

## ***Sip, Smell, Taste and Experience Caorunn's Scottish Botanicals from the Comfort of Your Own Home***

For World Gin Day each year, people from all corners of the globe come together to celebrate all things gin - enjoying everything from cocktail parties to gin tasting events.

Yet with social distancing measures currently in place, this year's celebrations, taking place on Saturday 13<sup>th</sup> June, are set to look rather different. Luckily though, Scotland's leading handcrafted gin, Caorunn, is here to prove that staying home doesn't mean having to miss out.

Caorunn has teamed up with renowned food creative, Caroline Hobkinson, to bring gin fans an at-home gin sensory experience like no other.

Influencing the way we enjoy gin, the brand's new short films, which will be uploaded to the @caorunningin Instagram feed for World Gin Day, will reveal how sound, smell, and sight play an integral role in invigorating our taste buds and impacting the flavours of Caorunn's Scottish botanicals.

Brought to life by Caroline Hobkinson, the video will transport viewers to the Scottish Highlands and brings to life Caorunn's five locally foraged Celtic ingredients, dandelion, heather, Coul Blush apple, bog myrtle and rowan berry, as well as the six traditional gin botanicals that go into making it.

Gin lovers will be able to enjoy this immersive experience from anywhere in the world. Simply rally your friends and family together around a virtual picnic table or digital sofa, and be transported to the Highlands without having to leave the house.

Overview of the Caorunn Sensory Home Experience, to be enjoyed with a Caorunn Gin & Tonic:

### ***Experience Smell:***

***Caroline will invite viewers to pinch their nose, bite into a spoonful of Caorunn apple sorbet and discover how the flavours come to life.***

How It Works:

- Showcase how closely interlinked smell and flavour are
- Sip your Caorunn, enjoy a spoonful of Apple Sorbet, made with Coul Blush apple and cinnamon
- When you close your nose, you can't detect the cinnamon at all. Once you open your nose and are able to smell again, you'll get a sudden taste of cinnamon

Recipe for the Apple Sorbet: 6 red Coul Blush or Gala apples (or 1 litre of apple juice) | 1 tsp of ground cinnamon | 50g of brown sugar (only if making your own juice)

Add all the ingredients together and pour into an airtight container. Place into the freezer and churn with a fork every 2 hours. If making your own apple juice, blend the 6 apples with their skins on and add 50g of brown sugar.

***Experience Sound:***

***Viewers will be asked to close their eyes and listen to the sounds of the Highlands, including Scottish bees, which will amplify the botanic notes of the heather within the gin.***

**How It Works:**

- Listen to the sounds of the Highlands and the taste of the botanicals will become stronger
- Discover the soundscape at @Caorunngin, via the link in Caorunn's bio on Instagram, or find it via Caorunn Gin's Spotify playlist
- Have a sip of Caorunn and relax

***Experience Sight:***

***Caroline will show how sight can have a dramatic influence on taste, by using colour to impact our perceptions of flavour.***

**How It Works:**

- Colour influences our taste sensation. We taste according to colour
- Create two Caorunn G&Ts with Caorunn, tonic, ice and slices of red apple. In one, pour two drops of red food colouring
- Challenge a friend to a virtual experience. Get them to sip both and see how differently they taste

Caorunn fans will be able to join in the sensory gin experience from Saturday 13<sup>th</sup> June, during World Gin Day, via the @caorunngin Instagram page. The Scottish Highlands sound clips, which will accompany one of the experiences, will be available at @Caorunngin, via the link in Caorunn's bio on Instagram, or via Caorunn Gin's Spotify playlist:

<https://open.spotify.com/playlist/2GYxGDxPZVer9claufoggb?si=TUAQMC94RmCRZkgDdkwxBg>

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**NOTES TO EDITOR**

**About Caorunn**

Launched in 2009, Caorunn (pronounced "ka-roon") is passionately handcrafted in small batches in the heart of the Scottish Highlands. Developed during a low and slow process in the world's only working Copper Berry chamber, each batch is personally shaped by Gin Master Simon Buley, who holds enviable distilling and spirit expertise.

With a uniquely vibrant flavour profile, the product gains its distinctive notes from five wild botanicals that Simon personally hand-picks: dandelion, heather, Coul Blush apple, bog myrtle and rowan berry, which all grow in the landscape surrounding the Balmenach Distillery.

The gin has been produced using the same process, ever since the very first bottle of Caorunn was produced. The gin is produced in a round Copper Berry chamber containing four large trays on which the botanicals are spread. As vapour passes through the trays, it picks up the flavours of all the botanicals, during a long, slow process. When it cools and returns to liquid, now gin, the botanical flavours are firmly embedded in the spirit.

Whilst echoing the shape of the bottle itself, the famous Caorunn asterisk, found emblazoned on every bottle, is a symbol for five, representing each of the wild, Scottish botanicals used to give this gin its authentic flavour. The name Caorunn also originates from the Gaelic name for rowan berry, highlighting how important heritage and locality is in the making of this one-of-a-kind gin.

Caorunn Gin is listed in 12 of the world's leading bars and is celebrated by mixologists and gin lovers the world over. Caorunn is available in selected Waitrose, Sainsbury's and Tesco stores, The Whisky Shop and other specialist spirit retailers. RRP £29.

### **About Caroline Hobkinson**

Caroline Hobkinson is an anthropologist exploring and investigating the interrelationships between technology, food, art and the senses.

Born in Cologne in 1979, she trained at Central Saint Martin's, where she gained a degree in Fine Art, and SOAS, where she earned a master's degree in the Anthropology of Food.

She has since been creating events and sculptural installations, in galleries, museums and public spaces worldwide. She has published and co-authored numerous research and academic papers on the neuroscientific workings of eating and has conducted anthropological qualitative research into food and drink habits and rituals.

Operating within the intersections of technology, food and the senses, Caroline has given numerous interactive talks and lectures on the subject of food and eating rituals for Unilever, Disney, Barilla, Space 10 and many others. Her work and research has also appeared in numerous publications. She has recently co-presented a three-part series on the multisensory aspects of cheese, due out in summer 2020.