



A very English summer for Chilgrove Gin – new at Harrods and Glorious Goodwood

The newly launched Chilgrove Gin has made a big impact as the first English gin to be made using alcohol distilled from grapes. True to its confident style as 'the gin for all seasons', Chilgrove's summer campaign will give the brand substantial exposure and establish it as a truly English super-premium spirit. A partnership with Harrods will see Chilgrove Gin as its new super-premium gin of the summer. The 70cl bottle will be available in-store and online from the flagship retailer at £34.95 and Harrods will host a season of customer tastings. Additionally, at this year's 'Glorious Goodwood' 29 July to 2 August - one of the world's most renowned horseracing festivals and fixture on the social calendar - the prominently located 'Chilgrove Gin Bar' will be the chic and sociable place to rendezvous.

www.chilgrovegin.com Twitter: @ChilgroveGin

All through Glorious Goodwood, Chilgrove Gin will be served in cocktails and by the bottle in the 'Chilgrove Gin Bar' and throughout the Gordon and Richmond enclosures and in VIP boxes. Race-goers can enjoy a Chilgrove Gin & Tonic served with fresh English mint and in cocktails created especially for the social occasion. The gin is named after the beautiful Sussex hamlet of Chilgrove, in the heart of the South Downs National Park. It is a mere stone's throw from the Goodwood Estate, making this a very fitting partnership.

Gin drinkers wishing to discover the handcrafted subtleties of Chilgrove Gin will be inspired to try it in simple signature serves: The Chilgrove Gin & Tonic, The Chilgrove Fizz with English sparkling wine, The Chilgrove Dry Martini and The Chilgrove Collins. Bartenders have been swift to experiment with Chilgrove in their own creations, mixing it in fresh and elegant, martini-style drinks, and with seasonal fruit syrups. Flavours as diverse as Lillet Blanc, Peychaud's Bitters, and Sussex rhubarb have created stunning flavour partners.

Stockists include

Harrods www.TheDrinkShop.com www.MasterofMalt.com

Majestic Wine – Retail stores in Chichester, Petersfield and Havant. www.majestic.co.uk

Hennings Wine Merchants - Chichester, Goring-by-Sea, Petworth and Pulborough in Sussex; and online. Award-winning International Wine Challenge 2013 Merchant of the Year for south and south east England. www.henningswine.co.uk

The General Wine Company – Retail stores in Liphook and Petersfield in Hampshire; and online www.thegeneralwine.co.uk

The White Horse pub and restaurant – Visit the home of this gloriously English gin in the Sussex hamlet of Chilgrove. This convivial gourmet pub is a popular rendezvous for visitors to Goodwood during the social and sporting season. www.thewhitehorse.co.uk

Guide retail price is £29 to £35 for a 70cl bottle in shops.

Chilgrove Dry Gin, 44 percent alcohol by volume, 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. Chilgrove 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 co-founders Christopher and Celia Beaumont-Hutchings. It is made by Master Distiller Charles Maxwell and his team.

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