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The Cauldron Edinburgh

Press Release

Fire up the Christmas Spirit at The Cauldron

Throw away the chestnuts! Edinburgh's wizard themed speakeasy, The Cauldron Magical Experience, has launched a fierce programme of Christmas events to fire up the festive spirit.

In characteristically dramatic style, visitors to the magical pop up will be blown away by bubbling brews and smouldering spirits, while even Santa will be spellbinding and transformed.

Direct from New York and London, the world-famous Cauldron Magical Cocktail Experience will be running throughout the festive period, offering an enchanting experience like no other. Wizards and witches can don their robes and wield their wands in front of the Christmas tree, to conjure incredible potions using molecular mixology and a little bit of magic.

For the first time, witches and wizards are welcome to summon drinks at the bar, including brand new Christmas tipples, which include a sweet as sugar Candy Cane shot, the hot, spiced and enchanting 'Very Happy Christmas' and the cheeky but refreshing 'Mrs Clause'. The stunning festive backdrop provides the perfect place to raise a glass to The Cauldron's very own lady in the red suit.

Mrs Clause, AKA Drag Queen, Ellie Diamond, will be in her gorgeous grotto from 5pm every Saturday in the run up to Christmas (7, 14 and 21 December) to find out whether Scotland's sorcerers have been naughty or nice. Revellers will be judged on whether they have performed good or bad magic during 2019, and will be presented with an appropriate drink to suit.

Matthew Cortland, co-founder of The Magic of Things, the imagineering studio behind The Cauldron Magical Experience, comments:

"Christmas is undoubtedly the most magical time of the year, so it makes sense for us to celebrate it in style – with a twist! We like our visitors to experience the unexpected, so our Santa is more slay than sleigh and our Christmas sparkle is more of an explosion. Come and warm up in our dungeon this December and make your own Christmas magic!"

The Cauldron will also be opening the venue every Sunday in December for families in a Christmas event series for kids— From £15, you get a steaming mug of fantastical hot chocolate with whipped cream and marshmallows to enjoy while painting and decorating a wizard Christmas ornament in a class with Mrs. Clause and her helpers, before sitting 'round Santa's Grotto and listening to stories about Christmas and traditional Scottish folklore by a professional storyteller and author. Pose with a real live owl before taking away a Christmas gift.

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Hidden in plain sight beneath Edinburgh's Frederick Street, The Cauldron offers an immersive cocktail class, with tickets starting at £29.99 per magical being. Alcohol-free, gluten and vegan options are available. As well as out of this world cocktails, The Cauldron is also home to 'Three Sisters Pale Ale', an Innis and Gunn collaboration beer – a limited edition made exclusively for The Cauldron Edinburgh, infused with rosemary, honey and thistle and reimagined using an old Scot's brewing recipe.

www.thecauldron.io/edinburgh

Background

Direct from New York and London, the world-famous The Cauldron Magical Cocktail Experience has arrived in Edinburgh.

The experience is a 1 hr 45 minute immersive class, where wizards don a robe and wield a working magic wand and use molecular mixology to brew drinkable elixirs.

Wizards are then led to an interactive work station where you learn spellcasting 101 by pouring a welcome drink of either beer, cocktail, or mocktail.

Wizards follow instructions to brew two molecular potions that change colour, bubble, and smoke. The experience is largely self-guided, but a potions master is on-hand to make sure that you don't poison yourself! Alcohol-free, gluten, and vegan options are all available.

The Cauldron Edinburgh is proud to be working with Innis & Gunn, in their first ever UK collaboration to produce '3 Sisters Pale Ale', a limited edition collaboration beer made exclusively for venue. The craft beer is infused with rosemary, honey and thistle— ingredients used in real magical history, and re-imagined using an old Scot's brewing recipe.

The Cauldron is run by a collective of designers, engineers, and experts in hospitality, who invent and produce immersive experiences that use technology, food, and drink in creative and unexpected ways. The company's Board of Advisors include a NASA Rocket Engineer, serial technology entrepreneur, and former head of PR at one of Europe's largest technology conference.

