

## **LONDON INSPIRES MONKEY 47 EXPERIMENTUM SERIES 2Y06**

*New limited-edition uses mint sauce, vinegar and honey to serve discerning drinkers a taste of the good ol' British Pub*



The sixth edition of Monkey 47 Schwarzwald Dry Gin's Experimentum Series uses London, England's capital city and home to over 3,500 pubs, as its muse, taking inspiration from the traditional condiments served with a quintessential British Sunday Roast.

The Experimentum Series from Monkey 47 is a range of extraordinary spirit blends based on Monkey 47's original recipe and distillation process, which are released several times a year in quantities limited to no more than 500 bottles worldwide. These blends combine cutting-edge vacuum distillation with alternative methods of aroma extraction, making each of them an authentic flavour experience that defies categorisation.

For the 2y06 edition, Monkey 47's Booze Lab – a dedicated area at the Wild Monkey Distillery that pushes the envelope of what's possible in sensory terms - combined the refreshing flavour of mint sauce and the sharp taste of vinegar with the added velvety sweet taste of honey, produced at Monkey 47's very own farm. The mint, from the brand's own herb garden, is finely chopped and blended with a reduction of vinegar and diced pearl onions to create a macerate that is finished off with a touch of honey.

Jason Sennitt, Brand Director for Gin at Pernod Ricard UK, “We are delighted London has been chosen as the inspiration for Monkey 47 Experimentum Series 2y06. In the UK, the On-Trade is where this brand truly shines, and it has been a difficult couple of years for our customers in this sector who haven’t always been able to throw their doors open to patrons. This new limited-edition truly celebrates the moments in a British Pub we’ve missed out on. There’s nothing better than a Sunday Roast at the pub with friends and family, or a quick G&T after work with colleagues. We can’t wait to shine a light on these special moments by creatively combining them and offer our discerning drinkers something truly wunderbar.”

Monkey 47 has become a cult gin for those in the know, seeing strong growth of +24% net sales globally in H1 of FY22 rising to +58% in the UK market alone, due to the strong bounce back of the On-Trade post-lockdown.

Monkey 47 Experimentum Series 2y06 will be available through an online raffle via the MonkeyKiosk.com from 22<sup>nd</sup> February and exclusively in Harvey Nichols’ flagship store in Knightsbridge from 12<sup>th</sup> March. RRP £125. For those eager to sample the liquid before then, Monkey 47 Experimentum Series 2y06 will be served in an exclusive range of 47 hand-crafted cocktails at The Culpeper, Whitechapel, and Blue Boar, Westminster, from 25<sup>th</sup> February.

**-ENDS-**

### **Notes to Editors**

Signature serve: G Love and Mint Sauce (those in the know, know...)

#### Ingredients

40ml Monkey 47 Experimentum Series 2y06

70ml Ginger Ale

10ml Lemon

2 dash salt solution 8:2

2 barspoons white apple vinegar

#### How to make it

Fill highball with ice cubes

Build in glass

Garnish with Lemon zest & 3 mint sprigs

### **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.

#### **About Pernod Ricard UK**

Pernod Ricard UK is part of Pernod Ricard, number two in wines and spirits with sales of €8,824m in 2020/2021. 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, Lillet, Malibu, Malfy, KI NO BI, Italicus, Del Maguey, Perrier-Jouët, Kahlúa, Beefeater, Campo Viejo, Brancott Estate, Olmeca, Havana Club, Martell, 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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