

BULLDOG Gin launches pop-up brunch series across London this summer in partnership with legendary Ibiza hotel, Pikes

LONDON, **XXX** 2017 - BULLDOG Gin and Pikes announce their 'BULLDOG Gin x Pikes Brunch' in London this summer; bringing the legendary spirit of Ibiza to the UK capital with a series of pop-up brunch parties.

Following the success of BULLDOG Gin's partnership with the iconic Pikes Hotel in Ibiza 2016, the BULLDOG Gin x Pikes Brunch will be coming to London for three installments throughout the summer. Once a month, from 12-5pm, the BULLDOG Gin x Pikes Brunch will combine elements of the now institutionalized brunch party, with Ibiza's historic party culture for a high-energy brunch experience at soon to be announced locations in the heart of the capital.

Launched in July 2016, 'BULLDOG Brunch at Pikes' marked the first partnership between the two stylish "dusk 'til dawn" brands, indulging guests in a Best in Class Ibiza Experience with a menu of British / Mediterranean inspired dishes including BULLDOG Gin infused smoked salmon and the Ibiza Rocks Kobi burger.

The fastest growing and fourth largest premium gin in the world*, BULLDOG Gin is a modern gin for the modern drinker, shaking up the category. Priding itself on its bold attitude, unquestionable style and infectious sociability, BULLDOG Gin is the ideal gin to partner with Pikes Hotel and deliver a one-of-a-kind Balearic brunch experience.

Campari UK's Marketing Director Nick Williamson said of the partnership; "We could not be prouder to be partnering with the iconic Pikes Hotel once again. BULLDOG Gin and Pikes are perfectly suited to deliver a unique, Ibiza inspired experience to our London guests."

Pikes Hotel, the iconic 500-year-old Ibiza institution, is one of the few remaining rock n' roll hotels steeped in legendary musical history and brimming with personality. The hotel, one of the most famous on the island, developed a notorious reputation for hedonism in the 1980s, and is associated with being a playground for the bohemian set; probably best known as the location of filming for Wham!'s 1983 hit "Club Tropicana" and for hosting Freddie Mercury's 41st birthday.

Dawn Hindle, Owner and Creative Director of Pikes welcomes the renewed partnership with BULLDOG Gin saying: "Being such a bold and unique brand, BULLDOG Gin reflects the spirit of Pikes Hotel and is the perfect brand to partner with. We very much look forward to delivering amazing and unique experiences to our London dusk-'til-dawn consumers."

XXX: Call to action to buy tickets as well as copy about cocktails being served etc

*Source: IWSR 2015

- ENDS -

For more information on BULLDOG Gin, please contact **Lara MacAlpine:**
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Notes to Editor:

BULLDOG is available at Ocado.com for £22.00

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Instagram: @BULLDOGGin_UK

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About BULLDOG GIN:

BULLDOG had a vision to create a modern gin.

To do so, it partnered with G&J Greenalls, the world's oldest continuous gin distillery and crafted something that appealed to the modern white spirits drinker and the result was a smooth, balanced gin with multiple layers of flavour for maximum mixability.

Using the best quality British wheat and water BULLDOG starts with triple distilled neutral grain spirit. Then, it is distilled once more, adding the distinctive botanicals to the pot still to deliver a smooth, citrus forward, balanced spirit. The precise layering of twelve botanicals are sourced from carefully selected growers; 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 iconic black gloss bottle and distinctive citrus forward flavour profile, BULLDOG is winning the hearts of gin and vodka lovers across the globe. BULLDOG Gin is the fastest growing premium 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.

LIVE DEFIANTLY. DRINK RESPONSIBLY.

(*Source: IWSR 2015)

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 brand 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 spirits brands: each with speciality offerings in their quality, innovation, and style. Visit <http://www.campariuk.com/> to find out more about the company and range of products or follow Gruppo Campari UK on Twitter at @GruppoCampariUK.

Please enjoy our brands responsibly.

About Pikes

Listed as one of the 'Top 100 Hotels in the world' by Sunday Times Travel and winner of 'Best Boutique Hotel' by the prestigious White Ibiza Awards for three years running, Pikes hotel is a set in a 500 year old finca located in the sun-drenched hills just outside Sant Antoni de Portmany. Set around sprawling fairytale gardens with a famous aquamarine pool (the location for Wham's 'Club Tropicana' video) the hotel was lovingly restored by new owners Andy McKay and Dawn Hindle in 2011 founders of the world-famous Ibiza Rocks brand. Pikes is an iconic institution and one of the few places that represents a fusion of authentic, carefree, Balearic spirit of the island combined with up to the minute edgy millennial style.



For the last few decades Pikes has been a playground for the music elite with regular guests including artists such as Grace Jones, Spandau Ballet, and Freddie Mercury who held his legendary 41st Birthday Party at the hotel in the infamous 'Marrakesh Suite' now known as 'Freddie's'. Today Pikes is the location for some of the island's most exclusive parties and has 25 unique rooms and suites with king-sized beds. The restaurant, named Room 39, has gained critical acclaim both globally and on the island and hosts regular supper club and pop up restaurant events throughout the season.
www.pikesibiza.com