Stay Out Of The Doghouse This Valentine's Day

Monday 10 February, 2014

Pondering that perfect gift for your loved one this Valentine's Day? Tacky teddies, boring bouquets and cheap chocolates never seem to sum up your cool and stylish other half? Step away from the clichés and say "I love you" with a bottle of Bulldog London Dry Gin, cool, sleek and authentic, just like your better half.

Bulldog is a defiantly delicious premium London Dry Gin. Bold and authentic in appearance, and in character. FOR HIM AND FOR HER.

FOR HIM cocktail: Bulldog G&T
Ingredients:
50 ml Bulldog Gin
Top Cloudy lemonade
Sprig of Mint
Lemon wedge
Method: Pour in Gin over cubed ice, top up with cloudy lemonade and garnish with a lemon wedge and sprig of mint.

FOR HER cocktail: Bulldog Gin Bramble
Ingredients:
50ml Bulldog Gin
25ml fresh lemon
20ml 3:2 sugar syrup
15ml Creme de Mure/Chambord
Lemon wedge & two blackberries to garnish
Recipe: Pour all ingredients into a glass and topped with crushed ice, drizzled with Creme de Mure/Chambord and garnished with a lemon wedge and 2 blackberries.

ENDS

Notes to Editors -
The introduction of the super-premium Bulldog London Dry Gin into the UK market, has given a cluttered and tired category an unequivocal take on forward thinking products. This stylish, premium and authentic offering is hugely accessible to the consumer in terms of both look and taste. The bottle epitomises an authentic spirit in a modern charcoal grey coloured bottle with deep purple hues, broad shoulders and an iconic spiked collar. Bulldog London Dry Gin captures the bold confidence of the original British Bulldog, Winston Churchill and the Bulldog spirit he embodied.

The liquid which is one of the lighter style gins around, is distilled with 12 different rare botanicals from nine different countries, such as Dragon Eye (The cousin of the lychee, sweet in flavour), White Poppy from Turkey (Earthy aroma, Sweet nutty flavour) and Lotus leaf from China (Fruity aroma with a perfumed flavour), as well as organically farmed Juniper from Italy. These Botanicals give Bulldog a distinctive harmonious favour, smoothness with a balanced finish. Made from 100% British grain and bottled at 40% abv, this super-premium Gin is distilled in a copper pot still, from a distillery steeped in 250 years of tradition. In a bizarre twist for any spirit the brand is also a certified Kosher product by KIR, and completely gluten free.

Anshuman Vohra, Creator and CEO of Bulldog Gin comments;

"I wanted a product that was premium, authentic, lighter tasting, stylish, edgy, and emotionally appealing and relevant to consumers,"

Wine Enthusiast magazine cited Bulldog Gin with the highest rating ever bestowed on a Gin, and also named it within the 'Top 50 Spirits'.

Available in Waitrose RRP: £24.99 70cl
Distributed by Wray & Nephew UK
World's fastest growing super-premium gin and the #3 premium gin in Spain
Available in 15 markets worldwide

Bulldog Gin Tasting Notes:

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Nose: Perfumed with lavender with a good scent of juniper. A crisp and fresh scent.
Palate: Smooth taste with a balance of all flavours. The taste of lychee and liquorice supported by the Juniper and Lavender Plenty of citrus 'zing' complemented by the gingery spiciness of coriander.
Finish: Light juniper note with a smooth finish. Not as dry as most gins.
Bulldog London Dry Gin is currently served in London's top style bars, including: The Drunken Monkey, Sketch, Hush.

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