## MEDIA KIT

## HIGHBALL



Highball. A simple cocktail, most commonly made with two ingredients - a spirit and a carbonated mixer, and served in an ice-filled highball glass.

Highballs first become popular in the 1700s, where a Brandy Soda was a highly acceptable choice of drink for any Victorian gentleman. The Whisky Soda replaced it in the 1800s, and become *the* drink of choice for the *bourgeoisie*. By the second half of the 20<sup>th</sup> century, the Highball had etched a place in Japan, where it has since become ubiquitous; made with Japanese whisky as a *haibōru* or mixed with shōchū as a *chūhai*.

Today, the Highball continues to evolve. The key success of the Highball is much credited to its refreshing ability to slake thirst, and is easily paired with food.

At Highball Singapore, we want to bring the 'Highball' spirit to a wider audience, and to make it a lifestyle... your lifestyle. We celebrate its core values; a complementary marriage of spirit and mixer, available to anyone, anytime.

Situated near the beautiful heritage houses at Spottiswoode Park, we are minutes away from the hustle and bustle of the CBD area, amidst a mosaic of funky cafes, restaurants bars and traditional coffee shops. Expect an unpretentious, right-at-home experience over some simple yet flavourful drinks, topped with thoughtful and non-intrusive service by owner/bartender, Kino, and her all-female crew.

We encourage you to indulge in a highball, or luxuriate in a fancy cocktail. Here you will not be judged on your choice of drinks. We only ask that you enjoy them, and your experience here with us.

Welcome to Highball.

