



IMPRESS GREATLY

*Without ever
breaking a sweat.*

MIXOLOGIST BOOK



Like nothing
you've ever mixed.

Or anything
they've ever tasted.



.....
One sip is all it takes.
.....

Just ask an elephant.
.....



For centuries, Africans have cherished the inexplicably exotic taste of fruit of the mystical marula tree. Same goes for elephants, which have been known to travel for days—even weeks—on end to enjoy it. Now, this enchanting flavor is yours with Amarula—the perfect blend of marula fruit that's been oak-matured for two years and the finest real cream. It's like nothing your customers have ever tasted.

Serve Amarula anytime—on ice, stirred, layered, blended, or shaken. They'll love it as much as Africa's beloved elephants. But be careful, it just might start a stampede.



BEST LIQUEUR IN THE WORLD

The International Wine & Spirit Competition is an annual wine competition founded in 1969 by the oenologist Anton Massel. Each year the competition receives 6,500 entries from 80 countries worldwide. The awards given by the competition are considered to be some of the highest honors in the industry.

The two-stage judging process takes place over a six-month period, comprising blind tasting and detailed technical analysis. Entries are judged by panels drawn from 250 specialists from around the world.


AMARULA
CREAM
THE SPIRIT OF AFRICA.



AMARULA
COCKTAILS



Royal Signature

AMARULA ON ICE

STIRRING

Reggae Cream	2
Brandy & Cream	2
Brown Elephant	3
Dark Continent	3
Amarula Coffee Surprise	4
Beautiful People	4
A Shot of Africa	5
African Mocha	5
Elephant Tusk	6

LAYERING

Indulgence	8
Vanilla Cream Shooter	8
Vodka Espresso	9
B52	9
Springbok	10
African Delight	10

BLENDED

Amarula Dom Pedro	12
Springbok Frozen	12
Amarula Sunset	13
African Brew	13
Kilimanjaro	14
Amarula Colada	14

SHAKING

White Nile Martini	16
Swinging Safari	16
Amalyser	17
French Toast	17
Saharan Martini	18
Hazel	18
Amarula-Rula	19
African Delight	19
Tusk at Dusk	20
Chocolate Mintini	20
Obsession	21
Mint Splash	21



SUBMIT YOUR RECIPE
AND ENTER TO WIN

THE
AMARULA
EXPERIMENT.

See page 24 for details.

STIRRING

MARULA LEAVES ARE SAID
TO CURE DEADLY SPIDER BITES.

AN EQUALLY GOOD REMEDY?
STAYING AWAY FROM DEADLY SPIDERS.



REGGAE CREAM



Ingredients:

1 1/2 oz Amarula Cream
1 oz rum

Method:

Pour ingredients over crushed
ice. Stir and garnish with an
orange wheel.

BRANDY & CREAM

Ingredients:

1 1/2 oz Amarula Cream
1 oz brandy
1 oz fresh cream

Method:

Add all ingredients into a cocktail
shaker with ice. Shake and strain
into a glass with ice. Garnish with
chocolate shavings.



BROWN ELEPHANT



Ingredients:

3 oz Amarula Cream
2 oz milk
2 oz Coke

Method:

Add Amarula Cream and milk into a cocktail shaker with ice. Shake and strain into a tall cocktail glass with crushed ice. Add Coke and mix gently.

DARK CONTINENT



Ingredients:

2 oz Amarula Cream
Hot coffee

Method:

Pour hot coffee into mug or cup. Add Amarula Cream and stir gently. Garnish with a chocolate wafer.

AMARULA COFFEE SURPRISE



Ingredients:

8 oz Amarula Cream
4 cups strong filter coffee
8 oz whipped cream
8 marshmallows
4 tsp brown sugar
4 tsp hot chocolate powder

Method:

Divide the coffee into four large coffee mugs. Pour the Amarula Cream in each coffee, followed by the whipped cream, brown sugar and marshmallows. Garnish with shaved chocolate. Serves four.

BEAUTIFUL PEOPLE



Ingredients:

2 oz Amarula Cream
8 oz iced coffee

Method:

Pour iced coffee into a tall glass and top with Amarula Cream. Garnish with chocolate.

