



## Introducing Beefeater Pink

*The first innovation from The Gin Hub*

Today marks the launch of Beefeater Pink, the latest, bold expression to come from Beefeater, the world's most awarded gin brand. Fusing natural strawberry flavour, citrus and classic juniper botanicals, Beefeater Pink is a delicate and refreshing gin and one that is visually vibrant with its statement-making shade.

Beefeater Pink is expertly distilled and crafted in London by Master Distiller Desmond Payne MBE - a pioneer of today's global gin boom. Payne was inspired by Beefeater's founder James Burrough's creative curiosity. A pharmacist by trade before becoming a distiller, Burrough's wonderful inventions included raspberry gin, cherry brandy, British Brandy, and mint bitters. Beefeater continues to embrace Burrough's passion for colliding quality craftsmanship with experimentation and has created this natural strawberry flavour gin for the new generation of drinkers.

According to an independent report commissioned by Beefeater called **Cocktails: The New Golden Era**, millennials - the 'Gineration X' - are driving interest in cocktails with increasingly complex flavours. Beefeater Pink's natural strawberry flavour gives this new generation of gin drinkers a delicious, fun and visually appealing option.

The transparent glass bottle was created to enhance the natural vibrancy of the gin. With its graffiti style logo inspired by stencil art, Beefeater Pink also captures the contrast between tradition and modernity that optimises the spirit of London - the home of Beefeater Dry Gin.

The newest addition to Beefeater's vibrant repertoire of gin innovation which spans over 150 years, Beefeater Pink follows the success of Beefeater 24. It is the first innovation to be launched by The Gin Hub, a new, stand-alone entity that brings together three of Pernod Ricard's award-winning and pioneering gin brands under one roof: Beefeater, Plymouth and Seagram's gin.

Eric Sampers, Brand Director for Beefeater Gin, comments: “Beefeater Pink really captures what gin has become, a modern, vibrant, colourful and innovative category, where consumers are not afraid to challenge the classics and conventions. Distilled in London, Beefeater Pink represents the spirit of the city where convention and modernity coexist with each other.”

Sophie Gallois, Managing Director of The Gin Hub, adds: “We know that the gin industry is booming and there is a real appetite for new and innovative expressions that offer consumers a different drinking experience. In Spain, for example, the pink gin trend accounts for 40%<sup>1</sup> of all value growth within the total gin category, so there is huge potential to tap into. I’m delighted that The Gin Hub is introducing Beefeater Pink. This statement drink showcases the incredible quality of Beefeater Gin, while the fresh addition of strawberry to our vibrant botanicals gives the drink its pink colour.”

Beefeater Pink’s will roll out in 12 countries from March 2018 before the rest of the world. The RRP is €14.95 and it has 37.5% ABV.

Beefeater Pink is best served with tonic water, lemonade or on the rocks with chopped fresh strawberries and served in a goblet.

-Ends-

#### **NOTES TO EDITORS**

##### **Tasting notes:**

*Taste:* The soft fruit flavours of strawberry tune perfectly with classic notes of juniper and citrus to produce a finely balanced contemporary gin.

*Aroma:* Pleasant strawberry aroma.

*Appearance:* Soft, natural pink.

Beefeater Pink is best served as The Strawberry Beefeater & Tonic. Pour the gin over ice and top up with lemonade or tonic water. Add chopped fresh strawberries and serve in a goblet.

##### **About Beefeater:**

Beefeater is the world’s most awarded gin brand and with its distillery based in the heart of London, it is the only historic dry gin distilled in the capital city, making it a true London spirit. Created by James Burrough in the 19<sup>th</sup> Century, the iconic Beefeater recipe has remained virtually unchanged and today it is guarded by Beefeater’s Master Distiller, Desmond Payne, the most experienced gin distiller in the world. Beloved by international bartenders for its consistently outstanding quality and classic London dry taste, the Beefeater range consists of Beefeater Dry, the world’s No.1 premium gin thanks to its crisp, clean, well-balanced flavour; Beefeater 24, a superpremium gin infused with Japanese and Chinese teas to create a distinctive, complex gin

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<sup>1</sup> Nielsen Data MAT AM’17 vs LY – Value

to suit contemporary cocktail culture; and Beefeater Burrough's Reserve, a hand-crafted, ultra-premium, oak-rested gin, that challenges convention.

@beefeatergin

**About The Gin Hub:**

The Gin Hub is where you will find our collection of wonderful gins: Beefeater, Plymouth and Seagram's (outside of the US) and the passionate people behind them. Created in London in July 2017, The Gin Hub was born as a stand-alone company, owned by Chivas Brothers, so that they can channel their energy into playing their part in the development of the global gin category worldwide. Nimble and experimental, The Gin Hub is a place where their world-class expertise is celebrated, where innovation and ideas are nurtured and where their gin brands can truly thrive.