ALL YOU NEED IS CARU - brand new, eco-friendly British brandy liqueur launches in time for Christmas.

Tuesday 8 November, 2022

PRESS RELEASE Embargoed until: 00.01 Tuesday 08 November

ALL you need is Caru…brand new, eco-friendly, brandy liqueur launches in time for Christmas!

Caru (meaning ‘love’ in Welsh) is the UK’s newest brandy liqueur - Welsh at heart and sustainably created, Caru is this year’s spirit of Christmas.

Caru’s Story

Caru was born in the first winter lockdown of 2020 when its creator, 32-year-old Emily, was working from home, in a remote cabin, in the Valencian countryside. A longing to be with family and friends for Christmas turned into a desire to create something familiar and comforting, with a taste that would conjure the image of being sat by a cosy fireside with loved ones, back home in south Wales.

Welsh landscape architect, Emily, has a strong passion for travel and culture and has lived on the road for many years. Through Caru Emily wanted to create an anchor to home, a sense of place and belonging - where happy memories of Christmas could instantly be triggered by just one sip through a unique blend of orange, vanilla, cocoa and coffee with a soft hint of ginger - keeping her connected to those she loves.

After many cold days and nights perfecting the festive flavours, the first batch was lovingly parcelled up as Christmas gifts for friends and family back home as a way to connect through the shared experience of the taste of home.

Caru - /?kæri:/ - is the verbal noun for ‘love’ in Welsh and - /?kæru:/- in old English means ‘care’.

Fast forward two years and the first 2000 expertly refined bottles of Caru brandy liqueur are being prepared for bottling, just in time for Christmas 2022.

What makes Caru special?

Teaming up with Master distiller, Dr John Walters - founder of one of the UK’s top artisanal distilleries in Essex ‘English Spirit’ - Caru has evolved into a world class liqueur. Dr Walters, a biochemist originally from the Gower in Swansea, perfectly understood Emily’s passion for preserving local culture and that feeling of ‘Hiraeth’ or ‘longing for home’ that inspired Caru.

National and international award-winning distillery, English Spirit, have developed innovative ways to distil their spirits combining old and new methods, which produces only the finest results. The best quality outcome starts with sourcing as many local ingredients as possible, such as honey and wine, providing support for small businesses, investing in the local economy, boosting the local bee population and, of course, show casing the best natural flavours across the land. Caru’s carbon footprint is also exceptionally low as the luxurious liqueur is distilled, barrelled, bottled, and posted all from the one location. Caru comes elegantly packaged in biodegradable and recyclable materials, minimising plastic waste.

Emily Richards, founder of Caru Spirits, said: “Brandy is a classic, timeless and elegant drink that naturally makes you think of Christmas, parties, family and friends. I wanted drinking Caru to evoke a homely feeling with a strong sense of belonging at its heart - something I think we can all relate to especially when home is far away.

“With the climate crisis so apparent and as a massive movement towards more eco-friendly lifestyles takes place, sustainability was also very important to me when creating Caru. We all have a part to play in reducing our carbon footprint, and that’s why we wanted to create a sustainable alcohol option, for all occasions, that also happens to taste delicious and has the added benefit of helping to preserve local culture – after-all, variety is the spice of life.”

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Dr John Walters, founder of English Sprit said: “We take great pride in our expertly refined distilling techniques of our own invention, ensuring every drop of spirit is crafted to put flavour and enjoyment at the heart of our products.

“We take pleasure in crafting sensory journeys, which is why we couldn’t wait to get on board with Caru. Emily’s vision, story and passion really spoke to us at English Spirit, and the product itself is absolutely a world class liqueur - with sumptuous and unique flavours to add a bit of sparkle this Christmas.”

Experience the taste of Caru

Caru is a strong (32% abv) but smooth digestif created with a sense of place at its heart. Caru has a unique aroma of brandied raisins, fresh orange and vanilla, tastes of velvet cocoa, coffee, and spiced prunes with a warm hint of ginger to close. Perfect neat over ice or in a cocktail of choice.

“Made with both love and care, all you need is Caru this Christmas...”

Emily Richards Founder & Creator of Caru

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