



EDITORIAL

Dear Friends,

Happy Songkran to all our fans and to you all who are reading this newsletter. With the Thai new year going into full swing soon, we wish you safe travel and caution whenever travelling on the road. We are delighted to share with you that our Fentimans botanically brewed beverages' portfolio is now complete and we look forward to share the joy and tasty selection with you shortly. My team and myself would be happy to assist you in any way we could.

Traditionally quarter 2, we will experience the low season across the kingdom. This is the time where we do our work by intensifying our programs and events. With this mentioned, I wish to meet most of you in person during our travel trips across the kingdom to share with you what we have in store for the coming quarters, the evolution of our beverage portfolio, the technology in our espresso/coffee machines plus the wine dispensing systems and our push with gourmet brands.

Lastly, we are happy to mention that we are expanding our team so we wish to take this opportunity to introduce our team to you during the coming weeks. Together we will make 2017 a productive and fruitful year.

Michael Peh
Director, Pinnacle Gastro

UPDATE

Fentimans and Alain Milliat have arrived

Last year had been a very rough year for us all with the tragic loss of our beloved King Bhumibol Adulyadej. We have been holding up with full respect and gradually moving on. As the country is moving forward and continuing to stay positive, we at Pinnacle Gastro are also continuously thriving to achieve our goals. Our main mission is to provide you with crafted quality products and superior services.



As we are diving straight into summer, I am sure a little reminder about our refreshing drinks would not hurt. We've just launched Fentimans - Botanically Brewed Beverages and Alain Milliat-Nectar at the end of last year and, since then, we have received very good feedback. Recently we have just refilled our stock, and getting ready to serve during this coming summer. On our previous issue, we have briefly introduced you with Alain Milliat. For this issue, we would like you to explore a little deeper on their flavors and their uniqueness. Many of you might be curious about how our Alain Milliat Nectar is different from other brands, especially on how they can remain their freshness of the fruit within the bottle. Here is why. The pulpy part of the fruit is what we called Nectar; Alain Milliat extracts that part out of the fruit before transporting it to the factory and then dilute it back with water containing a good amount of acid and sugar in order to recreate the perfect sugar-acid balance. This is the reason why we always see concentrated particles glueing on the neck and at the bottom of the bottle. We are currently carrying four flavors of Alain Milliat nectars, including: Strawberry, Yellow Peach, Apricot, and Red Currant. These delicious nectars can be served chilled in an empty glass or on the rocks, whichever you prefer.



CONTACT US

Should you have any questions or enquiries, please feel free to contact us at:

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(+ 66) 2 678 5188 - 90

You can also make an appointment to visit us in our Bangkok and Phuket Showroom:

iYara Tower Showroom

5th floor Unit 501-502
2/22 Chan Road Soi 2, Sathon, Bangkok, TH

Black Kettle Phuket Showroom

177/30 Moo 4, Srisoonthorn Road, Srisoonthorn,
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CIME CO-05



The Pinnacle Gastro is proud to present a machine with innovation, research and technology, CIME CO-05. CIME has created the new "Composizione" line of espresso machines name CO-05 and is the only machine within Cime's ranges which gives you the opportunities to combine the sides in ten different colours, and the possibility of combining the "stave ends" from two different colours.

An original operation which allows you to adapt the machine to any environment, design and or requirement, promoting the flexibility and availability to complement with whoever is preparing the coffee. With minimal design, the backlit keypad makes the choices easily understandable. Available in various colours combining practicality and design plus an elegant backlit logo on the back panel.

TREND

FENTIMANS - THE BEST BRANDS IN UK

(Drum roll)...

*and the winner for the Top Best Brands goes to
FENTIMANS!!!*

Last year, the Guild of Fine Food (UK) just announced winners for Top Best Brand, Fentimans has won #1 in soft drink category by knocking San Pellegrino out. They conducted a survey by sending out posts, emails, and phone calls to their retail members all over England. We just launched Fentimans products here in Thailand last year and the feedback has been incredible.



FENTIMANS
Botanically Brewed BEVERAGES | ESTD 1905

BEST BRANDS
2016-17

FENTIMANS TOP THE BEST BRANDS SURVEY
2016 - 2017

- 1st Fentimans
- 2nd Sanpellegrino
- 3rd Luscombe
- 4th Belvoir
- 5th Cawston Press



Analysis

This category is always the battle of the big boys but is there a touch of Brexit in this result?

The Nestle-owned fizzy Italian drinks of Sanpellegrino have ceded first place to North East stalwart Fentimans and its range of traditional British pop, which does well both on supermarkets and independent shelves.

SOFT DRINKS

How the survey works

As always, the heart of this special edition of FFD is the coverage of our annual Best Brands Survey. Every brand featured in this section is here because independent retailers put it here.

