

BULLDOG Gin and Pikes Hotel partner for the second consecutive summer to bring Ibiza fever to London



LONDON, XXXX 2017 – After a successful partnership in 2016 with 'BULLDOG Brunch at Pikes', BULLDOG Gin and Pikes are excited to announce the continuation of their strategic partnership.

As well as the return of the highly popular BULLDOG Brunch at Pikes Ibiza, the two brands will be bringing their mix of culinary delights, delicious cocktails and Ibiza vibes to London with a series of pop-up brunches at key London locations; whilst collaborating in a number of other areas.

BULLDOG Gin and Pikes began working together in 2016 under a mutual understanding of the synergies between the two premium, iconic, 'dusk-'til-dawn' brands. The 'BULLDOG Brunches at Pikes' Ibiza saw guests experience the 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 created by Head Chef, Lee Milne. This year promises to be just as iconic.

Campari UK's Marketing Director Nick Williamson said of the partnership; "BULLDOG Gin is a gin whose flavour profile is uniquely positioned to cater to the new generation of drinker, enjoying gin from sundown to sunup. Meanwhile, Pikes' worldwide bohemian cultural resonance provides their guests with a premium, but unpretentious experience, revolving around an 'eat, sleep, party, recharge' mantra. This makes them the perfect partner for this activity.

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 an exciting summer season with BULLDOG Gin."

- 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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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 'Freddies'. 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