



MEDIA RELEASE
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ZA ZA TA X 44°N Gin | Australian Launch

ZA ZA TA in Brisbane's Fortitude Valley will play host to the Australian launch of 44°N - Australia's most refined gin - serving up a selection of bespoke, handcrafted cocktails at ZA ZA TA's Bar throughout December.

Kicking off its Australian launch with a series of complimentary weekly tastings, guests will be treated to four classic cocktails with a 44°N twist, created exclusively in collaboration with ZA ZA TA's Jared Thibault and Braden Hargreaves and 44°N's Master Distiller French Distiller Comte de Grasse.

Commencing on Thursday, 28th November at 6.30pm, and running weekly until Thursday, 19th December, guests will get an exclusive taste of the four classic cocktails with a 44°N twist - a Hibiscus G&T, Floral Negroni, Imperial Martini and Royale French.

44°N Gin has been imagined and distilled in Grasse on the beautiful Côte d'Azur, undergoing the same creation process as perfume. Grasse, the worldwide capital of perfumery, has provided the inspiration, expertise and precious ingredients to produce an exceptional gin with phenomenal complexity and a long, refined depth of flavour.

Jared says, "ZA ZA TA will provide the perfect backdrop for this Australian first launch! We've got award-winning interiors by Luchetti Krelle, inspired by a Queenslander home, with a killer Bar Menu to match by our Executive Chef Roy Ner - the perfect accompaniment to these four cocktails. We're thrilled to launch these spirited twists on original cocktail menu with such a unique product."

44°N is produced sustainably with locally sourced and foraged botanicals, distilled through a highly energy efficient process, combining modern distilling methods with traditional perfuming extraction techniques. Named for the geographic coordinates of Grasse, 44°N Gin encapsulates the energy and flavour of the Mediterranean in every drop. With top notes of grapefruit, samphire and mimosa - the fresh and zingy flavours are punctuated by Cade - a variety of Juniper native to the Mediterranean, which provides a woody depth of flavour. The blooming floral body highlights rose centifolia, capturing the essence of Grasse rose fields. Hints of jammy bitter orange and warm pepper round out the middle notes. Orris and honey base notes ensure a sweet yet musky long-lasting effect on the tongue.

COCKTAIL MENU

44°N Gin X ZA ZA TA: Four Classics with a Twist:

\$16 Hibiscus G&T

A deconstructed refreshing twist on the G&T served in a tall glass.

\$19 Floral Negroni

A floral twist on the classic Negroni, the flavours of the gin and jasmine vermouth will give it a floral aroma and flavour.



\$24 Imperial Martini

A twist on the classic martini using the French aperitif Lillet blanc instead of vermouth and some essence of absinthe on top.

\$35 Royale French 75

A premium twist on the classic French 75.

THE DETAILS

Date: Free 44°N Gin tastings Every Thursday, from Thursday, 28 November - Thursday, 19th December, 6:30pm to 7:30pm

Location: ZA ZA TA, 1000 Ann Street, Fortitude Valley, QLD 4006

– ENDS –

Imagery available [here](#).

About ZA ZA TA

Encounter the exotic at ZA ZA TA (Bar & Kitchen). A place where worlds and cultures collide amongst a sprawling, colonial backdrop and buzzing open kitchen. Experience a soulful blend of Middle Eastern and Mediterranean cuisine that brings a distinctly modern twist to centuries-old flavours, designed to be shared and savoured amongst friends. Delight in plantation rum and artisanal cocktails, inspired by the vibrant Tel Aviv bar scene, amidst a warm setting rich in eclectic character. ZA ZA TA. A place where wonders never cease.

About Jared Thibault

Jared Thibault has close to two decades mastering drinks, hospitality and experiences. His career in bar hospitality launched with Noble House Hotel Group, then Jared brought his Rhode Island charm to Australia. He established himself further in the industry with EVENT Entertainment and Hospitality as Group Food and Beverage Director; closely working with QT Hotels & Resorts along with Event Cinemas, Atura Hotels and Rydges Hotels. Jared recognises when people come to restaurants and go to bars, they're looking for a destination, the ultimate definition of escapism. As Food & Beverage Director of Ovolo The Valley and Ovolo Inchcolm, Jared continues mastering his craft, his passion, driving restaurant and bar programmes to create beyond memorable hospitality experiences, but destinations.