

*For immediate release*

*Thursday 5<sup>th</sup> July 2018*

## **Caorunn Unveils First New Expression Since Launch**

### **‘Gin Master’s Cut’ set for Exclusive Travel Retail Release**

Almost a decade after it launched, Caorunn Small Batch Scottish Gin, one of the pioneers of the Scottish gin renaissance, has today (5<sup>th</sup> July) unveiled the first ever extension to its range: **Caorunn Gin Master’s Cut**.

Crafted **exclusively for the travel retail channel by Caorunn’s longstanding Gin Master Simon Buley** at Balmenach Distillery in the Scottish Highlands, this new expression perfectly encapsulates and enhances the essence of Caorunn. It is an exquisite balance of traditional and foraged botanicals, Simon’s craftsmanship and an exceptionally fresh, clean flavour bursting with vibrant juniper and the delicious soft fruity notes of rowan and apple.

**Bottled in one litre at 48%, Caorunn Gin Master’s Cut will also boast the highest ABV of any gin in British airports** - a strength that Simon Buley selected to bring Caorunn’s distinctive flavours and aromas to the fore.

The new release will **launch exclusively with one of the world’s leading travel retailers, Dufry**. It will be available in **selected Dufry World Duty Free airport shops** in the UK for a three-month period from **11<sup>th</sup> July** as a key brand in the travel retailer’s summer liquor promotions, before becoming available in the global travel retail & duty free channel from October.

Ahead of the official launch, the Caorunn team will stage a global unveiling of the new expression at the VIP opening of the ‘Caorunn Summer Garden’ at Hotel du Vin Edinburgh on Thursday 5<sup>th</sup> July. Gin Master Simon Buley will host the celebrations with a world-first tasting of the new expression, alongside cocktails, alfresco dining and entertainment.

Thereafter in celebration of this milestone release, Caorunn and Dufry have collaborated on a programme of events and marketing over the launch period, including airport tastings, an exclusive gift with purchase linked to Dufry’s ‘Reserve and Collect’ service, an appearance at Heathrow’s Summer Gin Festival and a competition on Dufry’s RED loyalty programme app.

Caorunn Gin Master’s Cut is traditionally served with cool fizzing tonic and slices of crisp green Granny Smith apple to highlight its flavour profile. However the gin’s higher ABV also means the new expression is perfect for mixing, and to celebrate the launch, the Caorunn team has created two delicious new cocktail recipes:

**‘Highland Mule’**, mixing Caorunn Gin Master’s Cut with apple cider and ginger beer, served in a copper mug over crushed ice.



SMALL BATCH SCOTTISH GIN

**'Smoky Martini'**, stirring Caorunn Gin Master's Cut with dry vermouth over ice, topped with a teaspoon of peated whisky to float on top, and an olive.

Commenting on the launch, International Beverage Sales Director for Global Travel Retail, James Bateman said: *'When Caorunn was launched in 2009, the Scottish gin boom had yet to happen, but we were confident that a spirit of such exceptional quality and character would be successful. International Beverage has a long-standing commitment to building our brands in travel retail, where Caorunn Gin is already the third best-selling brand in UK outlets. We felt that the time was right to build on our success with this new and exclusive Caorunn expression – and it has definitely been worth the wait.'*

Matthew Scott-Fairweather, Liquor Product and Promotions Manager UK, Finland, Sweden and Germany from Dufry added: *'Since World Duty Free agreed to trial Caorunn Gin in its Scottish airports in the summer of 2011, it has become one of our most successful gin stories in our stores across the UK. Caorunn Gin Master's Cut is outstanding, and our congratulations go to Simon Buley for retaining all the integrity and character of Caorunn whilst bringing something fresh and special into the bottle. It allows us to offer our customers something truly different from other stores, whether to enjoy themselves or as a gift to others.'*

Caorunn Gin Master's Cut is priced at £39.99 for all passengers.

[www.caorunngin.com](http://www.caorunngin.com) / @CaorunnGin

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## Notes to Editors

Caorunn was launched by International Beverage Holdings in 2009 – one of the leaders of the Scottish gin boom and at the forefront of the wild foraging trend. Despite becoming one of the world's most in demand super premium gins, Gin Master Simon Buley has never wavered from Caorunn's slow, handcrafted, small batch production process at the near-200 year old Balmenach Distillery in the Cairngorm National Park in the Scottish Highlands.

Simon and his team personally forage for Caorunn's wild Highland botanicals – rowan berry, bog myrtle, heather, dandelion leaf and coul blush apple - in the beautiful hills surrounding Balmenach. Crystal clear Scottish water and highest quality grain spirit are used, and each 1,000 litre batch of spirit is vaporised in the world's only working copper berry chamber.



SMALL BATCH SCOTTISH GIN

Caorunn Gin is the number three best-selling super premium gin brand in UK Duty Free and is a top ten brand in Global Travel Retail and Duty Free (IWSR 2018). It is available in more than 150 travel retail outlets across more than 50 countries.

Gin Master's Cut is packaged in the same distinctive five-sided bottle as classic Caorunn gin, but features striking copper flourishes and an embossed copper foil seal, representing Caorunn's unique distillation process.

The new expression will be sampled at Edinburgh Airport throughout August, and then in Glasgow, Manchester, Gatwick North and in London Heathrow Terminal 2 from 29<sup>th</sup> August until 2<sup>nd</sup> October.

The Caorunn Summer Garden opens to the public on 6<sup>th</sup> July 2018 until mid-September 2018.