

## BULLDOG Gin targets national distribution in UK

BULLDOG London Dry Gin, considered by connoisseurs to be 'the world's most mixable gin', will shortly be distributed by J. Wray & Nephew UK, the premium drinks distributor of Appleton Estate Jamaica Rums, Wray & Nephew White Overproof Rum, Alize, Dooley's and Licor 43 fame. J. Wray and Nephew UK is a subsidiary of Jamaica-based Lascelles de Mercado, a company with global operations and approximately \$300mm in annual turnover.

Diane Edwards, general manager of J. Wray & Nephew UK says, "We are excited to add a premium gin to our carefully selected portfolio of premium brands. BULLDOG's vital character and unique formulation gives it a confident modern positioning, which we feel is eminently suited to the demands of the discerning British consumer. Having firmly established itself in London, we want to take BULLDOG nationwide." Since its UK launch in early 2009, the independently owned BULLDOG Gin has stamped its inimitable persona within premium London on-trade outlets. This 'Defiantly Delicious' handcrafted gin has become a key ingredient in quintessentially modern British cocktails such as the Bloody BULLDOG, a snappy take on the Bloody Mary, and is currently the fastest growing super-premium gin in the world. "I wanted a product that was premium, authentic, lighter tasting, stylish, edgy, and emotionally appealing and relevant to consumers," says Anshuman Vohra, BULLDOG's creator and CEO. Quadruple distillation in copper pot stills and the infusion of twelve rare botanicals from nine different countries, such as dragon-eye from China, white poppy from Turkey as well as organically farmed juniper from Italy, gives BULLDOG the distinctive flavour and smoothness that Vohra was seeking. "The partnership between BULLDOG and J. Wray & Nephew fits very well within our global expansion strategy and will help ensure that the product takes its rightful place as an indispensable base for classic as well as innovative cocktails &ndash; a mainstay in the premium gin scene." Bottled at 40% abv, BULLDOG Gin comes in a charcoal grey coloured and broad shouldered bottle, radiating deep purple hues, boasts an iconic studded collar and is produced at a distillery with over 250 years of experience. US Wine Enthusiast magazine cited BULLDOG Gin with one of the highest ratings ever bestowed on a gin, and also named it within the 'Top 50 Spirits'. A rare accolade indeed. SOURCE BULLDOG Gin