First Gins From Greenall's In 250 Years

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Greenall's The Original London Dry Gin has launched Greenall's Sloe Gin and Greenall's Wild Berry Gin - the first new additions to the range for over 250 years. Greenall's has been distilling fine gin since 1761 and these two new varieties are the biggest innovation in its long history.

The Master Distiller at G&J Distillers selected the traditional British flavour of sloe berries for Greenall's Sloe Gin. Greenall's eight unique botanicals, with their rich juniper notes and mature citrus and spice, combine with the sloes to create a warming drink perfect for autumn and winter drinking.

The inspiration for Greenall's Wild Berry came from blackberries growing in English hedgerows, combined with ripe raspberries which were infused in award-winning Greenall's Gin to give a vibrant, fruity taste, which is versatile and works well in cocktails.

Tasting Note for Greenall's Sloe Gin
Rich and fruity, with gentle juniper and spicy flavours, this smooth sloe gin is the perfect blend of balanced botanicals.

Best served with tonic as a Winter G&T, topped with sparkling wine, neat from a hip flask or in a hot toddy.

Greenall's Sloe Gin RSP is £16.00 for a 70cl bottle. ABV 26% . Available at Sainsbury's and Tesco stores throughout the UK from October.

Greenall's Sloe Gin Hot Toddy
50ml Greenall's Sloe Gin
25ml Greenall's The Original London Dry Gin
10-15ml Monin Vanilla Sugar syrup to taste
100ml Pomegranate Juice
Combine all the ingredients. Warm gently and serve in a toddy glass Garnish with a cinnamon stick.

Tasting Note for Greenall's Wild Berry Gin
Luscious & juicy berry notes balanced with juniper and warming spice. The smooth mouthfeel lasts, leading to peppery after tones.

Greenall's Wild Berry Gin is RSP is £15.50 for a 70cl bottle. ABV 37.5% . Available at Morrison's and Tesco throughout the UK from October.

Greenall's Wild About You
50ml Greenall's Wild Berry Gin
25ml Lemon Juice
15ml Monin Vanilla Syrup
3 Raspberries & 3 blackberries

Method: Shake all ingredients with ice, strain into a tumbler with fresh ice
Garnish: Raspberry, blackberry, lemon twist.

Greenall's Wild Berry Gin is best served in easy-to-make cocktails or with tonic for a fruity G&T.

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Notes to Editors

Greenall's Gin has won over 28 international medals for its excellent quality and good value. Distilled four times in traditional copper stills, Greenall's Gin is expertly crafted at Britain's oldest gin distillery to a 250 year old recipe.

Sloe berries are the fruit of the blackthorn bushes which were originally used to divide up fields in Great Britain and were first used to flavour gin in the mid 1700's, at exactly the time Greenall's was first distilled.

Greenall's Gin is owned by Quintessential Brands and distilled in Warrington, England, by G& J Distillers, Master Distillers since 1761.

G&J Distillers is owned by the Quintessential Brands Group. www.gjdistillers.com

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