

NYC Wizard Pop-up is Back with a New Experience

The Cauldron Magical Experience to launch “Potion Making 2.0” in September

July 25, 2019 (New York)- After welcoming over 50,000 New Yorkers to its first pop-up potions class, The Cauldron has unveiled its newest pop-up experience— “Potion Making 2.0” —a re-designed and updated potion-making class set in an indoor forest glenn in Downtown Manhattan. Attendees are in store for a completely different drinks menu, new magic-wand interactivity, and beautifully designed interior. The VIP Potions Experience debuts September 5, 2019 at The Cauldron NYC on Stone Street. Tickets are for sale at thecauldron.nyc.

The Cauldron is a one hour and forty-five minute ticketed class that centers on the idea of bringing concepts from fantasy novels and magical lore to life with science, technology, and design. Upon arrival, guests receive a mage robe and working magic wand, which is imbued with IoT technology and used throughout the immersive drinks experience.

“We are debuting a tactile, multisensory drinks experience that encourages customer exploration— yes, your magic wand is the control device for summoning drinks, stirring liquids, and illuminating cocktails, but we’ve also got touchable magic mushrooms that emit ultraviolet light for glow in the dark drinks, while real plants glow and sing when stroked,” remarked co-founder and molecular mixologist David Duckworth. “The new potions that we are debuting in The Cauldron 2.0 come in little vials and jars that encourage smell and taste as the class continues. It’s about discovery and having fun.”

The class includes 3 drinks, the first of which is poured by magic wand. Students summon craft beer from bottom-filling glasses and pour house-made cocktails and mocktails from the mouths of mounted magical creatures. The Cauldron is once again working with Sixpoint Brewery—the popular mad-scientist brewery in Brooklyn—for a brand new collaboration brew called “Benevolent Magic”—a hazy pale ale brewed with Agrimony, Lemon Peel, and Ginger -- ingredients found in real magical history—and combined with Citra and Amarillo hops.

Students then choose two molecular potions to brew from a list new options, which range from beginner to advanced. These molecular cocktails include creations such as “The Spaniard’s Revenge,” “Time Transfixed,” “Botany Brew,” and “The Blood Boiling Curse.” All drinks are interactive and feature chemistry and technology in novel ways.

The London-based design studio behind The Cauldron, *The Magic of Things*, is led by British and American duo David Duckworth and Matthew Cortland. The founding pair, who were recently #29 and #30 on Business Insider’s 2019 “The 100 Coolest People in Food and Drink,”

started the business in 2018 after a failed crowdfunding campaign and just \$3,000 in personal savings. They have since built a global company that currently operates pop-ups in London, New York, Dublin, and Edinburgh, and a wizard speakeasy in London, The Blind Phoenix. “We’ve pulled together an imagineering studio of engineers, prop-makers, and experts in hospitality to really push the envelope of the traditional food and drinks model,” said Cortland. “Our team is excellent and their passion and vision drives our company forward. We are hell-bent on making magic real.”

In the year since The Cauldron opened as a pop-up in New York City, they have turned a two-story historic bar on New York City’s first paved road into an adult fantasy fan’s dream—magic wands pour pints of beer and house-made cocktail from a 15 foot tree growing out of the central bar, hand-crafted cocktails are more like chemistry class than traditional mixology, and multiplayer games like Mario Kart and Super Smash replace TVs. Guests can pair their Potions Experience with fantasy-inspired dinner and drinks, and groups of 6+ can book The Cauldron’s “Magical Feast.”

Attendees to The Cauldron are encouraged to bring their favorite childhood book, which The Cauldron donates to Teach for America for classroom libraries. Co-founder Matthew Cortland began his career as a high school reading teacher with the teaching program, and hands-on learning with STEM and literature is the central pillar of the project.

Tickets start at \$44.99 and are for sale at thecauldron.nyc. Individual, group, and corporate packages are available. Over 21s only.

Find The Cauldron NYC on social media [@thecauldronnyc](https://twitter.com/thecauldronnyc) and its parent company at [@thecauldronpub](https://twitter.com/thecauldronpub)

Disclaimer: The Cauldron is broadly inspired by fantasy and science-fiction and is a place for fans of magic. It is not 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, or any other specific book or movie. It takes ideas from across literary and world history and brings them to life with science and technology. We are but geeks.

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