

MEDIA RELEASE

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Frozen Sunshine's Blocktails Are A Taste Of Sunshine Coast Summer

Frozen Sunshine, South-East Queensland's leading natural iceblock company, has crafted a series of Blocktails - cocktails that use their most-loved flavours as a staple ingredient, and feature local alcohol.

The kids are splashing in the water and you're basking in the sunshine with a holiday read in one hand, a tippie of a cocktail in the other. You retreat home from the sun and have good company joining you over a few more drinks in the garden for the long, hot nights. This is what summer feels like.

[Sunshine Coast, AUSTRALIA] Frozen Sunshine has long been the choice for quality, natural iceblocks across South East Queensland, with a health-conscious twist. Now, with the help of their favourite local Sunshine Coast breweries and distilleries, they've shaken up your beach-day treat into an exciting drink for the adults.

“Summer on the Sunshine Coast is all about laidback gatherings with friends poolside or at the beach, kids running wild while the grown-ups let their hair down,” Frozen Sunshine co-founder Natalie Dalton said. “So what could be easier than a round of Frozen Sunshine for the groms and a round of blocktails for the adults - easy to throw together but oh so insta-worthy.”

Blocktails are your on-the-go cocktail solution for a never-ending taste of summer. These aren't just basic cocktails with a delicious iceblock plonked in a glass - they've been created around the iceblock, often using the iceblock as an ingredient in the cocktail and garnishing with a second iceblock for that summer's day twist. Other cocktails use the iceblock as a flavour bomb that is perfect for dunking into the cocktail or which replaces ice cubes and enhances rather than dilutes the drink.

The concept of Blocktails is simple; the same family pack that you share with the children can be reimagined into your cocktail of choice. Thankfully, our quality, handmade ice blocks do the trick. From a summer's day shandy to something more sinister like a chocolate martini, whether it's in the blender or the shaker, all you have to do is remove your stick and sip away the summer!

When choosing local distilleries and breweries to feature in the recipes, for Natalie it was an easy choice.

“We have always been passionate about supporting and collaborating with other local producers on the Sunshine Coast and we believe our local distillers and brewers are some of the best in the business,” she said. “We all share a passion for quality local ingredients and thrive on the Sunny Coast lifestyle.”

Blocktails were born out of a story familiar to many Sunshine Coast families. As small business owners and parents of three young daughters, Natalie and her husband Jamie enjoy the occasional tippie, so they have been experimenting with Blocktails since they started Frozen Sunshine back in 2014.

“We have tried creating frozen cocktails on a stick, but as alcohol doesn't freeze it is impossible to get enough booze into one iceblock,” she said. “Instead, we would add the Frozen Sunshine to our summer

mixers instead of ice cubes for a delicious flavour bomb. This summer we decided to take things to the next level, recreating classic cocktails using Frozen Sunshine as an essential ingredient.”

They’re designed to be as easily made for early-evening gatherings as they are to be packed in your Pargo x Frozen Sunshine bottle and taken to the beach, or everywhere in-between. Frozen Sunshine has even worked with a chef to create these iceblocks, with a specially-formulated recipe that doesn’t split when it comes in contact with other alcohols in your shaker like other brands!

“These cocktails are super easy to throw together using the classic spirits most people have at home, a selection of fresh ingredients and pantry staples and of course a pack of your favourite Frozen Sunshine,” Natalie said.

“There is no comparison between Blocktails made with Frozen Sunshine and cocktails made with a bottle of premix. Frozen Sunshine is plant-based goodness with real flavour from real Australian fruit and quality ingredients. With no colours, artificial flavours or preservatives, they are definitely more nice than naughty.”

There are 10 tipples to choose from using the brand’s most popular flavours and countless memories to be shared, so make sure you stock up on your boutique local drops, download your eBook and start creating your magic today.

For more information, visit: <https://www.frozensunshine.com.au/press>

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