and sugarcane spirit, especially for Oprah.

The two named the cocktail 'HAV-O', 'HAV' being the Aussie slang for Whitehaven Beach and added 'O' on the end "because everything good in Australia has an 'O' on the end of it" Woody explains.

Oprah also asked her viewers to support those affected by the recent Queensland floods. King of Fruits spokesperson, Joe Craggs, is hopeful that publicity surrounding her visit and in some small way the special Hav-O cocktail, will help boost primary industry in this great state.

"So many farmers have been affected by this crisis so if we can help generate publicity and in turn promote our local tropical produce that would be amazing for our growers and the recovery effort in general," said Joe.

Hayden Wood added, "I chose to use freshly juiced pineapples as the cocktail base. Pineapples grow in such abundance in the tropical parts of Queensland and when juiced fresh, it brings the best of the sweet and tang that The King of Fruit is known for." Woody said.

"Then, for the exotic element; Wild Hibiscus Flowers in Syrup that grow like wild in the Sunshine State, adding a beautiful rich red hue to the drink, and a talking point for Oprah and her guests."

"To charge the cocktail, I used Sagatiba Cachaça, a Brazilian sugarcane spirit that, although isn't native to Australia, is my favourite party spirit... and it was a celebration after all!" Woody concluded.

Combine these three delicious tropical ingredients together, shake it and pour it over ice, in a tall glass and you have Australia's national cocktail.

It's that simple. So go on, kick those shoes off, support Australian pineapple growers and have a HAV-O this summer.

---recipe overleaf---

HAV-O

Makes 1 drink

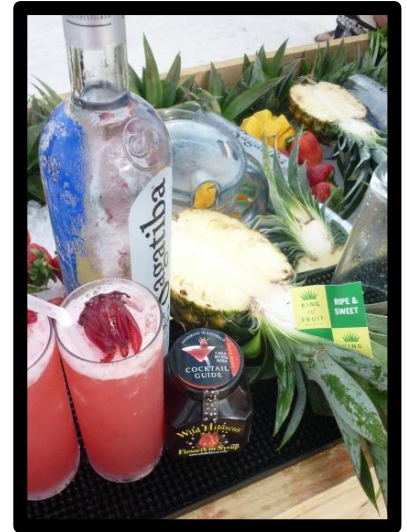
90ml / 3 oz freshly juiced Pineapple Juice (The King of Fruit)

15ml / ½ oz Syrup from Wild Hibiscus Flowers in Syrup

45ml / 1 ½ oz Sagatiba Pura Cachaça

Ice

Wild Hibiscus Flower to garnish



Juice half a pineapple, which should give enough juice for at least four drinks. Then add all ingredients to a cocktail shaker and shake well before pouring over ice into a tall highball glass.

Garnish with one syrup poached wild hibiscus flower from the jar and serve with a straw.

For Woody's Liquid Kitchen web-a-sode of the HAV-O Cocktail, go to;

www.woodysliquidkitchen.com or <http://www.youtube.com/watch?v=Rw2dojVtc0s>

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