

PRESS RELEASE  
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# Introducing Beefeater Black, a New Twist on the World's Most Awarded Gin\*

Following a successful launch in Spain, the Beefeater portfolio expands in France, Italy and Japan with the launch of Beefeater Black, an elevated new liquid from Master Distiller Desmond Payne.

Beefeater, the brand behind The World's Most Awarded Gin<sup>\*</sup>, has launched a brand-new, premium offering in Italy; Beefeater Black.

Perfectly balanced, Beefeater Black adds a unique twist to the already exceptional Beefeater experience with the addition of two new botanicals. Developed by Desmond Payne, the world's most experienced Gin Master Distiller, Beefeater Black pays homage to the classic Beefeater London Dry Gin by maintaining the same essence and nine botanicals, with the addition of thyme and lemon verbena.

Speaking on the new liquid, **Payne** comments, *"Beefeater gin is known for its citrus flavour profile. I have always been interested in looking at citrus in different forms – beyond the orange and lemon peels that are in all expressions of Beefeater – so Beefeater Black was an opportunity to explore the classic Beefeater recipe and push the boundaries of its flavour profile in an exciting new way, while still remaining distinctively Beefeater. Thyme enhances the herbal profile with a subtle saltiness, while the lemon verbena adds a new element to the iconic citrus-forward profile of Beefeater, creating a complex, rounded flavour. I am extremely pleased with the quality of the final product and am proud to put my name to it."*

First trialled in Spain, Beefeater Black has been met with an extremely positive response ahead of the global rollout. Consumers have called out the refreshing taste of Beefeater Black and its unique design, enjoying it in intimate moments with their closest friends, making the moment even more special by serving Beefeater Black. Popular in a classic Gin & Tonic, garnished with a lemon and a thyme sprig, or as the increasingly popular serve in Spain with Lemon Soda. For the cocktail lovers the Dirty Martini with pickle brine is also an excellent way to dial up the citrusy profile, herbaceousness and subtle saltiness that is brought to the liquid thanks to addition of the two new botanicals. These two new botanicals and the nuanced, complex flavour profile these bring has driven repeat purchase, while the new bottle – the iconic London brick now dressed in an elegant black and gold label emblazoned with Master Distiller Desmond Payne's signature – offers standout impact on shelf.

**Christian Seel, Marketing Director at Pernod Ricard Espana**, comments, *"Thanks to such an excellent liquid and stand-out packaging, we have seen an outstanding reception to the new product in Spain since launch. The results speak for themselves – from those that purchased Beefeater Black, 75% were new to the Beefeater brand and 70% repeated their purchase. The global gin sector has been forecast to grow at by 5.2% from now until 2032, reaching nearly \$26BN with premium gin gaining trajectory – Beefeater Black answers this demand. We can't wait for the rest of the world to try this extraordinary liquid."*

Beefeater Black is now available in Spain, France, Portugal, Japan and Italy. Beefeater Black will be available in 70cl format with an RRP of £25.

\* Based on The International Spirits Awards from 2004 to 2025

1 ERIS Shopper Data 3,747 Shoppers Nov 23 – April 24

2 Maximize Market Research – Gin Market: Gin Industry Analysis and Forecast (2025-2032)

## Notes to Editors

Key Information

## **AROMA**

Bright citrus and juniper on the nose. Classic London Dry Gin with pine and fresh lemon peel but with aromas of spicy coriander and herbal notes of thyme. The slightly floral aromatic notes of hops suggest the use of angelica seeds, as well as the earthy perfume of angelica root.

## **TASTE**

Soft on the palate and demonstrating the complexity of flavours expected from the Beefeater house. Fresh, light and floral but classic in style with juniper. Notes of fresh citrus peel are initially very evident and remain present throughout but with the herbal taste of thyme coming through.

## **PERFECT SERVE**

- Thin Highball glass filled with ice
- 50ml of Beefeater Black
- 125ml of tonic
- Slice of lemon
- Sprig of Thyme

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## **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 19<sup>th</sup> 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, the brand's successful flavours, Beefeater Pink Strawberry, and Beefeater Blood Orange, and Beefeater 0.0%, the brand's non-alcoholic spirit. @beefeatergin

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