A SHOT OF AFRICA *(The African Bullet)*



Ingredients:

1 1/2 oz Amarula Cream – shaken
1 1/2 oz espresso

Method:

Layer ingredients into a shot glass, espresso first, and then the Amarula Cream. Garnish with a sprinkle of chocolate or ground coffee.

AFRICAN MOCHA

Ingredients:

1 oz Amarula Cream
2 oz melted chocolate
2 oz espresso

Method:

Melt chocolate with Amarula Cream. Add espresso. Add frothed milk. Make as normal mocha.



ELEPHANT TUSK



Ingredients:

1 oz Amarula Cream
2 oz espresso
6 oz milk

Method:

Make as you would a cappuccino. Froth milk and Amarula together.



LAYERING

THE MARULA FRUIT IS SAID
TO WARD OFF EVIL SPIRITS.

KEEP THAT IN MIND THE NEXT TIME
YOU GET A CRANKY CUSTOMER.

INDULGENCE



Ingredients:

1/2 oz Amarula Cream
1/2 oz brown Crème de Cacao
1/2 oz Disaronno Amaretto

Method:

Layer all ingredients into a shot glass, brown Crème de Cacao first, then the Amaretto and then the Amarula Cream.

VANILLA CREAM SHOOTER

Ingredients:

1/2 oz Amarula Cream
1/2 oz Disaronno Amaretto
1/2 oz vanilla vodka

Method:

Layer all ingredients into a shot glass, Disaronno first, then the Amarula Cream and then the vodka.



VODKA ESPRESSO



Ingredients:

1 oz Amarula Cream
1 oz vodka
2 oz espresso
2 teaspoons powdered sugar (or to taste)

Method:

Add espresso, vodka and sugar into a cocktail shaker with ice. Shake and strain into a glass tumbler, and layer Amarula Cream on top. Garnish with 3 coffee beans and a sprinkle of chocolate.

SPRINGBOK

Also try the blended version: page 12



Ingredients:

1/2 oz Amarula Cream
1/2 oz Crème de Menthe

Method:

Layer ingredients into a shot glass, Crème de Menthe first and then the Amarula Cream.

B52

Ingredients:

1/2 oz Amarula Cream
1/2 oz Kahlua
1/2 oz Grand Marnier

Method:

Layer all ingredients into a shot glass, Kahlua first, then the Amarula Cream and then the Grand Marnier.



AFRICAN DELIGHT

Also try the blended version: page 19



Ingredients:

1 oz Amarula Cream
1 oz Frangelico

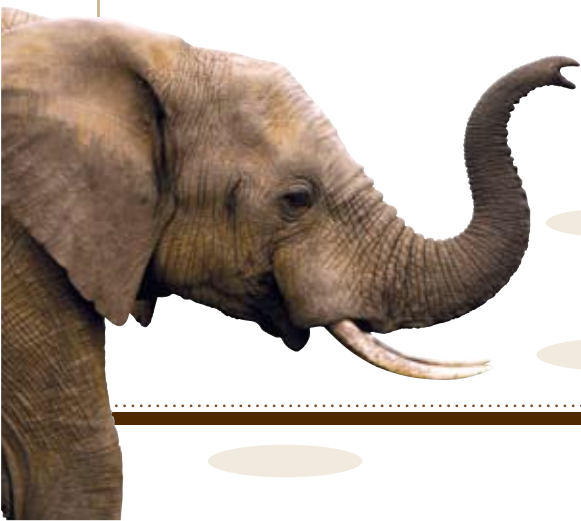
Method:

Layer ingredients into a tall shooter glass, starting with Frangelico, then the Amarula Cream. Top off with a decadent Ferrero Rocher chocolate.

BLENDING

FESTIVALS ARE HELD
THROUGHOUT AFRICA TO
HONOR THE SACRED MARULA.

WHY NOT POUR A ROUND AND DEEM YOURSELF
HONORARY FESTIVAL CHAIRMAN?



AMARULA DOM PEDRO

Ingredients:

3 oz Amarula Cream
1 scoop vanilla ice cream
1 oz heavy cream

Method:

Blend ingredients until smooth
and pour into a tall glass. Garnish
with chocolate powder and a
chocolate wafer.



