

BIG TROUBLE IN LITTLE CHINATOWN: ENTER THE BAIJIU (VIDEO)

Guerrilla Cocktails - Episode One - Chinese New Year London



February 11 10:50
2016

by Charlie McCarthy
0 Comments

Print This Article
Share it With Friends

The irrepressible JJ Goodman, driving force behind London Cocktail Club and Craft Cocktail Company, brings us the first kick-ass installment in a series of irreverent cocktail videos, *Guerrilla Cocktails*. To mark the Year of the Monkey, JJ faces-off against one-time colleague and PimpShuei Grand Master, Sipheng 'Slash' You. It's a winner-takes-all Baijiu cocktail battle on the mean streets of Chinatown, London.

Both these lads know how to run a great cocktail party bar; LCC's numerous outlets know how to get roudy and PimpShuei is the most fun you can possibly have in a Kung Fu dive bar.

Bonus points straight off the bat for referencing the *Greatest-Ever_American-Chinese-Mystic-Martial-Arts-Cheeseball-Action-Comedy* in the video title!!

Once Sipheng has taken JJ on a insiders tour of Chinatown's markets, the boys pop in to Opium for their Baijiu cocktail showdown.

Will JJ's measured pear-led HKB Baijiu number triumph over Sipheng's freestyle 'Big Splash' punch approach?

Who will pull the cheesiest chop-socky flair moves?

Where is that damn panda?

All will be revealed in Big Trouble in Little Chinatown.....

Regular readers will already know how keenly we've been following the cross-over of Baijiu into Western cocktail culture.

So what is this Baijiu stuff exactly?

“ Baijiu is a Chinese distilled white spirit, which literally means 'white alcohol' and is 52% proof. It is brewed using ancient techniques with fermented grains. The spirit has a unique and aromatic nose and pallet. Baijiu has been regarded as a drink to mark celebrations and strengthen bonds for thousands of years. The spirit is hugely popular within the Chinese community and is now starting to make its mark on the UK market with it being sold in SeeWoo stores and Selfridges.

And as the Chinese New Year dawns, London is witnessing it's third **Baijiu Cocktail Week** across 9 premium cocktail bars, nows the time to explore the diversity and versatility of this ancient spirit.

Oh, and if we haven't mentioned it already, LCC bars are awesome for a night of fun and banging cocktails, and if you haven't been to PimpShuei yet, you really should find out why it's one of Trip Advisors top London cocktail spots.

Ganbei!

At DrinkingTrends.com we like to bring you the freshest in drinks writing from our expert contributors. Let us know what you think in the comment section below.

Video Credits: YouTube

Main Image Credits: London Cocktail Club