



CAORUNN

{ka-roon}

SMALL BATCH SCOTTISH GIN

PRESS ANNOUNCEMENT

MAY 2013

Let your senses run wild

'The Caorunn Gin Sensorium' at Taste of London



This June, Caorunn Gin (“ka-roon”) presents ‘The Caorunn Gin Sensorium’ at the Taste of London Festival. Visit the ‘Sensorium’ from the 20th – 23rd June and perfect your martini making skills at one of the daily master classes hosted by some of the UK’s leading bartenders. ¹

Learn how Caorunn Gin is made, and then sit back and relax in ‘The Caorunn Gin Sensorium’ with your very own bespoke cocktail. Allow your senses to experience the unique aromas and flavours of Caorunn Gin’s five Celtic botanicals, why not finish your Taste of London experience with a refreshing Caorunn Gin and Tonic served with a twist; thin wedges of red apple.

The secret to Caorunn Gin is in the botanical mix. Infused with handpicked Celtic botanicals including Rowan Berry, Coul Blush Apple, Heather, Bog Myrtle and Dandelion Leaf, Caorunn Gin offers a truly aromatic taste.

¹ Bartenders include Ryan Chetiyawandara (Mr Lyan), Stu Bale (Strange Hill) and Iain Griffiths (Caorunn Storytellers Global Winner) Ervin Trykwoski (The Finnieston, Glasgow/ Caorunn Brand Ambassador),



Not only is Caorunn Gin the only gin in the world that is handcrafted at a working malt distillery in the Speyside region of the Scottish Highlands, but this small batch dry gin is created in a unique Copper Berry Chamber. Meaning the twist is not just in the serve, but the very way in which it came to being.

For more information please contact Ailish Besley at Stir Public Relations

Tel: 020 7749 2520

Email: ailish.b@stirpublicrelations.com

Notes to editors

- Caorunn Gin is available in Waitrose, Sainsbury's Scotland, Harvey Nichols, Fortnum and Mason, Oddbins, The Conran Shop, Spirited Wines, The Whisky Shop and spirit specialists.
- RRP: £25.95
- Caorunn is part of the Cool Brands campaign for 2013/2014
- Caorunn Gin is also available on-trade in leading cocktail bars such as Sketch and The Connaught.
- Launched in November 2009, Caorunn Gin (pronounced "ka-roon"), is a handcrafted, small batch distilled Scottish gin infused with five Celtic botanicals.
- The gin is named after one of its botanicals, the fabled rowan berry, which has inspired Celtic medicines and recipes for generations.
- Caorunn Gin is an aromatic taste adventure, dry, clean and crisp with fruity, floral notes and best served with a slice of red apple. It is handcrafted in small batches at Balmenach Distillery in Scotland's Speyside region.
- The famous Caorunn Asterisk on the bottle is a symbol for five, representing all of the five Celtic botanicals whilst echoing the shape of the bottle.