

HIMKOK

PRESS KIT



CONTENTS

[ABOUT HIMKOK](#)

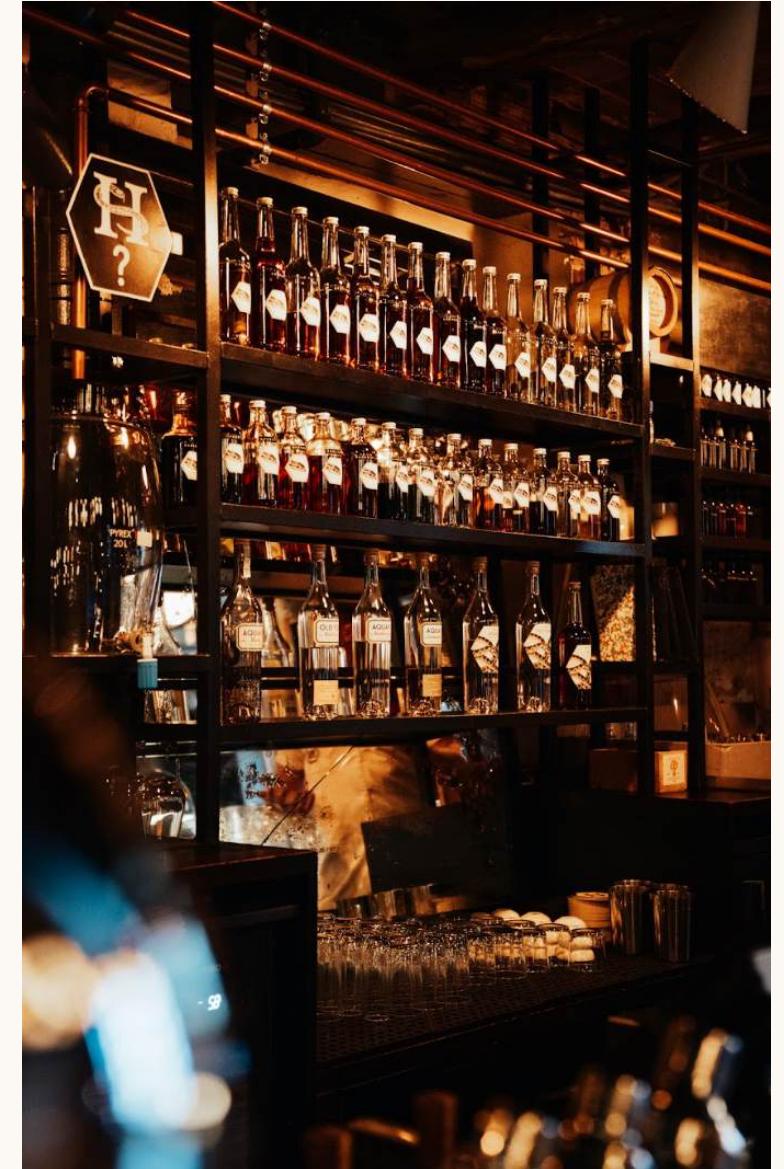
[MEET THE TEAM](#)

[CREATIVE WORK](#)

[MEDIA HIGHLIGHTS](#)

[AWARDS](#)

[MEDIA CENTRE](#)



[01]

ABOUT HIMKOK



ABOUT HIMKOK

Opened in 2015 by Erk Potur, Himkok is a world-leading cocktail bar, known for establishing Scandinavia's cocktail culture and being a regular on the World's 50 Best Bars list (currently ranked at No.10). Under the stewardship of bar manager Maroš Dzurus and head of R&D Paul Voza, it continues to be a place to discover a variety of Nordic ingredients through exciting drinks, many of them made using in-house produce.

