

WTCE spotlight: The Perfect Cocktail



The Perfect Cocktail's single-serve pouches are space efficient and cost-effective

[The Perfect Cocktail](#) is shaking up the onboard passenger experience with its range of premium, cost-effective ready-to-drink cocktails.

The Italian drinks company makes premium cocktails with classic recipes. Each mix comes in packs ranging from a single-serve, stand-up plastic pouch to a three-litre bag-in-box — all fully recyclable.

The single-serve pouches will also appeal to airlines for their space reduction and cost-effectiveness.

SVP of sales, Alberto Topan said recently, "On many United States carriers, drinks are mostly served in 100mL cans with a 12-month expiry date, plus they take up more space onboard than our pouches.

In tests, we proved that airline trolley drawers can hold 60 pouches in the same space that holds just 30-35 cans. That's approximately a 38 percent cost saving."

The company spent five years on research and development before patenting the production process that allows all The Perfect Cocktail drinks to be stored and shipped ambiently with no expiry date. "This is a real strength of the company," said Topan.

"You simply have to tear the corner of the pouch and pour the drink over ice." The Perfect Cocktail combines premium quality with flexibility and convenience

The Perfect Cocktail was exhibited at the 2022 edition of WTCE, and Alberto said that as a direct result, they are already on-board [ITA Airways](#). Alberto added that WTCE is essential for any company wanting to target airlines.

He says the company has big preparations this year for its exhibition at the 2023 WTCE, with work beginning nearly two months before the event.

The Perfect Cocktail will be exhibiting at WTCE, which takes place on 6 to 8 June 2023 at the Hamburg Messe in Germany.