



Press release

September 2014

## Major wholesalers, new bars and a high profile Autumn

Batch no.2 of the new super-premium Chilgrove Gin will be distilled well ahead of schedule, as the brand makes its entry into the on-trade and increases its profile in a busy series of Autumn events. First major wholesalers Coe Vintners and Speciality Drinks will now make Chilgrove more easily available to bars, pubs and restaurants. Launched in mid-June 2014, Chilgrove won attention as the first British gin to be made using alcohol distilled from grapes. It swiftly won listings at Harrods and is the featured gin at the world-renowned Goodwood Racecourse. Extensive nationwide awareness from its launch marketing campaign has driven consumer awareness and sales via principal online retailers, including Master of Malt, The Whisky Exchange and TheDrinkShop.com. Guide retail price is £29 to £36 for a 70cl bottle.

Having first established awareness and a strong retail base in the south of England, Chilgrove is fast gaining listings in London and beyond, the most recent of which being the prestigious Hedonism Wines in Mayfair. Bars have mixed adventurous new creations and classics with Chilgrove. These include Artesian at The Langham hotel, The Blue Bar at the Berkeley hotel, the Rib Room bar at Jumeirah Carlton Tower, the gin-renowned bar at Charlotte's Bistro in West London, through to the Lime Wood Hotel in the New Forest. Chilgrove Gin has a 4 star rating from Diffords Guide.

Chilgrove is both 'the gin for all seasons' and the gin for all consumers. It makes an exuberant gin & tonic, served with its signature fresh English mint garnish. New seasonal serves include Autumn's Chilgrove Fizz. Shake together over ice, 25ml each of Chilgrove Gin, fresh pink grapefruit juice and fresh lemon juice. Pour gently over a  $\frac{3}{4}$  filled flute of English sparkling wine and garnish with a twist of orange peel inside.

The prominently located Chilgrove Gin Bar at Glorious Goodwood was the chic and sociable place to rendezvous during Summer, and gained exposure to over 100,000 racegoers. The Goodwood partnership continues with a further Autumn season of horseracing and entertainment. This includes The Goodwood Revival in mid September. This well established festival celebrates the halcyon days of classic motor racing, with all of the spectacle and period costumed glamour of the era. Chilgrove Dry Gin is named after the beautiful Sussex hamlet of Chilgrove in the heart of the South Downs National Park, which is a stone's throw from the Goodwood estate.

### Tasting notes from Charles Maxwell, Master Distiller

The 11 botanicals used in Chilgrove Dry Gin act differently in the grape-spirit as opposed to a standard cereal base. Chilgrove is seriously smooth with a superb length. Charles Maxwell, Master Distiller, adds: "A big, powerful, complex gin. The neutral grape spirit base helps to give a soft mouth feel and bring forward floral notes as it combines with the citrus botanicals. Overall there is a gentle delivery of the botanical flavours which end up with a spicy peppery note delivered by the grains of paradise working with the juniper berries."

Chilgrove Dry Gin, 44 percent abv, has a confident juniper base which carries the subtlety of the other ten botanicals. Chilgrove reflects the historic roots of the spirit itself, whilst also embodying the traditional flavours of English gin. It combines both historic and contemporary ideas to create a whole new style of English gin. History shows that the Dutch spirit, from which gin originally evolved, was made using alcohol distilled from wine. The idea behind it was conceived in Chilgrove by husband and wife team Christopher and Celia Beaumont-Hutchings. [www.chilgrovegin.com](http://www.chilgrovegin.com) Twitter: @ChilgroveGin

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**For press information, photography, interview, and sample for editorial review, please contact:**  
Su-Lin Ong, PR      020 8747 4843      07973 519176      [sulinong@slo-london.co.uk](mailto:sulinong@slo-london.co.uk)