The multi-storey venue is also home to an on-site distillery producing aquavit, gin and vodka, a large outside terrace, an upstairs bar with cocktails on tap for speedy service, and even a barbershop on the top floor.

himkok.no

[@himkok.oslo](https://www.instagram.com/himkok.oslo)



[02]

MEET THE TEAM



MAROŠ DZURUS

Maroš Dzurus is the Bar Manager of Himkok. He is one of the leading bartenders in Europe. Maroš moved to Oslo in 2015 to learn English, and after working at Himkok, he quickly climbed the ladder to Head Bartender and then to Bar Manager. He has continued to learn about Norway's culture through its native ingredients and is passionate about making the industry an honest and innovative environment. He champions a variety of Nordic ingredients and focuses on delivering memorable hospitality and creating sustainable working environments for his staff.

[@maros_dzurus](https://www.instagram.com/maros_dzurus)



PAUL VOZA

As the head of Research and Development, Paul's mark on Himkok has been huge. With his rich and international background, Paul Voza was introduced to the food and drink industry from a very early age. Growing up around the family business allowed for an all-encompassing understanding of food, flavour, techniques and creativity. Alongside this and an extensive past of travel, Paul's immersion into fusing cultures and cuisines, led him to Himkok. His main inspirations for creating cocktails derives from his local surroundings in Norway as well as his mixed heritage of France and Mexico, by the way of the U.S.

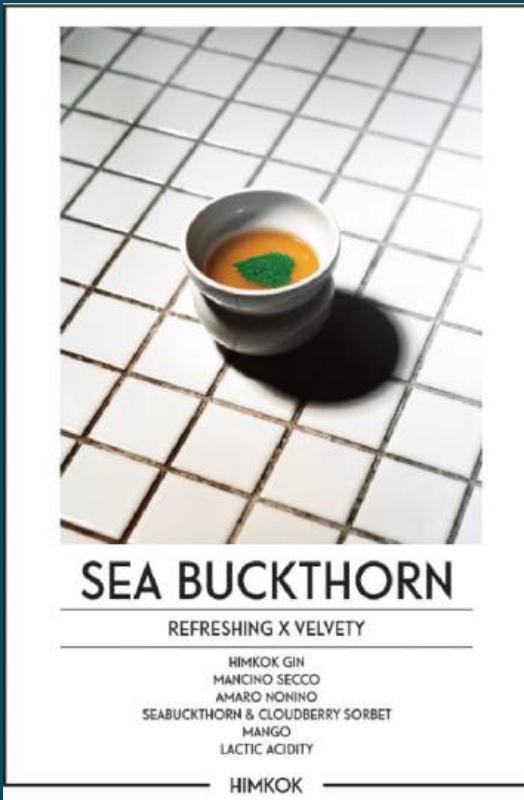
[@paulvoza](#)



[03]

CREATIVE WORK





The team worked with renowned multi-media artist Olav Stubberud to create an interactive element to Himkok's menu in 2022/23, in which guests can scan a picture of cocktails in the menu to show it being made and served



Created an RTD range, made using in-house distilled spirits. The sustainable low abv serves are inspired by classic cocktails, with Himkok's twist



Collaborated with artist Esra Røise, 13 artworks were auctioned alongside opportunities to experience distilleries and work with master blenders from the likes of Michter's, Cointreau and Martini & Rossi



Collaborated with fashion designer Eline Dragesund inspired by Himkok's newest menu, Fashion Meets Mixology. The launch was held on the rooftop of the infamous Munch Museet in Oslo



Collaborated with Sony Music Norway to launch their latest Beats & Sips cocktail menu in collaboration with Norwegian artists. The concept blends music with Himkok's localised style whilst harmonising the synergy of sound and taste



Collaborated with Norway's top-selling Aquavit brands LINIE to launch a limited-edition Aquavit, HIMKOK LINIE. The collaboration involves ageing Himkok's in-house Aquavit in the brand's technique of sailing across the world

[04]

MEDIA



MEDIA HIGHLIGHTS

FINANCIAL TIMES



In most cases, a radish is just a radish. In mixologist Giulia Cuccurullo's world, it might also be a lychee.

