Rubber Cheese selected as Social Media partners to Beefeater 24

Wednesday 16 October, 2013

Rubber Cheese is delighted to announce that they have been selected to manage the social media activity for one of the world's leading super premium gin brands, Beefeater 24.

The Hertfordshire-based agency will provide social media support, including content development and activation for Twitter and Facebook, day-to-day management of all associated social channels, and related graphic and photography assets to be used within the online space.

Beefeater 24 is the super premium gin brand from Beefeater, the world's leading premium gin and the only international gin to still be distilled in London. The brand is owned by Chivas Brothers, which also boasts Chivas Regal, Ballantine's, Royal Salute and The Glenlivet amongst its portfolio, and forms part of the Pernod Ricard group; the world's co-leader in wine and spirits.

Kelly Molson, Managing Director of Rubber Cheese, says: "This has been a truly fantastic win for our agency. We're thrilled to be chosen to work alongside this exciting brand and to be commissioned once again by Chivas Brothers, one of the world's greatest authorities in the world of whisky and gin."

To learn more about Beefeater 24, visit http://www.beefeater24.com.

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Notes to Editors:

About Rubber Cheese
Rubber Cheese is a creative agency. An approachable team of innovative designers, developers and problem solvers, that love to share ideas and nurture yours, to create something that you and your customers will love.

The agency provides design, branding, digital, bespoke web design & development, packaging , communications and social media strategy services and has won an impressive number of blue chip clients including Beefeater Gin, The Restaurant Group, Wincanton RM, Schneider Electric, and other successful organisations including Ark Schools, The NHS, Market Fresh & Optimus Sourcing.

About Beefeater 24
Beefeater is the world's No.1 Premium gin. The only international Premium gin to still be distilled in London, it brings its quintessentially British character to the world of spirits.

In 2008, Master Distiller Desmond Payne, the world's most experienced gin distiller, created a distinctive new recipe which blends hand prepared Seville orange peel and rare Japanese tea with ten other natural botanicals. The result, Beefeater 24,is a high quality hand crafted super-premium expression which brings an exciting new dimension to the world of gin.

About Chivas Brothers
Chivas Brothers is the Scotch whisky and premium gin business of Pernod Ricard - the world's co-leader in wine and spirits. Chivas Brothers is the global leader in luxury Scotch whisky and premium gin. Its portfolio includes Chivas Regal, Ballantine's, Beefeater gin, The Glenlivet, Royal Salute, Aberlour, Plymouth gin, Longmorn, Scapa, 100 Pipers, Clan Campbell, Something Special and Passport.

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