



MEDIA RELEASE

March 27, 2015

New Carnival Bar Brings Magic of Alchemy to Sea

A heady combination of handcrafted cocktails, top shelf spirits and fresh ingredients will see Carnival Cruise Line create alchemy on its Australian-based ship this year.

Alchemy Bar is a premium, interactive bar which will be added to Carnival Spirit during its August dry dock.

In line with a vintage pharmacy theme, guests use a prescription pad to select ingredients and watch as a master mixologist handcrafts a cocktail remedy tailored to their individual tastes.

Carnival Cruise Line Australia Vice President Jennifer Vandekreeke said the combination of quality ingredients and friendly interaction created cruise alchemy.

"There's something magical about sitting down for a drink and being involved in the process of having it personalised just for you, to suit your mood in that moment," Ms Vandekreeke said.

"Our Australian guests are social and love trying something new so we expect the new bar to be a big hit down under."

Carnival Cruise Line Vice President Beverage Operations Eddie Allen has overseen the roll out of the new bar on nine ships across the worldwide fleet and said Alchemy Bar had fast become one of the most popular places onboard.

"Alchemy is a premium bar experience offering high-end cocktails, which our guests have really embraced. They're not rushing by for a quick drink on the way to dinner or a show, they're lingering and enjoying the social aspect and the experience of having a cocktail handcrafted for them using unique ingredients such as lemongrass, orange peel, homemade bitters and even freshly-made syrups like chipotle and pineapple," Mr Allen said.

"Our onboard bars have always been great social hubs but Alchemy takes it to the next level with an intimate interaction between guests and bartenders, who have been handpicked from across the fleet to work at the new bar."

As well as personalised cocktails, the new Alchemy Bar will offer a set menu of drinks developed by Mr Allen, who joined Carnival after an illustrious career as one of America's top mixologists and sommeliers, including time spent at New York's Compass Restaurant and Tao Management Group's restaurants and nightclubs in Las Vegas.

For more information call 13 31 94, see a travel agent or visit www.carnival.com.au

About Carnival Cruise Line

Carnival Cruise Line is the largest cruise line in the world with over four and a half million guests travelling every year. The cruise line has two ships based in Australia, Carnival Spirit – the largest and newest cruise ship to be based in Sydney year round – and sister ship Carnival Legend, sailing from Sydney each summer. With 45 activities from zen to adrenalin to enjoy each day, both ships offer fun-loving families and couples memorable and great value holidays.

Media Contact:

Libby Moffet/Christine Allen

MG Media Communications

02 9904 0011