

Under strict embargo to 3 June

Caorunn Launch New, 54% Highland Strength Gin on World Gin Day

Ahead of their upcoming 10-year-anniversary and in celebration of World Gin Day (8 June), Caorunn are launching their highest strength gin yet: Caorunn Highland Strength.

Crafted at Balmenach Distillery in the Scottish Highlands, Gin Master Simon Buley has expertly handcrafted Caorunn Highland Strength at a bold 54% abv to enhance the traditional Scottish botanicals that distinguish Caorunn Gin.

This stronger version of Caorunn Gin utilises Scotland's unique natural resources by infusing five locally foraged Celtic botanicals and six traditional gin botanicals in the world's only working Copper Berry Chamber* to create a flavour that deserves to be savoured.

Highland Strength enhances the dry, crisp, taste of Caorunn to create a peppery, fruity and herbaceous gin with a strong juniper character and is best served with Fever-Tree Indian Tonic Water, built over ice and garnished with red apple slices and orange oil twisted over the surface.

The higher abv percentage of Caorunn Highland Strength lends itself perfectly to mixed drinks and cocktails and so, just in time for Summer, Caorunn recommends cocktail lovers enjoy the new gin with Dry Vermouth and Cocchi Americano, garnished with fresh lemon zest to create a Pale Highland Negroni.

Gin Master, Simon Buley comments:

"Consumers right across the UK have told us that they'd love to see a gin at this higher strength so, we're very pleased to be introducing Caorunn Highland Strength to our range of gins this Summer, just ahead of our 10-year anniversary. The strength of this gin enhances the unique flavour of Caorunn to create a fragrant and herbaceous gin that tastes both peppery and fruity and leaves a luxurious and satisfying finish."

Caorunn will be offering tastings of the new Highland Strength gin at the 2019 Junipalooza event in London, taking place between 8-9 June at Tobacco Dock.

Caorunn Highland Strength retails at £40.00 per 70cl bottle and is available to purchase from 8 June from Independent & Specialist Retailers. At this year's International Spirits Challenge - an event which promotes outstanding quality spirits across the world – Caorunn Highland Strength was awarded a Double Gold medal.

Caorunn Highland Strength is the latest instalment in a range which includes the original and iconic Small Batch Scottish Gin, the recently released Caorunn Scottish Raspberry and the Travel Retail Exclusive, Caorunn Gin Master's Cut.

- Ends -

***About the Copper Berry Chamber:**

Gin Master Simon Buley uses the world's only working Copper Berry Chamber to create Caorunn Gin and now Caorunn Highland Strength. The botanicals used in Caorunn are first spread on four large trays; as the vapour passes through the trays it picks up the flavours of all the botanicals in a long, slow process. When it cools and returns to liquid, now gin, the botanical flavours are firmly embedded in the spirit.

Notes to Editors

About Caorunn

Caorunn Gin is handcrafted infusing five locally foraged Celtic botanicals including dandelion, heather, coul blush apple, bog myrtle and rowan berry along with six traditional gin botanicals. Fresh and floral on the nose, this gin is clean, sweet, full-bodied and aromatic with a long-lasting dry and crisp finish.

Gin Master, Simon Buley, passionately handcrafts Caorunn in small batches in a unique Copper Berry Chamber. The round chamber contains four large trays on which the botanicals are spread and as the vapour passes through the trays it picks up the flavours of all the botanicals in a long, slow process. When it cools and returns to liquid, now gin, the botanical flavours are firmly embedded in the spirit.

The doors of their iconic Balmenach Distillery are open to the public, where visitors are invited to experience the distilling process first-hand. For more information on Caorunn and their Highland distillery, please visit: <https://www.caorunngin.com>

Caorunn Highland Strength is the latest instalment in a range which includes the original and iconic Small Batch Scottish Gin, the recently released Caorunn Scottish Raspberry and the Travel Retail Exclusive, Caorunn Gin Master's Cut.

For further information, imagery and/or press enquiries, please contact Vicky Shepherd via: vicky@stellarpublicrelations.com or 07985 613 825.