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INTRODUCING BEEFEATER ZESTY LEMON

Bursting with citrus flavour, The World's Most Awarded Gin¹ celebrates one of its nine, iconic botanicals with a new distilled Gin with a hint of lemon



Beefeater, The World's Most Awarded Gin¹, is throwing the spotlight on one of its most iconic botanicals for its latest flavour innovation: Beefeater Zesty Lemon. Bursting with natural, citrus flavour, Beefeater Zesty Lemon takes inspiration from founder James Burrough, who only selected the freshest lemons from London's Covent Garden market, to create a new, elevated twist.

Beefeater Zesty Lemon has been masterminded by legendary Master Distiller, Desmond Payne MBE, and adds natural lemon flavours to the classic Beefeater London Dry Gin base. Whilst the new Gin has a prominent citrus aroma, the base taste is discernibly that of juniper. Produced using the classic Beefeater London Dry Gin recipe as a base, the fruit influence is achieved by adding exclusively natural flavours with no added sugar and no compromise on excellence.

¹ Based on International Spirits Awards from 2004 to 2020

Desmond Payne MBE, Master Distiller, Beefeater, adds: “Citrus has always been an important element in our Gins. It brings freshness to the balance of the overall flavour. It is also a perfect complement to the classic notes of juniper and the earthier flavour of angelica. Beefeater Zesty Lemon was inspired by the Burrough’s Lemon Gin produced in the 1950s. This contemporary approach delivers a zingy freshness that makes it perfect for today’s discerning Gin drinker. A hint of sweetness on the palate with a burst of zesty lemon on the finish.”

Murielle Dessenis, Global Brand Director, comments: “We can’t wait to share Beefeater Zesty Lemon with our Urban Explorers because it delivers a refreshingly balanced and natural taste . Our Urban Explorers are constantly on the hunt for something new. For these consumers, taste and visual are king and lemon is currently the top-ranking flavour with high-visual potential². Our new Flavoured Gin is not only vibrant and perfect for Instagram, but citrus has always been at the centre of Beefeater, making it a perfect fit for the brand!”

Premium+ Flavoured Gin is experiencing double-digit growth and globally, Beefeater is the main contributor, growing ahead of the category³. Beefeater Zesty Lemon joins two tried and tested flavours: Beefeater Pink Strawberry, now available in more than 85 countries around the world, and Beefeater Blood Orange, which quickly became the number one spirits innovation in the UK when it launched in 2020⁴.

Beefeater Zesty Lemon will launch in 10 countries including Czech Republic and Russia from March 2022.

-ENDS-

² Future of Flavour 2020, Consumer Insight Partner 2020

³ IWSR 2019, PRMV Forecast 19-24 for Premium+ Gin

⁴ Nielsen Scantrack MAT to 13/06/2020

Notes to Editors

Key Information

TASTE

Clean, citrus lemon zest balanced by a touch of sweetness on the palate. The gin notes of juniper and orange contribute to the complexity. A burst of zingy lemon on the finish.

AROMA

Fresh, tangy and zesty lemon complemented with classic juniper notes.

FINISH / APPEARANCE

Bright, vibrant yellow transitions to a light golden hue when mixed with tonic.

KEY SERVE

50ml Beefeater Zesty Lemon Gin, 150ml Indian Tonic Water, lemon wheel and a sprig of lemon thyme.

ABV

37.5 % vol

About Beefeater:

Beefeater is the world's most awarded gin brand, distilled in the heart of London. Created by James Burrough in the 19th 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 with its iconic crisp, clean, well-balanced flavour; Beefeater 24, a super-premium gin infused with Japanese and Chinese teas to create a distinctive, complex gin to suit contemporary cocktail culture and the brand's successful flavours, Beefeater Pink Strawberry and Beefeater Blood Orange.

@beefeatergin

About The Gin Hub

The Gin Hub is where you will find our collection of wonderful International Gins: Beefeater, Plymouth, Malfy, Monkey 47 and KI NO BI 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.