

September 2019

BEEFEATER BLACKBERRY BURSTS ONTO THE SCENE

Launching exclusively in the UK, the new, limited-edition vibrant flavour combines the sweet juicy flavour of blackberry with classic gin notes of juniper



Beefeater, the world's most awarded gin, is adding a third variant to its booming flavours range with the launch of Beefeater Blackberry. Taking the quintessential British bramble fruit, Beefeater has developed a fresh blackberry flavoured gin with a soft violet colour. What better way to make Dick Bradsell's famous 1980 Bramble Berry cocktail?

Purple gins are gathering huge momentum and are now the third fastest growing flavoured gin in the UK¹. Beefeater Blackberry is steeped in the brand's heritage, having been based on an archived infusion recipe by original founder James Borrough. The fruit-led purple gin is made with the quintessentially British fruit, providing a great opportunity for fresh seasonal serves that vibrantly retain both their colour and flavour, bursting with refreshment.

Beefeater Blackberry is created by distilling the Beefeater London Dry Gin base, and then adding natural blackberry flavours. Distilled in the heart of London, at The Beefeater Distillery in Kennington in the brand's famous London copper stills, its taste profile clearly identifies it as part of the award-winning Beefeater portfolio due to its citrus-forward notes. The fruit influence is achieved with no compromise to excellence and uses exclusively natural flavours.

¹ dunnhumby data: 23 week(s) from 05/11/2018 to 14/04/2019

Louise Ryan, Managing Director, The Gin Hub, comments: “We’re delighted to be introducing Beefeater Blackberry to a new generation of gin drinkers who are eager to explore this thriving category. The UK market is one of the biggest gin markets in the world and Beefeater grew +275% in the UK off-trade last year². We’ve been blown away by the success of both Beefeater Pink Strawberry and Beefeater Blood Orange, with almost 150,000 cases sold across both flavours in the UK last year. That’s 10 times the previous year, showing consumer appetite for new and exciting visual serves continues to grow.”

44% of consumers typically order a berry flavoured cocktail when out³ and for every £1 spent on gin in the off-trade last year, 25p was on flavoured gin⁴. Beefeater Blackberry is a visually impactful gin that retains its flavour and distinctive colour when mixed. The bitter-sweet flavour of Blackberry gives way to classic gin notes of juniper and angelica, developing into a long, rich finish.

Beefeater Blackberry is bottled at 37.5% ABV and will be available for 12-months as a Tesco exclusive from 9th September 2019. RRP £18.99.

-ENDS-

Tasting Notes:

Sweet juicy blackberry flavours perfectly balanced with the more complex notes of Beefeater’s classic juniper, citrus and floral aromas with a long, refreshing finish.

Appearance Notes:

Distinct blackberry colour complimented with a violet hue, which holds when mixed.

Distillation Notes:

Beefeater Blackberry is made in London by the addition of natural blackberry flavour to a specially formulated Beefeater Gin recipe. It is bottled at 37.5% abv.

Aroma Notes:

Ripe, autumnal citrus fruits with a subtle geranium notes adding complexity.

Serving Suggestion

- 50ml Beefeater Blackberry
- 150ml Premium tonic
- Garnish with Fresh Blackberries and a slice of Lemon / lemon twist

² Nielsen Off-Trade Data to 15/06/19, value change %

³ CGA Mixed Drinks Q3 2018 [13]

⁴ Nielsen Answers: 52 weeks to 5th Jan 2019 vs YAGO

About Pernod Ricard UK

Pernod Ricard UK is part of Pernod Ricard, number two in wines and spirits with sales of €9,182m in 2018/2019. Created in 1975 by the merger of Ricard and Pernod, the Group has undergone sustained development, based on both organic growth and acquisitions: Seagram (2001), Allied Domecq (2005) and Vin&Sprit (2008).

Pernod Ricard holds one of the most prestigious brand portfolios in the sector, including 19 brands among the top 100 worldwide. Pernod Ricard UK has identified the following key priority brands in the UK market: Absolut, Jameson, Chivas, The Glenlivet, Plymouth Gin, Monkey 47, Malibu, Perrier-Jouët, Kahlúa, Beefeater, Campo Viejo, Brancott Estate, Olmeca, Havana Club, Martell, Aberlour, Jacob's Creek, Lamb's, Ballantine's, G.H. Mumm and Wyborowa. Pernod Ricard UK is a member of The Portman Group promoting responsible drinking.

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About The Gin Hub

The Gin Hub is where you will find our collection of wonderful International Gins: Beefeater, Plymouth, MALFY and Seagram's (outside of the US) as well as the passionate people behind them. Created in London in July 2017, The Gin Hub was born as a stand-alone company, which now reports to Pernod Ricard UK, to drive the global development of its portfolio of International Premium Gin brands. Nimble and experimental, The Gin Hub is a place where world-class expertise is celebrated, where innovation and ideas are nurtured and where its gin brands can truly thrive.