

PRESS RELEASE

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KATA ROCKS BRINGS 'NEGRONI WEEK' TO PHUKET IN HONOUR OF CHARITABLE CAUSE

(Hong Kong, 20 May 2016) - Kata Rocks will pay homage to one of the world's great cocktails from 6 to 12 June, 2016 at the 4th annual #NegroniWeek. Kata Rocks, the luxury oceanfront resort and residence located in Phuket, will be the only participating bar in Phuket to join this meaningful campaign.

Launched in 2013 to raise money for charitable causes around the world, Negroni Week grew from 100 participating venues to more than 3,500 bars around the world and raised close to USD \$500,000 for charities in 2015.

The Bar at Kata Rocks, will celebrate this world-wide event by offering its unique take on this iconic cocktail. Kata Rocks' mixologists will be mixing up classic Negronis as well as signature Negroni drinks, some twists on the classic as well as the signature local Thai Lemongrass Negroni, a gin infused cocktail with homemade lemongrass offering the ultimate taste of Phuket, the cocktail is garnished with a fresh lemongrass stirrer.

In addition, The Ginger Negroni - a take on the classic drink featuring gin-infused homemade ginger, this cocktail is delicately balanced with Campari & Red Vermouth and topped with dry ginger. A spicy and flavourful cocktail for those who are daring.

For those who like to stick with classics, Kata Rocks will also be offering The Original Negroni made with limited edition Ironball Gin from Thailand, La Quintinye Vermouth Royal from France and Campari - the ultimate for Negroni aficionados!

The exclusively curated Negroni cocktails will be available for THB 350 ++ each from 6 to 12 June, 2016, guests will also be able to enjoy signature tapas with the Negroni cocktails.

Kata Rocks has been working with the Phuket Has Been Good To Us Foundation (PHBGU) for many years, a Phuket based non-profit organisation dedicated to teaching English to over 1,000 children in three Royal Thai Government schools around the province. The PHBGU employs qualified, fluent English-speaking teachers to provide the best possible English

language education. During #NegroniWeek, Kata Rocks will donate THB 100** to PHBGU for every Negroni sold during the event - the highest donation percentage across all bars involved

Executive Chef Laia Pons and her culinary team have also designed a special tapas menu to be paired with the Negroni cocktails during #NegroniWeek. Guests can enjoy the special cocktails and tapas menu at the Kata Rocks sunset bar and chill out lounge near the 35 meter infinity pool with an 180-degree oceanfront viewpoint from the daybeds or large comfortable outdoor sofas. Perfect for taking in the daily light show as well as the best sunset view in Phuket with chill out music entertainment.

- MORE -

Guests are invited to follow the Negroni Week action on Kata Rocks' Instagram (@KataRocksPhuket) and Twitter feeds (@KataRocks) and by following the #NegroniWeek hashtag.

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ABOUT KATA ROCKS

Kata Rocks is a design driven, luxury resort and residence, located directly on the oceanfront at the southern end of the renowned Kata Beach, along Phuket's sunset west coast. It features 34 iconic Sky Pool Villas of one to four bedrooms, each offering its own private infinity-pool, expansive living and dining area, superbly appointed bedrooms and bathrooms. Each villa is equipped with latest interactive iPad technology allowing guests to control the Sky Villa environment at the touch or swipe of a button. The Sky Villas also come with the latest in mobile connectivity providing guests unlimited 4G internet access and complimentary international phone calls. Along with exquisite dining options, poolside restaurant and bar, the resort features the award-winning Infinite Luxury Spa and fitness suite. Voted 'Best Apartment in the World' at the London International Property Awards; in 2016, Kata Rocks had the honour of being named one of the 25 best hotels in Southeast Asia by the prestigious *Conde Nast Travelers* 2016 Readers' Choice Awards, raising its total to over 50 international awards. Kata Rocks is also home to the highly coveted annual Kata Rocks Superyacht Rendezvous - hailed by leading industry players such as Feadship and Burgess and luxury media as the definitive superyacht event in Asia.

Photography of Kata Rocks is available to download in the [Photo library](#) of our [Media section](#), at <https://www.katarocks.com>.

Visit [The Blog](#), Kata Rocks' online luxury portal that features the best in culture, haute living, yachting and style. Read news about our award-winning resort, the best dining experiences in Phuket, spa treatments, travel retreats and the best of yachting in Asia. Further information is also available on our [Social media](#) channels.

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