

PRESS RELEASE  
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# Introducing Beefeater 0.0% alcohol

Answering the global mindful drinking consumer trend, the brand behind The World's Most Awarded Gin<sup>1</sup> is introducing an alcohol-free alternative that retains the full Beefeater experience.

## Beefeater 0.0% alcohol

Beefeater is staying true to its passion for innovation and continuing to drive growth within the spirits category by introducing Beefeater 0.0% alcohol, crafted for those who choose not to drink but still want to be part of the occasion.

Inspired by the original Beefeater London Dry Gin, Beefeater 0.0% maintains the brand's iconic citric and juniper-forward profile but without the alcohol, creating a perfectly balanced and refreshing drinking experience. Produced by adding the essence of Beefeater London Dry Gin's classic recipe to the base, the botanical profile is achieved by using exclusively natural flavours, retaining the experience and attitude consumers have come to know and love about Beefeater.

Murielle Dessenis, Global VP Marketing Gins for TAG, comments: "Over the last few years, we have seen the trend toward more mindful consumption increasing, as consumers become more health-conscious. As a consequence, they are changing the way in which they drink or socialise with others. We truly believe in conviviality, whether you choose to drink alcohol or not, and we are proud to be bringing to the no-alcohol category an elevated option, removing the need to compromise or miss out on the occasion. Beefeater 0.0% is our very first zero alcohol expression, which captures the energy of our timeless London classic but without the alcohol."

The introduction of Beefeater 0.0% alcohol comes at a moment where the no-alcohol category is experiencing strong dynamism, growing +35% in volume and is set to continue to increase in the long term (+11.7% CAGR 22-27), thanks to the sustained momentum the mindful consumption trend is enjoying.

Beefeater 0.0% will launch initially in Spain, where it will complement Beefeater's existing moderated drinking range, offering a complete range of low and no options to Spanish Urban Explorers.

RRP: €13.35 70cl.

<sup>1</sup> IWSR 2022 – Category sizing PRMV 2022.

## Key Information

### Taste

Dry, refreshing with citrus notes.

### Aroma

Profile characterized by the dominant presence of citrus aromas, especially orange and lemon, accompanied by underlying botanicals such as juniper, coriander, and angelica.

### Finish / Appearance

Crystal clear and refreshing, even when mixed with tonic.

### Key serve

50ml Beefeater 0.0%, 150ml Indian Tonic Water, lemon wheel and glass full of ice.

## **ABV**

0.04 % vol

## **About Beefeater**

Beefeater London Dry Gin is the world's most awarded gin, distilled in the heart of London. Created by James Burrough in the 19th century, the iconic Beefeater recipe has remained virtually unchanged and today it is guarded by Beefeater's Master Distiller Emeritus, Desmond Payne, the most experienced gin distiller in the world. Beloved by international bartenders for its consistently outstanding quality and classic London dry taste, the Beefeater range consists of Beefeater Dry with its iconic crisp, clean, well-balanced flavour, Beefeater Crown Jewel, the pinnacle of Beefeater's portfolio; Beefeater 24, a super-premium gin infused with Japanese and Chinese teas to create a distinctive, complex gin to suit contemporary cocktail culture and the brand's successful flavours, Beefeater Pink Strawberry, and Beefeater Blood Orange. @beefeatergin

## **Contact**



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