



So everything started when I saw a seminar of Darcy O Neil in Tales regarding carbonation. Later on I read his book fix the pumps and I started experimenting with sodas and various types of carbonation.

At the same time I was working at Dos Agaves, a tequila bar in Athens.

As you know in Mexico the Paloma is the most popular drink s every tequila bar in the world tries to replicate the drink using either fresh grapefruit juice and soda or the overlysweet and artificial grapefruit sodas.

So we combined the knowledge we gained from the book plus our own research and came up with the Dos Agaves grapefruit soda, using graded fresh pink grapefruit skins, sugar, citric acid, water and salt. this was back in 2014 (see attached fb screenshot).

At the same time we were starting to understand how long drinks, like the Paloma, offer great revenue because they are fast, less expensive than using fresh fruit and bearing the labor costs, deliver constant steady result and bottom line people love carbonation and bubbles.

George Tsirikos just came back from working in Purl in London, Dimitris Dafopoulos and I know each other as we come from the same town in Greece, and in addition we was working for Vasilis Kalatzis who has an importing company in Athens called Granikal. The 4 of us were pondering on the idea of developing a brand or a product for bartenders that understood the quality we wanted to make their life easier. So creating Three Cents was the obvious way to go.

The name comes from the Great Depression era when soda bars were in existence. At soda fountains people would order plain carbonated water as 'Two Cents Plain' as it was the cheapest drink one could get. When flavored syrup was added, like vanilla or cherry or sarsaparilla, the total cost would be Three Cents.

We had a lot of challenges as no factory would trust 3 bartenders and one merchant in doing this for the volumes we had in mind. We thought that we would end up selling a product just to our friends bar, not in our wildest dream would we have imagined that we would be aiming at 100.000 cases and 20 exporting countries by the end of 2016, only 2 years after we started.

We also had troubling developing the product, we were shooting for fresh ingredients, highest pressure possible and no preservatives, just the ingredients that were present in the original recipe of the grapefruit soda. Our factory was very skeptical of this but they ended up trusting us.

We had to steam distill the grapefruits to achieve the desired result. We use no juice, as the juice affects both carbonation and flavor. Juice has to be pasteurized and this gives a bad aroma to the juice plus you have to use preservatives. This is where the artisanal comes into play, as this is the same way you would make a soda by hand in your bar.

The same care was put in every other product. All natural ingredients, high carbonation and the most flexible products you can find. The soda is fresh pure water carbonated as high as possible,

the tonic is bitter and has little to no lemon flavor as to help to bring out every flavor of the gin it is used with rather than cover it up, for the same reason it works with coffee as well or in many other drinks,

the Aegean tonic helps you as you don't have to shake basil and muddle cucumbers and make a mess plus lose time, they are already steam distilled and we use hydrosols of them,

the ginger beer is spicy and dry so you can add things to your drink without making it too sweet, plus you can use a little of it and the drink would still be gingery.

