

## CAORUNN'S CRAFTSMANSHIP ENCAPSULATED IN NEW CONTEMPORARY BOTTLE

Approaching ten years at the pinnacle of the premium gin market, Caorunn is set to release a brand new, British made bottle marrying the fine spirit's artisan roots with seriously sleek aesthetics.

The bottle represents the five natural Scottish botanicals which surround the Speyside distillery and are hand harvested by Caorunn's Gin Master, Simon Buley. The decanter's signature pentagonal shape and five-pointed asterisk base, a nod to the Caorunn's locally foraged botanicals, have been redefined, providing added presence to the eye-catching gin whether it is encountered in a bar or the home of a discerning drinker.

Crafted from extra white Flint glass, the desirable bottle will help assure a new generation of gin aficionados to reach for the clean and crisp, invigorating and distinctly aromatic spirit of Scotland.

Caorunn's journey of flavour, which sees cowl blush apple, heather, dandelion, bog myrtle and rowan berry act in harmony with six traditional gin ingredients and crystal clear Scottish water, adheres to the same, richly acclaimed recipe as when the spirit came to market in 2009. The distinctive taste has helped the gin grow year-on-year to become one of the top five super premium gin brands within the UK (as reported by Nielsen\*) which is celebrated daily by judicious drinkers in more than 35 countries.

With an emphasis on Caorunn's character and modernity, the bottle's re-design was accomplished by the creative minds at design agency, JDO.

Group Creative Director at JDO, Ben Oates was tasked with evolving the iconic five pointed shape to encapsulate the Scottish Highland heritage with a contemporary edge and elegant design. Graphics Specialist, Ray Smith focused on enhancing Caorunn's exquisite craftsmanship through embossed details. Production Director, James Davies embraced contemporary labelling techniques with traditional craftsmanship by adding tactility through raised gloss varnishing, profiling the red asterix and placing it proudly at the top of the new 3D structure.

Rachael Engley, Glass Producer at Allied Glass, in Knottingley, West Yorkshire says she is very pleased with the thought provoking production, particularly 'its exquisite colour'.

Acclaimed drinks culture writer, mixologist and long term supporter of Caorunn, Tristan Stephenson believes the enhanced bottle shape is both 'beautiful and functional, allowing bartenders to keep the clean and crisp gin close to hand.' Tristan admires the superb shelf presence and user friendly features 'which now match the handcrafted, versatile taste, creating an enjoyable drink experience for all involved.'

Meanwhile, drinks columnist and gastronomy consultant, Douglas Blyde rates the 'natural cork and sense of paired down luxe' noting, 'no wonder Caorunn feel at home as supporters of London Art Fair.'

The signature for Simon Buley, Caorunn Gin Master, is printed on each bottle of Caorunn to reflect that he alone oversees the entire craftsmanship process for each vessel.

Simon comments: "I am proud to see Caorunn showcased within such an exquisite bottle. The design has taken into consideration the Celtic botanicals foraged on the hills around Balmenach Distillery and how Caorunn is infused in the world's only working Copper Berry Chamber. The care and attention of the spirit and bottle sets Caorunn apart."

- Ends -

**Editors Notes**