

## 2015 – Major new sponsorship creates mass awareness for Chilgrove Gin



Less than a year since its launch, the innovative grape-distilled Chilgrove Gin races ahead with a new high profile sponsorship. Following the success of the brand's 2014 partnership with Goodwood Racecourse, Chilgrove has now secured a sponsorship deal with 2015 AAM Cowes Week. This world renowned yachting regatta is a landmark in the English sporting season. Sussex-based Chilgrove is the first ever gin to partner with Cowes Week in this way.

Chilgrove is set to establish itself amongst classic gins, with new prestige listings, which include Fortnum & Mason being added alongside Harrods, plus many independent wine merchants and good food pubs across the South of England. This Spring, Chilgrove has been selected as gin of the month at Heston Blumenthal's The Crown at Bray, and the Chilgrove Fizz – an elegant mix with English sparkling wine - is the signature serve at English steak restaurant & gin bar Gillray's, London.

The natural affinity between gin and the sea is steeped in a tradition that stretches back centuries, so it is entirely fitting that Chilgrove should be associated with the historic regatta. The British Royal Navy was famously fond of the juniper-based spirit, and the deployment of the Navy throughout the world contributed to the popularity and consumption of gin globally. A classic G&T is also an effective (and delicious) defense against seasickness due to the stomach calming effects of quinine and carbonation.

The brand will be out and about with monthly events, and also tastings in stores and pubs, where consumers will be introduced to the signature serve of Chilgrove Gin & Tonic with fresh mint. During Cowes Week 8-15 August, Chilgrove will be the official and exclusive gin, served across all Cowes Week venues and available throughout the town in yacht clubs and pubs. Cowes Week is an influential hub of daytime to evening hospitality and leisure, with its constantly busy bars. Over 8,000 international competitors and 100,000 visitors enjoy its sociable atmosphere and thrilling competitive racing. Christopher Beaumont-Hutchings, founder of Chilgrove Gin, adds, "The enthusiasm from the trade and public in welcoming Chilgrove as a distinctive new English gin has let us accelerate our plans to introduce it to a wider audience. Sampling and serving Chilgrove in a premium G&T is the focus of our sponsorship and trade support this year."

**Notes to editors** - Chilgrove is both 'the gin for all seasons' and the gin for all consumers. It makes a powerful gin & tonic, served with its signature fresh English mint garnish. New seasonal serves include Chilgrove Fizz; shake together over ice, 25ml each of Chilgrove Gin, fresh pink grapefruit juice and fresh lemon juice. Pour gently over a ¾ filled flute of English sparkling wine and garnish with a twist of orange peel inside.

Chilgrove is available to bars, pubs and restaurants via wholesalers Coe Vintners and Speciality Drinks. Online retailers include Master of Malt, The Whisky Exchange, TheDrinkShop.com and 31 Dover. Guide retail price is £29 to £35 for a 70cl bottle.

**Tasting notes from Charles Maxwell, Master Distiller** - The 11 botanicals used in Chilgrove Dry Gin act differently in the grape-spirit, 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."

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 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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