



**Big Tom – making Sunday mornings comfortable**

## Tasty trend eases the pain of excess

BY MIKE CHAPPLE

**C**HILLING out on a Sunday afternoon nursing that Saturday night hangover with a long cold Bloody Mary is the thing to do.

Liverpool is playing rapid catch-up with other northern cities such as Newcastle, Manchester and Leeds where the city centre bar culture code demands that relaxing in a stylish establishment surrounded by the Sunday papers and chilled-out lounge music is the new vogue way to get over the excesses.

The bars which have catered for this trend for several years have benefited greatly from this increase in the popularity of Sunday brunch, with key indicators such as the sales rate of Bloody Mary – that combination of vodka tomato juice and a variety of different attributables traditionally considered as one of the finest hair of the dog cures – showing terrific sales growth.

In a recent national survey undertaken by James White Drinks, makers of spiced tomato juice Big Tom, the bars questioned confirmed that Sunday is a very different atmosphere, with visitors more likely to order food and non-alcoholic caffeine based drinks such as coffee or Coke. Overall though, the survey revealed that Sunday drinkers prefer a therapeutic alcoholic drink such as a Bloody Mary.

Lawrence Mallinson, managing director of James White Drinks comments: "Our researchers visited several big cities where they found so many bars getting in on the act.

"The trend may have originated in the cool bars of stylish London suburbs but we've seen a steady spread across the capital and it's now hitting major UK cities such as Leeds, Birmingham and Newcastle."

Three of the best to check out an expertly made Bloody Mary on a leisurely Sunday afternoon are on the Wood Street/ Fleet Street axis of Liverpool. The Office, Revolution and most especially, The Tea Factory are the places to go.

Revolution, which is the biggest vodka bar chain in the UK, has seen a dramatic rise in Sunday chillout drinking compared to this time last year.

Clive Greenhalgh, area manager at Revolution Bars, says: "People are working harder and longer than ever before and don't want to waste time lying in bed, just because they've overdone things on a Saturday night."



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