



## **BULLDOG BROMPTON CHALLENGE SET TO BE THE BOLDEST BARTENDER COMPETITION AT LONDON COCKTAIL WEEK 2016**

### **Teams to compete first ever bike polo competition for bars**

**London, September 2016** - The inaugural BULLDOG Brompton Challenge on the final day London Cocktail Week (Sunday 9<sup>th</sup> October) will see competitors swing mallets and score goals in this year's most distinctive bartender competition. Sixteen teams from the trade made up of three players each will go head-to-head in a knock-out event like no other.

Drawing upon BULLDOG Gin and Brompton's shared vision of reinventing traditional products to create bold distinctive and pioneering offerings for a modern world, this exciting challenge will be a test of courage, stamina and pitch presence. All players will be fed with BULLDOG Gin infused nibbles and watered with delicious cocktails, including Drizzle's Reviver – named in honour of Prince William's deceased polo horse - to help steady the nerves.

Commenting on the competition, James Cotton, UK brand development manager, said "London Cocktail Week is jam packed this year, but were going to end it on a real high with the very first BULLDOG Brompton Challenge. Expect ferocious and fast paced action, swinging mallets, a shed-loads of goals and the odd mishap as one of the boldest events at this year's festival gets underway."

Bars can submit entries to the competition via [londoncocktailweek.com](http://londoncocktailweek.com). The winning team will not only receive the accolade of being crowned BULLDOG Brompton Challenge 2016 champions, but each team member will also receive a customised Brompton bike complete with Cocktail Kingdom bar kit and 1.75l bottle of BULLDOG Gin. Team can bring as big a support crew as they want.

While the Sunday event is all about having a good laugh, BULLDOG's founder Anshuman Vohra, and James will be doing some more serious analysis of the gin at a one-off masterclass for trade. Friday 7<sup>th</sup> October 2-4pm at The Boundary. Spaces are limited so bartenders looking to attend should contact [James@bulldoggin.com](mailto:James@bulldoggin.com) early.

Wrist band holders to the Bulldog Hub at The Boundary through the week can pick up its *Etoile de la Nuit* cocktail (BULLDOG Gin, rosewater, hibiscus topped with champagne) for a fiver (usual cost £12).

ENDS



**For further information, please contact Steely Fox:**

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#### **About BULLDOG Gin:**

BULLDOG had a vision to create a modern gin that appealed to the modern white spirits drinker. To do so, it partnered with G&J Greenall's, the world's oldest continuous gin distillery and crafted a smooth, balanced gin with layers of flavour for maximum mixability.

Using only the best quality British wheat and water, BULLDOG starts with triple distilled neutral grain spirit. It is then distilled once more, adding the distinctive blend of 12 botanicals to the pot still to deliver a smooth, citrus forward, balanced spirit. The twelve distinctive botanicals are consistently sourced from carefully selected suppliers; lavender, white poppy, dragon eye and lotus leaves give BULLDOG its layer of distinction building on a complex base blend of liquorice, almond, orris and cassia, juniper, angelica, coriander and lemon.

With its iconographic black gloss bottle and distinctive citrus forward flavour profile, BULLDOG is winning the hearts of white spirit drinkers across the globe. Founded by ex-banker and entrepreneur Anshuman Vohra, BULLDOG is based in New York and is privately owned. It is the fastest growing gin in the world\*, available in over 75 countries worldwide.

BULLDOG gin is 40% ABV and available in 70cl from select retailers. For more information, please visit [www.bulldoggin.com](http://www.bulldoggin.com)  
(\*Source: IWSR 2016)

#### **ABOUT Campari UK:**

**Gruppo Campari's UK subsidiary**, headquartered in London. A multicultural and dynamic team composed of **40 Camparistas** from 10 different nationalities. Established on March 1st 2015, it took over from J. Wray & Nephew UK, a well-established brand builder and distributor of premium Jamaican rums. At the heart of Campari UK there are two main portfolio offerings: **the Italian portfolio** with heritage brands such as **Campari** and **Aperol** and the **white & dark spirits portfolio**, led by the Jamaican rum brands **Appleton Estate** Rum and **Wray & Nephew Overproof**, as well as **Wild Turkey Kentucky Bourbon**. The company spans an unrivalled premium spirits and specialty offer in its quality, innovation and style and is also the exclusive UK distributor for **Bulldog Gin**. [www.campariuk.com](http://www.campariuk.com)

#### **ABOUT GRUPPO CAMPARI:**

Davide Campari-Milano S.p.A., together with its affiliates ('Gruppo Campari'), is a major player in the global beverage sector, trading in over 190 nations around the world with leading positions in Europe and the Americas. The Group was founded in 1860 and today is the sixth-largest player worldwide in the premium spirits industry. The Group's portfolio, with over 50 brands, spans spirits, the core business, wines and soft drinks. Internationally-renowned brands include Aperol, Appleton Estate, Campari, Cinzano, SKYY Vodka and Wild Turkey. Headquartered in Sesto San Giovanni, Italy, Campari owns 16 plants and 2 wineries worldwide and has its own distribution network in 19 countries. The Group employs around 4,000 people. The shares of the parent company, Davide Campari-Milano S.p.A. (Reuters CPRI.MI – Bloomberg CPR IM), are listed on the Italian Stock Exchange since 2001. For more information: [www.camparigroup.com](http://www.camparigroup.com). Please enjoy our brands responsibly.