



CHILGROVE

- handcrafted spirits -

Press release

April 2018

Chilgrove launches 'Juniper Fresh' Gin & Tonic Toothpaste

Chilgrove Spirits will launch what is thought to be the UK's very first **Gin & Tonic Toothpaste** in April. Unusually for a dental hygiene product, as a result of being tubed at 44% abv, this limited-edition toothpaste will be available exclusively from wine & spirits merchants nationwide.



True to their roots as the pioneers of grape-based gin in the UK, the Chilgrove team, assisted by Dr Fay Lopolosi from Axho laboratories, have developed a unique and gently abrasive compound made entirely from grapes. This grape-based matrix is then combined with a juniper-led collection of botanicals along with a handful of other key ingredients. The result is an elegantly flavored toothpaste that will leave you feeling gin-fresh for up to 12 hours.

Co-founder of Chilgrove Spirits, Christopher Beaumont-Hutchings, adds, "Whilst researching a new series of breakfast cocktails we sampled a very broad range of our customers and discovered that whilst mint is a flavor that appealed to some in the morning, the vast majority would far rather

start their day with the refreshing taste of a Gin & Tonic. Further research suggested to us that many workplaces in the UK have traditionally taken a negative view of their employees coming to work emanating an aroma of gin. From there, the solution of a Gin & Tonic toothpaste just seemed obvious to us, we're genuinely staggered that there aren't similar products already on the market".

Chilgrove's 'Juniper Fresh' toothpaste offers complete protection for a healthy mouth. Clinically proven to protect against plaque, tartar, cavities and enamel depletion.