SPRINGBOK FROZEN

Ingredients:

2 oz Amarula Cream
1 oz Crème de Menthe
2 scoops vanilla ice cream

Method:

Blend ingredients with crushed ice
until slushy and pour into a tall glass.
Garnish with a sprig of fresh mint
and sprinkle of chocolate.



AMARULA SUNSET



Ingredients:

2 oz Amarula Cream
1 scoop vanilla ice cream
2-3 teaspoons strawberry puree

Method:

Blend ingredients until smooth and pour into a martini glass. Garnish with a delicious Amarula Cream-filled fresh strawberry.

AFRICAN BREW

Ingredients:

3 oz Amarula Cream
1/2 cup ice
1 scoop chocolate ice cream
1 small fresh banana

Method:

Blend ingredients until smooth and pour into a chilled, chocolate-sugar rimmed hurricane glass. Garnish with chocolate-covered banana slice.



KILIMANJARO



Ingredients:

2 oz Amarula Cream
1 oz Crème de Menthe
1 scoop vanilla ice cream
1 oz vodka

Method:

Blend ingredients until smooth and pour into a tall glass. Garnish with a sprig of fresh mint and a sprinkle of chocolate.

AMARULA COLADA



Ingredients:

3 oz Amarula Cream
1 1/2 oz white rum
3 oz pineapple juice
1 1/2 oz coconut cream

Method:

Blend ingredients with crushed ice until slushy and pour into a tall cocktail glass. Garnish with pineapple slice.

SHAKING



THE MARULA FRUIT
IS BELIEVED TO
INCREASE FERTILITY.

LET'S HOPE IT DOES THE
SAME FOR YOUR TIPS.

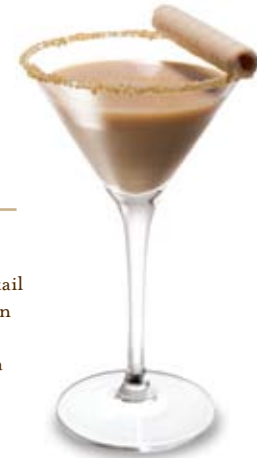
WHITE NILE MARTINI

Ingredients:

2 oz Amarula Cream
1 oz Cointreau liqueur
1 oz Crème de Cacao

Method:

Add all ingredients into a cocktail shaker with ice. Shake and strain into a chocolate-sugar rimmed martini glass and garnish with a chocolate wafer.



SWINGING SAFARI

Ingredients:

3 oz Amarula Cream
1 oz Cointreau liqueur
1/2 oz vodka

Method:

Add all ingredients into a cocktail shaker with ice. Shake and strain into a martini glass. Garnish with an orange peel.



AMALYSER



Ingredients:

2 oz Amarula Cream
1 oz vodka
1 oz coffee liqueur

Method:

Add all ingredients into a cocktail shaker with ice. Shake and strain into a tall glass filled with ice. Top off with Coke and garnish with a cherry.

FRENCH TOAST

Ingredients:

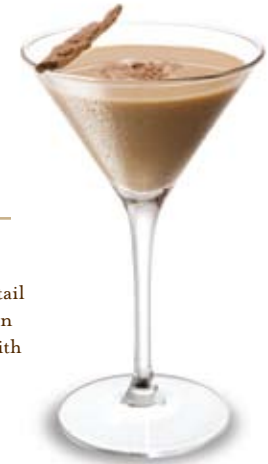
3 oz Amarula Cream
1 oz rum
1 oz milk

Method:

Add all ingredients into a cocktail shaker with ice. Shake and strain into a glass lined with chocolate. Garnish with a cinnamon stick or straw.



SAHARAN MARTINI



Ingredients:

1 1/2 oz Amarula Cream
1 oz Frangelico liqueur
1 oz vodka

Method:

Add all ingredients into a cocktail shaker with ice. Shake and strain into a martini glass. Garnish with a thin piece of chocolate.

HAZEL



Ingredients:

1 oz Amarula Cream
1 oz vodka
1 oz hazelnut liqueur
1/2 oz fresh cream

Method:

Add all ingredients into a cocktail shaker with ice. Shake and strain into a martini glass. Garnish with a thin piece of chocolate.

