

Malaysia's Hilton Properties takes iconic jungle bird cocktail on tour

10 August 2023 | News

The jungle bird cocktail, known for its distinct blend of flavours and captivating bird-shaped presentation



The jungle bird cocktail, known for its distinct blend of flavours and captivating bird-shaped presentation

Hilton Properties in Malaysia are announce the nationwide launch of the “Sip, Soar and Celebrate” campaign, a month-long celebration of the iconic Jungle Bird cocktail, which first came to life at Hilton Kuala Lumpur 50 years ago. Throughout the entire month, participating outlets at Hilton and DoubleTree by Hilton properties across Malaysia will be serving this tropical delight to cocktail enthusiasts, tracing its fascinating history and paying homage to its enduring popularity.

The Jungle Bird cocktail, known for its distinct blend of flavours and captivating bird-shaped presentation, has captured the hearts of cocktail enthusiasts worldwide. The story goes that the cocktail was created in the early 1970s by Jeffrey Ong Swee Teik, the beverage manager at Hilton Kuala Lumpur's Avia Bar. Inspired by the lush surroundings, exotic ambience, and colourful birds perched in a caged area visible from the bar, Ong set out to craft a welcome drink that would evoke the spirit of the jungle while delighting patrons.

While the Jungle Bird gained popularity among hotel guests and locals in Kuala Lumpur, its true breakthrough came through the publication of 'The New America Bartender's Guide' in the late 1980s. The guide, written by John J. Poister, featured the Jungle Bird as one of its highlighted recipes, giving the cocktail significant exposure to a broader audience. Bartenders worldwide started featuring the Jungle Bird on their menus, introducing it to new audiences and solidifying its status as a modern classic.

"The Jungle Bird's journey from its creation at Hilton Kuala Lumpur to its status as a globally recognised cocktail is a testament to the power of inspired craftsmanship and the ability of a drink to capture the imagination," said Linda Pecoraro, General Manager at Hilton Kuala Lumpur. "Its blend of flavours, combined with its unique bird-shaped presentation, has made it an icon in the world of mixology. We are thrilled to celebrate this milestone with the 50th-anniversary special edition box that comes with an elegant bird-shaped glass as well as the Jungle Bird cocktail served at Avia Bar."