Tickets start from £29.99 per magical being and include a welcome drink, two molecular cocktails, and the interactive experience.

There are additional drinks available to purchase during the Experience from our Signature Potion's Menu, as well as a limited food menu for purchase within the Experience.

Costs:

off peak: £29.99 per magical being (+£1 processing fee per ticket)

peak: £34.99 per magical being (+£1 processing fee per ticket)

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Off-peak Seatings: Wednesday-Thursday & Sunday all day, Friday before 5pm

Peak Seatings: Friday 5:00pm-close, Saturday all day

Co-Founder biographies

Matthew Cortland & David Duckworth

Matthew Cortland is a technologist, product designer, and former reading teacher with a background in tech startups, hardware & software, design, public relations, and business strategy. He holds master's degrees in Creative Digital Media and Education & Social Change, and is a Henry Luce Scholar, George Mitchell Scholar, and Teach for America alumnus. Matt was named in the top 30 of Business Insider's 2019 "100 Coolest People in Food and Drink."

David Duckworth is a molecular mixologist and F&B experience designer who has been involved in setting up and running some of London's premier interactive cocktail experiences-- The Cauldron, ABQ, and The Bletchley, which are ranked #1, #2, and #4 of Business Insider's "6 Bars You Need to Visit in London." Dave's background in hospitality extends to bar managing for nightclubs, festivals, and events at Tape London, Wilderness, Lovebox, Citadel, and The Patron's Lunch. Dave was named to the top 30 of Business Insider's 2019 "100 Coolest People in Food and Drink."

Matt and Dave were recently named to Business Insider's "[Top 100 Coolest People in Food and Drink](#)" as spots 29 and 30.

Cocktail menu

Ultimate Hot Chocolate

Best choice to warm you up this Christmas. A classic boozy hot chocolate with some extra magic (and marshmallows!)

Hot water, Cacao Powder, Cognac, Top up Whipped Cream

Mrs Clause

A kiss under the mistletoe- sweet, refreshing, hearth warming... Just as a proper Christmas Eve should be - ask Santa!

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Gin, Lemon Juice, Simple Syrup, Cranberry Juice, Aquafaba, Red Wine Reduction

Hogmanay Resolution

There is no better way to begin the year... this delicious cocktail will get you ready for a fresh start.

Vodka, Lemon Juice, Aperol, Peach Liquor, Vanilla Syrup, Milk

A Very Happy Christmas

Hot, spiced and enchanting... This magical elixir will remind you of fond memories with those you love.

Rum, Sweet Vermouth, Demerara Syrup, Lemon Juice, Orange Juice, Cinnamon Bark, Thyme Sprig, Cayenne Pepper, Paprika, Cloves

Candy Cane Shot

A perfect, sweet treat for the holidays. Bound to put twinkle in your step!

Vodka, Cacao Liquor, Mozart White, Simple Syrup

Book drive

Bring a book to donate to a developing reader. The idea for The Cauldron is rooted in fantasy literature, and so the venue is running a Book Drive to create classroom libraries for developing readers in the Scotland. The Cauldron invite all visitors bring a copy of their favourite childhood book, which will be donated.

Disclaimer

The Cauldron, and The Magic of Things are broadly inspired by fantasy and science-fiction and is a place for fans of magic. All of our magic wand designs are original. Neither these companies nor these products are endorsed by, affiliated with or associated with Warner Bros. or J.K. Rowling or otherwise connected with Harry Potter or J.K. Rowling's Wizarding World. Nor are they endorsed by, affiliated with or associated with Lord of the Rings, Game of Thrones, Rivers of London, The Magicians, Dune, The Name of the Wind, Star Wars, or otherwise connected with any one specific

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text or series (although we do love those texts and think that they are the bees knees). We are but geeks.

Press Contacts

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