



Princess Cruises Unveils New Beverage Menus Featuring Globally Inspired Cocktails

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New Drinks Developed in Collaboration with Master Mixologist Rob Floyd

SANTA CLARITA, Calif. (August 8, 2018) – [Princess Cruises](#) has revealed the line's newly enhanced beverage menus, featuring globally inspired signature [cocktail offerings](#) created by master mixologist Rob Floyd. As one of the most significant beverage changes in the history of the company, destination-specific ingredients have been carefully selected to tantalize guests' taste buds with flavors from every corner of the world. In addition to the new cocktails, the line has added 20 new high-end and exotic spirits, 39 new wines by the glass, and 17 new international and craft beers to the new menu.

"As part of our continued commitment to the guest experience, we are thrilled to debut new menus throughout the bars and lounges aboard Princess ships," said Mario Siebaldi, senior vice president of guest operations for Princess Cruises. "Broadening the scope of our beverage options by partnering with notable industry leaders like Rob Floyd on globally inspired cocktails, as well as increasing our selection of beers and wines on board are all part of our aim to provide guests the best cruise vacation experience at sea. And with our new shareable drink recipes, guests can recreate their favorite memories once back at home over and over again."

Highlights of the new onboard offerings include a set of signature cocktails designed by Floyd, who used fresh ingredients and destination inspiration to develop a portfolio of new drinks for Princess Cruises. Bars and lounges throughout the ships will also feature new, themed menus, so guests can have fun exploring the different offerings at the various bars on board.

"I was truly inspired by ingredients from all the amazing destinations that Princess Cruises sails" said Rob Floyd. "Guests will be able to enjoy a wide selection of fully realized drinks that combine what I refer to as the Three T's: taste, technique, and tale."

Floyd believes spectacular drinks combine the best of "The Three T's." First and foremost is "Taste," as interesting ingredient combinations produce delicious flavors. The second element, "Technique," refers to the skill and craft that goes into creating each drink. And last but not least the "Tale;" a creative and fascinating inspiration behind each unique cocktail.

Whether traveling to Mexico, Italy, or the South Pacific, the globally designed cocktails by Rob Floyd have the flavors to inspire. Initial offerings include:

- Mayan Heat: Patrón Silver tequila, Triple Sec, lime juice, agave syrup, muddled jalapeño
- Italian Sunset: Aperol, Bombay Sapphire gin, lemon juice, simple syrup, Angostura bitters
- Ver-Jus: St. George "Terroir" gin, St-Germain, muddled green grapes, lemon juice, simple syrup
- Mint Divine: Bombay Sapphire gin, ginger beer, cucumber, lime juice, simple syrup, fresh mint
- Amaretto Manhattan: Bulleit Bourbon, Disaronno, sweet vermouth, Angostura orange bitters
- Princess Punch: Absolut Elyx vodka, St. George raspberry liqueur, fresh lime, simple syrup, Gosling's ginger beer
- East Side Punch: Absolut Elyx vodka, fresh mint, cucumber, lime juice, simple syrup, club soda
- A Trip to the Tropics: Absolut Elyx vodka, apricot liqueur, orange juice, pineapple juice, pomegranate juice
- Ivory Coast: Grey Goose vodka, Amarula African liqueur, Kahlúa, chocolate shavings
- The Egyptian Zombie: Bacardi Superior rum, Gosling's Dark rum, blackberry brandy, sweet and sour, orange juice, pineapple juice, grenadine

Rounding out the new drinks are "zero-proof cocktails," made without alcohol. These light, fruity and refreshing drinks skimp on the alcohol, but miss none of the flavor:

- Zero Mojito: Fresh mint, lime, simple syrup, Sprite
- Strawberries on Fire: Fresh strawberries, lime juice, agave syrup, jalapeño, soda

The new beverage menu offerings will be available aboard all ships in fall 2018.

In addition to adding the new wines by the glass, Princess Cruises worked with Doug Frost, one of only four people in the world to hold both the prestigious ranks of Master Sommelier and Master of Wine to refresh the wine menus onboard. More specific details will be shortly announced.

To whet guests' whistles even more, Princess Cruises also unveiled this summer a thirst-quenching deal with the [Sip and Sail](#) promotion, offering complimentary beverages for balcony, mini-suite and suite bookings. More information about the Sip and Sail offer is available at [princess.com/cruisedeals](#). All prices are per person based on double occupancy. The Sip and Sail cruise deal runs through 11:59 p.m. PDT on September 5, 2018 and is available to residents of United States, Canada, Puerto Rico, Mexico and Bermuda who are 21 years of age or older.

Additional information about Princess Cruises is available through a professional travel agent, by calling 1-800-PRINCESS or by visiting the company's website at [princess.com](#).

About Rob Floyd:

As a notable cocktail guru, Rob Floyd is a resident mixologist on the hit TV show *Bar Rescue*, and is cited in publications worldwide such as *Esquire*, *Maxim*, and *People Magazine*. He has also written and appeared as an industry expert for a variety of media outlets including the *The Wall Street Journal*, *The Times of London*, CBS, and Fox. His specialty is creating cocktails that are both accessible and inspiring. His focus on history and story combine with under-the-radar ingredients to create not just a cocktail, but an adventure in a glass. After rewriting famed programs like *The Bazaar* and the *Library Bar*, Rob went on to found *RX Liquid Chef*, of which he is the current acting President. *RX Liquid Chef* focuses its efforts on consulting with top restaurants and casinos across the globe, working to implement world-class drinks and team-based service. He also used it to create a one-of-a-kind theatrical production, *Cocktail Theatre*, where he dazzles audience members with the magic of molecular techniques as well as tales and stories that create indelible experiences through drink. Floyd hopes that by inspiring a belief in the all-around experience of drinking, to change the way people approach alcohol, empowering them to appreciate the whole moment, to engage in a process and a passion, and to relish the adventure. Sip Boldly. For more information, visit sipboldly.com.

About Princess Cruises:

One of the best-known names in cruising, Princess Cruises is a global premium cruise line and tour company operating a fleet of 17 modern cruise ships, carrying two million guests each year to more than 360 destinations around the globe, including the Caribbean, Alaska, Panama Canal, Mexican Riviera, Europe, South America, Australia/New Zealand, the South Pacific, Hawaii, Asia, Canada/New England and World Cruises. A team of professional destination experts has created more than 150 award-winning itineraries, ranging in length from three to 111 days and Princess Cruises has been continuously recognized as "Best Cruise Line for Itineraries."

Princess Cruises continues its multi-year, "Come Back New Promise" – a \$450 million-dollar product innovation and cruise ship renovation campaign that will continue to enhance the line's onboard guest experience. These enhancements result in more moments of awe, lifetime memories and meaningful stories for guests to share from their cruise vacation. The product innovations include partnerships with award-winning Chef Curtis Stone; engaging entertainment inspired shows with Broadway-legend Stephen Schwartz; immersive activities for the whole family from *Discovery* and *Animal Planet* that include exclusive shore excursion to onboard activities; the ultimate sleep at sea with the award-winning Princess Luxury Bed and much more.

Three new Royal-class ships are currently on order with the next new ship, *Sky Princess*, under construction scheduled for delivery in October 2019. Princess recently announced that two new (LNG) ships which will be the largest ships in the Princess fleet, accommodating approximately 4,300 guests with expected delivery in 2023 and 2025. Princess now has five ships arriving over the next six years between 2019 & 2025. The company is part of Carnival Corporation & plc (NYSE/LSE: CCL; NYSE:CUK).

Newsroom:

Additional media information is available at princess.com/news.

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