

# Blume

By Batchwell

## What is a cooler?

Rewind the clock to the 1980s and you'll find two Southern Californian surfers mixing white wines with tropical flavours and club soda, in pursuit of the perfect summer vibe. Upon bottling their brew they unwittingly produced the quickly iconic California wine cooler, a drink that defined an era as the first premixed and readily available wine spritz the world had ever known - and here lies the inspiration behind Blume by Batchwell. The wine cooler walked so that Blume's Kombucha Cooler could run.

The 80s might be trying to make a comeback, but don't dust off your leg warmers and shoulder pads just yet - with a can of Blume in hand, there's no reason to lose your cool.

## Blume Coolers

Blume currently has three refreshingly delicious flavours in its line-up; Gin, Cucumber & Lemon, Vodka, Pineapple & Ginger and Vodka, Apple & Mint, all blended using Batchwell's organic kombucha, sparkling water, natural fruit that is cold pressed wherever possible, botanicals and quadruple distilled spirits for a silky smooth taste. Blume is low in sugar (1.3g per 100mls), low in calories (86 - 99 calories per can) and free from any artificial flavours, flavour additives or sweeteners, with a 4% ABV for an effervescent edge.



## Gin, Cucumber & Lemon Kombucha Cooler

Distilled gin (produced by 1919 in Auckland) is blended with organic earl grey kombucha and fresh pressed organic cucumber and lemons. The kombucha used in the gin product is infused with organic earl grey leaves, enhances some of the tea notes from the kombucha. It's then blended with the cucumber and lemon juice and filtered to produce a refreshing taste.

### Made with

Organic Kombucha  
Pressed Cucumber  
Pressed Lemon  
Distilled Gin  
Sparkling Water  
Nothing else

### The break down

4% ABV  
Low Sugar (1.4-1.7g per 100ml)  
Dairy & Gluten free

### Free from

Artificial flavours  
Flavour additives  
Sweeteners