For more than a year, Cuccurullo has been experimenting with "future-proof ingredients" at [Artesian](#), The Langham's cocktail bar. First, she created a menu inspired by "ingredients of the future" (pandan, jackfruit and dates). Now the focus is vegetables. Alter Ego is a series of 16 cocktails that transform unexpected ingredients – most of them vegetables – into familiar flavours. Daikons have been pickled to resemble lychees. Mung beans have been cooked down to create walnut-tasting Old Fashioneds. Cuccurullo compares her approach to that of a chef. "If a combination of flavours works when you eat something," she says, "why can't it work in liquid form?"

Besides, who said a vegetable has to be savoury? I've had peas sweeter than I have pineapple. ([True Laurel](#) in San Francisco makes a Peacasso with aquavit, Espadon and snap pea syrup.) The same goes for carrots (see [Sopwell House](#)'s Sparkling Barnes), beetroot ([Three Sheets](#) adds it to its Bramble and Earth Martini) and parsnip ([Himkok](#) in Norway blends parsnip with maple syrup for a whisky-based cocktail).

FOOD & WINE

06 of 11
Himkok (Oslo, Norway)



PHOTO: HIMKOK

[Himkok](#) is an ode to aquavit, right down to the on-site greenhouse and distillery where aquavits (and gins and vodkas) are crafted and either pumped directly to the bar or shepherded into barrels to be matured. The drink menu acts as a liquid dialogue around local culture: Norwegian ingredients like cloudberry and sea buckthorn are swapped into classic cocktails, like the Birch, a dry martini variation with a woodiness from local birch sap.

Financial Times

Food & Wine

**the
drinks
business**

Ketchup cocktail, anyone? Why bartenders are embracing alternative flavours

Made using Buffalo Trace, Parsnip Maple Syrup and Angostura cocoa bitters, the Parsnip is not Himkok's first venture into the world of veg, having experimented with cucumber, carrots and beetroot in the past.



"There's a growing trend for alternative and savoury flavours in cocktails, and we're fully on board with it," says Paul Aguirre, R&D manager at Himkok in Oslo, Norway. Ranked number 10 in the 2023 World's 50 Best Bars list, Himkok's mixology team incorporates local herbs, spices and vegetables which are "deeply rooted in Nordic cuisine" in the drinks menu. And its latest cocktail, the Parsnip, is no exception.

Made using Buffalo Trace, Parsnip Maple Syrup and Angostura cocoa bitters, the Parsnip is not Himkok's first venture into the world of veg, having experimented with cucumber, carrots and beetroot in the past.

Drinks Business

MEDIA HIGHLIGHTS

falstaff

OSLO'S TOP 5 COCKTAIL BARS

Entrepreneur Erik Petur, along with bar manager Maroš Dzurus and his brilliant team, showcase a program with its roots firmly placed in Norwegian tradition, culture and nature, with typical Nordic flavors like cloudberry, sea buckthorn and birch in the lip-smackingly tasty cocktails. The name Himkok is Norwegian for moonshine, a humorous reference to the fact that the bar has its own distillery.



The cocktail bar is well-known for its creative and environmentally friendly approach to cocktail making, and its recycling philosophy has attracted attention both locally and internationally. In 2018 it was named most sustainable cocktail bar in the world by The World's 50 Best Bars. The jury's reasoning read like this:

6 *Himkok is an institution that strives to embody Norwegian culture through the expertly crafted cocktails and spirits distilled on-site, staying true to the surrounding nature and local accessibility. Featuring a fully functioning distillery producing aquavit, gin, and vodka, Himkok creates drinks and products with an authentic Nordic taste, achieved through sustainable and empirical production methods.*

The bar itself is divided into several areas. There's a cider bar in the idyllic backyard, and on the first floor is a high-volume bar with a "happy night out" vibe. The actual speakeasy that is the heart of Himkok is on the ground floor, and this is where you can admire the distillery.

