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By **Emma Mills**

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Rosé has long been a summer staple, but it's just got a whole lot cooler.

Bar Primi in New York recently launched "frosé", a new concoction which cools blush rosé to create an alcoholic slushie for adults.

The idea came from Justin Sievers, the Italian eatery's general manager, who wanted to create something new for rosé season.

"Somebody said something like, 'Man, it's rosé season, what should we do?' And I was like, 'What if we just dump a bunch of rosé into the [slushie] machine and see if it freezes?' So we did," he told Insider.

"Everyone seems to love it. As soon as it hit the tables, everyone sees it and is like, 'What is that? I want one'," he added.

The icy mixture has since proved a hit with sun-worshipping Instagrammers.

The cocktail is usually made by mixing rosé with vermouth and puréed strawberries, while some versions also include lemon juice. Different fruits and other spirits can also be added to the mix to make a whole host of summer-friendly wine cocktails.

If you can't make it across to Bar Primi for a glass, you can try a glass at London's Beaufort House on King's Road, where it has become the bar's best-selling cocktail.

“We’ve been inundated,” employee Hannah Cary told [iNews](#). “We get so many people coming in asking for it every day.”

“Particularly because it’s the middle of summer and because of the buzz about it on social media, it’s certainly the drink people are talking about,” she added.

Alternatively, head down to speakeasy cocktail bar [68 & Boston](#) in Soho, where they are serving their frosé with Cocchi Rosa vermouth.



The fun doesn't end there: Bon Appétit has come up with its own recipe for you to make at home - without a big slushie machine. Enjoy.