AMARULA-RULA

Ingredients:

2 oz Amarula Cream
1 oz cherry liqueur
1 oz fresh cream

Method:

Add all ingredients into a cocktail shaker with ice. Shake and strain into a martini glass. Garnish with a cherry.



TUSK AT DUSK

Ingredients:

1 oz Amarula Cream
1/2 oz rum
1/2 oz Grand Marnier
1 oz chilled espresso

Method:

Add all ingredients into a cocktail shaker. Shake and pour into a tumbler. Garnish with a chocolate wafer.



AFRICAN DELIGHT



Ingredients:

1 1/2 oz Amarula Cream
1 1/2 oz Frangelico

Method:

Add all ingredients into a cocktail shaker. Shake and pour into a tall shooter glass. Top off with a decadent Ferrero Rocher chocolate.

CHOCOLATE MINTINI

Ingredients:

1 oz Amarula Cream
1/2 oz Crème De Menthe
1 oz single cream
1 teaspoon Nutella

Method:

Dissolve the Nutella with a tiny amount of boiling water. Add the Crème de Menthe, Amarula Cream and then the cream. Mix with ice in a cocktail shaker and pour into a martini glass. Garnish with crushed peppermint crisp chocolate.



OBSSESSION



Ingredients:

1 oz Amarula Cream
1 oz Crème de Cacao
1 oz Disaronno Amaretto
1 oz milk

Method:

Add all ingredients into a cocktail shaker with ice. Shake and strain into a chocolate-sugar rimmed martini glass. Garnish with shaved chocolate.