Falstaff

THE COCKTAIL LOVERS



Forbes

Oslo Travel Guide: Attractions, Hotels, Dining And Nightlife



Himkok translates as "moonshine" and in fact the bar produces their own range of spirits right on site. Number 10 in the World's 50 best bars list, this popular bar has a fully operational distillery that produces Aquavit, Gin, and Vodka and has a delicious range of their own cocktails and cider on tap.

Forbes

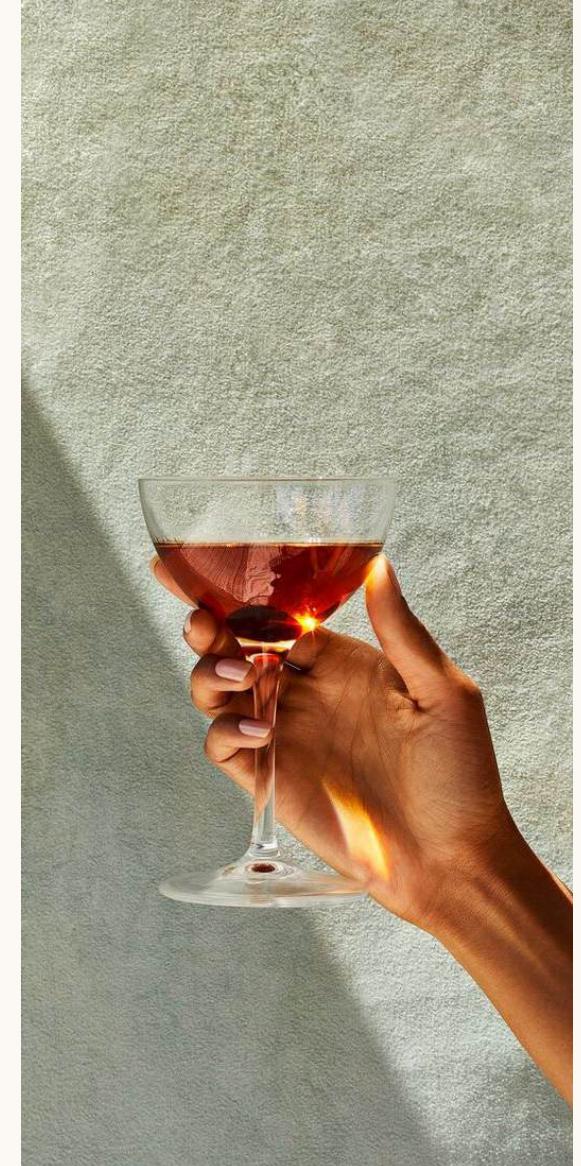
[05]

AWARDS



AWARDS

- Top 500 Best Bars 2024- Ranked #1
- The World's 50 Best Bars 2024 - Ranked #11
- The World's 50 Best Bars 2024 - Bareksten Best Bar Design Award
- The Spirits Business Pre-mixed & RTD Masters 2023 - Gold for Himkok Oslo Mule & Oslo Paloma
- Bartenders Choice Awards 2023 - Best Cocktail Bar in Norway
- Norse Bar Show 2023 - Winner of the Best Bar in Norway
- The World's 50 Best Bars 2023 - Ranked #10
- The World's 50 Best Bars 2023 - Nikka Whisky Highest Climber
- The World's 50 Best Bars 2022 - Ranked #43
- Top 500 Bars 2021 - Ranked #26
- Ketel One Sustainable Bar Award 2018 - World's Most Sustainable Bar



[06]

MEDIA CENTRE



HANDLES AND ASSETS

INSTAGRAM

[@HIMKOK.OSLO](https://www.instagram.com/himkok.oslo)

WEBSITE

[Himkok.no](https://www.himkok.no)

Assets

[Interior](#)

[Cocktails](#)

[Team](#)

[Logo](#)



SALUT!
CHEERS!



PLEASE NOTE: The creative ideas, images, words and directions laid out in this presentation, and the presentation in its entirety remain the property of LX PR, until such time as they form a part of an agreed transaction or contract between LX PR and a third party.