For the sixth year running, we asked buyers in delis, farm shops and food halls around the country to name their top-selling lines in a dozen categories.

We conducted the survey of our retail readership by post, email and telephone. The top scorers - i.e. most mentioned - in each category are revealed here. Where brands achieved very similar scores we have given them a joint position.

We have organized a bartender workshop as a kickoff start for Fentimans toward the end of last year. Since then, we have been pairing our products with liquor brands, like Absolute Elyx, Tanqueray, Ironballs, Pimms etc. For this year, we are working toward bringing in more flavors, such as, Ginger Ale, Pink Grapefruit Tonic Water, and Mandarin & Seville Orange Jigger. We hope that we can continue to bring in something new for you to enjoy.



SONGKRAN'S DAY

H2O plays its part more in traditions of Thai's Life

One of the most important festivals for Thais is Songkran Festival or Thai New Year. The festival occurs each year in the month of April, the hottest month of the year. Traditionally, this is when Thais will gather together with their family to be blessed by the elders. Thais also manage to have fun by creating the world's biggest water festival. Water is the main medium of this festival and a symbol of life.

If you think about it, water is such a big part in our lives, especially fresh water. In fact, there are less than 3% of fresh water in this world, but more than 7 billion people are drinking it every day. So we would like to help you and your family stay happy, healthy, rehydrated and active all day, everyday.

We take great care to bring you Highland Spring, mineral water drawn from certified organic land, Orchil Hills, Scotland to help you stay 100% hydrated and be 100% you during this wonderful festival!

SEASONAL TIP

Summer Holiday Drinks

Simple drinks for the long weekends

Iced Tea Sweet Kiss - Fruit Infusion (One serving)

Ingredients:

- 2 tea spoons of Ronnefeldt Sweet Kiss
- 1/2 tea spoon of sugar syrup
- 200ml of hot water
- Garnish (fruits and mint leaf)



Method:

1. Brew 2 tea spoons of Ronnefeldt Sweet Kiss in 200ml hot water for 8-10 minutes.
2. Add 1/2 tea spoon of sugar syrup into the hot tea.
3. Let the drink cooled down
4. Poor the cooled tea into the glass
5. Decorate the glass with garnish (Fruits)
6. Top the drink with some mint leaves.

Some additional sparks to your drink!

Jelly tea dice: Pour your tea infusion into a saucepan with gelatin and stir well. Turn on heat to medium and let simmer for about 10 minutes. Let it cool for an hour and cut the jelly into dice.

Popsicles: Pour the tea infusion into ice pop molds. Insert ice-pop sticks and freeze until solid.



ABOUT US

MEET OUR MARKETING TEAM!



Nat



Bo



Why



Gib

Warm welcome to all of our new team members!

It is always a great pleasure to welcome talented and enthusiastic people on board.

Recently, Nat, Bo, Why, and Gib have joined our team.

Our marketing team is based in Bangkok where the team is managed by Nat who has experiences in marketing field for more than six years. She is an energetic person and she is willing to do her best to push the team forward. Next we have Bo, the youngest in our team who never runs out of battery. Bo takes care of our tea portfolio. Why, the only guy in our team. He is a person who is always nice to everyone, he loves to stay calm and keep it cool. He will be taking care of all marketing reports and coffee portfolio. Last but not least, Gib, our new barista who will be more than happy to introduce you to the processes of preparing teas and coffees. She will make sure that a nice cup of coffee and tea will be served well on your table and to guests.

EVENTS

Anantara Elephant Polo 2017

This King's Cup Tournament was held since 2001 in Hua Hin and 2006 in Golden Triangle. This year 2017, in Bangkok we participate for the first time serving Fentimans botanically brewed beverages. During the event we were showcasing the best UK beverage from Fentimans under a garden theme. Guests and visitors were astonished with Fentimans botanically brewed mixers and soft drinks. We look forward to welcome you all next year.

March 9-12, 2017
Thank you for visiting us



Wonderfruit, Festival 2017



With a little more heat than usual during the past Wonderfruit Festival in February 2017, we were so thankful for your visit at our shop.

Once again, Wonderfruit did not let us down with the best combination of good food, good art, and good friends. We saw so many artistic creativities that were delivered by a bunch of talented music artists, inventive activities, and rejuvenating workshops. Be sure to mark down on your calendar, because the 4th Wonderfruit Festival is coming again this December 2017.

Hope to see you there!

Coffee Fest 2017

Thank you for meeting us at Coffee Fest 2017



Pinnacle Gastro were kept busy to satisfy every visitors with our products and beverages. We were showcasing all of our products, we are happy that you all stopped by and tasted our Cafés Richard Grand Cru coffee beans with third wave coffee while having the opportunity to see our merchandise during the Coffee Fest 2017. We were very thankful that you took you time to visit us.