

## BULLDOG GIN AND FIELD DAY FESTIVAL ANNOUNCE 2019 COLLABORATION OF EPIC PROPORTIONS



**7<sup>th</sup>-8<sup>th</sup> JUNE 2019, LONDON UK: BULLDOG** London Dry Gin, the gin most associated with the music world, today announces its partnership with one of the UK's leading and loudest festivals, **Field Day**.

The partnership with Field Day will see **BULLDOG** Gin create unforgettable moments for its likeminded audience. For this partnership's debut, **BULLDOG** Gin will own a stage, which will boast a carefully curated line-up of DJs programmed by one of the UK's longest running club nights, **BUGGED OUT!** Alongside the **BULLDOG** Gin Stage, crowds will be able to grab a drink from the **BULLDOG** Gin bar, chill out, and dive into a surprise experience in The **BULLDOG** Gin Yard; created by genre-defining **Bompas & Parr**, the minds behind some of the world's best multi-sensory experiences.

With **World Gin Day** also being on Saturday 8<sup>th</sup> June, **The BULLDOG Gin Yard** will be the go-to place to celebrate the day. Following the momentous **BULLDOG BIG Session** in 2018, **BULLDOG** Gin will blast a breath of fresh air into the category this year featuring an immersive experience designed to celebrate **World Gin Day** in **BULLDOG** Gin's unique way.

In celebration of the landmark partnership with Field Day, **BULLDOG** Gin will create an experience to take their fellow revellers and freedom-seekers from day to night; encouraging festivalgoers to live in the moment and shine in their own light.

**BULLDOG** Gin cocktails will be available at all bars across Field Day to ensure festival-goers are able to quench their thirst with delicious tipples such as the late-night-crowd-pleasing **BULLDOG** Gin **Supersonic Gin & Tonic**; the **BULLDOG** Blackberry Gin & Tonic; the on-trend **BULLDOG** G, T and Matcha Tea; and Field Day's own **Ginspresso Martini**.

This fusion between two of the most innovative, forward-thinking and culturally-relevant brands of the moment sits alongside a handful of bespoke partnerships for **BULLDOG** Gin. These partnerships include collaborations with industry behemoths such as **Gorgon City**, **Tom Findlay (Groove Armada)**, **Housekeeping**, **Nordoff Robbins**, **Notion** magazine and **NME**.

**Campari UK's Marketing Director Nick Williamson** says of the partnership; *"We can't wait for*

# BULLDOG

## LONDON DRY GIN

*BULLDOG Gin to add a touch of its own magic to what is an exciting new concept from the team at Field Day. BULLDOG Gin is the iconic gin of the music world and its smooth taste profile positions it uniquely to cater to the music-loving modern generation of gin drinkers. We look forward to sharing the many surprises in store for festival-goers at the BULLDOG Gin Yard!"*

**Luke Huxham, Festival Director, Field Day:** *"We're excited to be working with our friends BULLDOG Gin to create a brand-new arena for this year's Field Day – THE BULLDOG GIN YARD. The new arena will feature an incredible line-up and multi-tier viewing platforms as well as their iconic Supersonic Gin & Tonics. There will be a few surprises too; so, keep your eyes peeled for the line-up and more".*

**For further information please contact Georgie Sidwick on**  
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### **Notes to Editors**

#### **ABOUT BULLDOG GIN**

BULLDOG Gin is a modern, premium gin which reinterprets the characteristics of the classic London Dry Gin – with its bold positioning and smooth taste. It has a nutty and floral blend of 12 botanicals, including dragon eye, lotus leaf and white poppy, which combine to create the distinctive taste of BULLDOG Gin to be enjoyed by day or by night.

The unmistakable BULLDOG Gin bottle expresses its bold attitude as a contemporary icon for the modern generation of gin consumers, with an unexpectedly smooth taste. BULLDOG Gin's pioneering approach has also seen it establish itself firmly as the gin of the music world.

BULLDOG Gin has two signature serves; a BULLDOG Gin and Tonic with blackberries and a Supersonic Gin and Tonic, known as the reveller's G&T. At 40% ABV, this refined gin is a quality choice for versatile cocktail-making.

BULLDOG Gin was founded in 2007, became part of Campari Group in 2017, and is now available in over 135 countries. BULLDOG Gin is available in 70cl from select retailers. For more information, please visit [www.bulldoggin.com](http://www.bulldoggin.com).

For the perfect BULLDOG Gin serve try the acclaimed **BULLDOG Supersonic Gin & Tonic**, crafted to be sipped by day or by night.

#### **Recipe:**

- 50ml BULLDOG London Dry Gin
- 100ml Fever Tree Aromatic Tonic Water
- 10ml Cassis

#### **Method:**

Build in a glass over ice and garnish with pomegranate seeds, blackberries and a mint spring.



# BULLDOG

## LONDON DRY GIN

After something more classic? Try the BULLDOG Gin Blackberry G&T

### Recipe:

- 50ml BULLDOG London Dry Gin
- 100ml Fever Tree Mediterranean Tonic Water
- 3 Sliced Blackberries

### Method:

Fill copa glass with ice cubes, add BULLDOG Gin and top with tonic water. Place halved blackberries on a cocktail stick. Swirl to unlock the flavour and distribute the juices.



**DRINK RESPONSIBLY.**

### ABOUT CAMPARI UK

Campari UK is Gruppo Campari's subsidiary in the UK market, headquartered in London. A multicultural and dynamic team, Campari UK comprises 40 'Camparistas' from numerous different nationalities.

At the heart of Campari UK are two main portfolio offerings. The first is the Italian portfolio, featuring distinctive brands such as Campari and Aperol. The second group is the White & Dark spirits portfolio, led by the Jamaican rum brands Appleton Estate Rum and Wray & Nephew Overproof – complemented by brands including Wild Turkey Kentucky Bourbon, Grand Marnier & BULLDOG Gin.

The company is proud to offer an unrivalled range of more than 40 premium spirit brands; each with speciality offerings in their quality, innovation, and style.

Visit [www.campariuk.com](http://www.campariuk.com) to find out more about the company and range of products or follow Gruppo Campari UK on Twitter at @CampariGroupUK.

Please enjoy our brands responsibly.

\*IWSR 2017

### ABOUT FIELD DAY

**7 & 8 June 2019, The Drumsheds, Meridian Water, Enfield.**

Field Day is embarking on a new chapter for 2019 with a move to its new home in The Drumsheds, Meridian Water, Enfield, North London. The new location will feature ten acres of outdoor space plus four gigantic, interlinking warehouses - the largest of which will be the biggest warehouse venue for music in London.

For 2019, Field Day welcome two of the UK's biggest and best artists as headliners, **Skepta** and **Jorja Smith**. The two-day programme features heavyweights **Diplo**, **Jungle**, **Pusha T**, **Bonobo (dj set)**, **Octavian**, **Earl**

# **BULLDOG**

LONDON DRY GIN

**Sweatshirt, The Black Madonna, Deerhunter, Denis Sulta, George FitzGerald, Mall Grab, Modeselektor (live), Seth Troxler, Todd Terje, Julia Holter** and many more.

Founded in 2007 in London, Field Day has consistently proved itself to be one of the UK's leading festivals with its genre-spanning programming.

Over the past 12 years, the festival has hosted some of the world's most iconic artists, including **Aphex Twin, Erykah Badu, Four Tet, Patti Smith, Loyle Carner, PJ Harvey, and Charlotte Gainsbourg.**

[fielddayfestivals.com](http://fielddayfestivals.com)

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