



NEW SUPER PREMIUM SCOTTISH GIN BRAND CAORUNN IS INSPIRED BY CELTIC TRADITIONS

London, June XX– UK gin lovers will soon experience the much anticipated super premium gin brand, Caorunn Scottish Gin (pronounced ‘ka-roon’), set to launch into the UK market just in time for summer. This small batch distilled Scottish Gin, which is infused with five Celtic botanicals, will inspire even the most discerning, sophisticated drinker with its dry and crisp, and naturally balanced taste.

The inspiration

Inspired by Celtic tradition, Caorunn uses pure grain spirit, Scottish Highland water and is distilled at Balmenach Distillery in Scotland. The traditional botanical infusion process is by virtue of a unique Copper Berry Chamber and uses all natural ingredients. “Every effort has gone into making Caorunn a delicate yet uplifting experience through its naturally balanced taste that embodies the true essence of Scotland and celebrates its Celtic roots,” said Gin Master, Simon Buley.

The blend infusion

Caorunn is the Gaelic name for the Rowan Berry - the botanical that forms the soul of the gin. The naturally balanced flavour comes from a unique mix of Rowan Berries, Coul Blush Apple, Heather, Bog Myrtle and Dandelion along with a further six traditional gin botanicals that create its unrivalled taste.

The serves

The classic Caorunn Gin & Tonic is best enjoyed with a slice of apple. The apple not only represents one of the key Celtic botanicals of Caorunn but also accentuates its clean, sweet flavor as well as its crisp and slightly drying finish.

Caorunn’s signature serves celebrate the revival of the Martini and the Punch Cocktails.

It’s all in the design

Influenced by the Scottish Art Nouveau movement, the unique five-sided base of the beautifully handcrafted Caorunn bottle and the symbolic asterisk represent the five Celtic botanicals.

“We’re extremely excited to be launching Caorunn this summer, a truly Scottish Gin, the only one which is made at a working malt whisky distillery,” said Iby Bakos, Brand Manager. “The perfectly balanced recipe of eleven hand-picked botanicals - including the infusion of five Celtic botanicals - ensures its





SMALL BATCH SCOTTISH GIN

naturally balanced flavor that works perfectly in cocktails. We're confident it will attract the attention of bar tenders and mixologists alike."

Signature serves

Caorunn and Tonic

50 ml Caorunn Gin

Pour the Caorunn into a highball glass filled with ice. Top up with tonic. Serve with a thin wedge of red apple.

Caorunn Martinis

The Rowan Martini

One for established Martini drinkers who will appreciate the twist on the original.

50ml Caorunn Gin

15ml Creme de Mure

10ml Sweet Vermouth

2 drops Angostura bitters

Shake all ingredients with ice and fine strain into a 6oz Martini/cocktail glass. Garnish with flamed orange zest.

The Rowan Berry is a twist on the original Martini – The Martinez. The light cloudy red Martini has a sweet mouth feel and strong alcoholic depth. The flamed orange zest adds a fresh perfume and ties in with the use of Orange Peel in the botanicals of Caorunn.

Caorunn Punch Cocktails

Mackintosh Rose

- 35ml Caorunn Gin
- 15ml Chambord
- 75ml Cran / raspberry juice
- 75ml Tonic
- 5drops Fee lemon bitters



HEATHER SHOOTS



BOG MYRTLE



ROWAN BERRY



DANDELION



COUL BLUSH APPLE



Shake all except tonic and strain over cubed ice in a 12oz highball. Top with tonic, and squeeze and drop in a fresh lemon wedge to garnish.

Availability

June, 2009

For more information, samples or images please contact: Eyndia Gopal or Clare Hamilton-Eddy at Chocolate Communications on 020 8322 1922 or email interbev@chocolatecom.co.uk.

About International Beverage Holdings Ltd

International Beverage Holdings Limited (International Beverage) is the international arm of Thai Beverage Public Company Limited (ThaiBev) and was established in 2005 to facilitate the continued expansion of the drinks business outside of Thailand.

International Beverage now has responsibility for the growth internationally of a strong portfolio of beverage alcohol brands across spirits, beer and other categories. These global operations are managed out of our four regional headquarters located in United Kingdom, Singapore, China and North America.

These brands are exported to over 80 countries outside Thailand and operations include distilleries in Scotland, China and across South East Asia.

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HEATHER SHOOTS



BOG MYRTLE



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DANDELION



COUL BLUSH APPLE