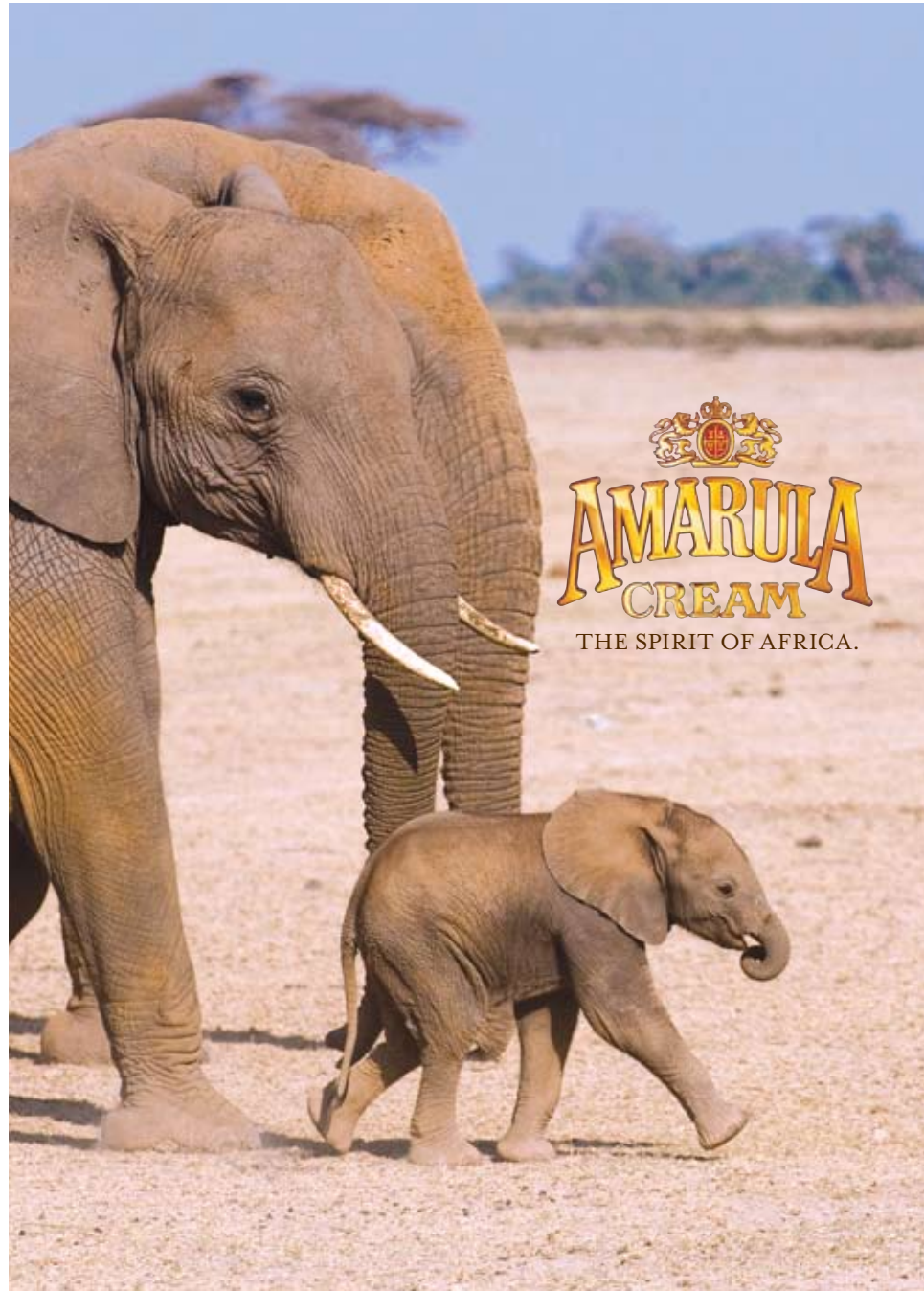
MINT SPLASH

Ingredients:

1 1/2 oz Amarula Cream
1 1/2 oz peppermint liqueur
2 oz fresh cream

Method:

Add all ingredients into a cocktail shaker with ice. Shake and strain into a martini glass. Garnish with crushed peppermint crisp chocolate and a sprig of fresh mint.





THE AMARULA EXPERIMENT

COCKTAIL CONTEST

thamarulaexperiment.com

SO, YOU LIKE TO EXPERIMENT?

Enter the Amarula Experiment
and prove it.

Here's how it works:

We provide the world's most amazing drink (Amarula, of course). You make it even more amazing by creating your own Amarula cocktail.

Here's what happens if you win:

Elephants everywhere rejoice. Your fellow mixologists bow down to your greatness. Oh, and you? Well, friend, you get your picture, bio, and recipe featured in the next edition of the Amarula Mixologist Book. You'll also be whisked away to Tales of the Cocktail 2010 in New Orleans* to compete for the title of *Ultimate Amarula Mixologist*.

Here's how you enter:

Submit your own original cocktail recipe with Amarula Cream by visiting our website or by mailing in the attached postcard at the end of the book.

Need more info? Visit thamarulaexperiment.com

Here's the fine print:

Contest begins July 1, 2009 and runs for one full year. Multiple winners will be selected throughout the duration of the contest.

Competition is open to any bartender working in the bar or restaurant industry. Entrants must be over 21 years of age at the time of entry. All recipes must be original creations and must include Amarula Cream as a main ingredient. All entries must be submitted by May 31, 2010 to be eligible for this competition. For a complete list of rules and regulations, visit thamarulaexperiment.com

*Destination subject to change.

THE AMARULA CAPE TOWN COCKTAIL COMPETITION



The search for the ultimate Amarula Cape Town Cocktail began when Cape Town Tourism and Amarula joined forces to challenge the bars of Cape Town to come up with a cocktail that defined the Cape Town sundowner lifestyle. Bars across the peninsula rose to the challenge and mixed up innovative blends dominated by the key ingredient: Amarula.

THE WINNING RECIPE

After months of hard work, furious cocktail mixing and tasting, and voting, the 2009 Amarula Cape Town Cocktail winner was announced...

Marlon Berry of Karibu Restaurant

THE KARIBU KISS



Ingredients:

2 oz Amarula Cream
1 1/2 oz Frangelico
1/2 oz Butlers Banana
1 oz fresh cream
2 scoops ice cream

Method:

Blend ingredients until smooth and serve in a margarita glass.
Garnish with a chocolate bicult elephant.

Karibu Restaurant was the clear favorite with the judges and received the most votes from the public for its delectable cocktail, the Karibu Kiss, by barman Marlon Berry. Marlon won a weekend at the World Flair Championships in Berlin, Germany, in August of 2009.

Use the following blank pages to create your Amarula cocktails.



