

BULLDOG

LONDON DRY GIN

BULLDOG GIN AND ULTIMATE EARS PARTNER TO CREATE THE LOUDEST, MUST-HAVE LIMITED EDITION GIFT PACK OF 2019



XX MARCH 2019, LONDON, UK: **BULLDOG** Gin today announces its partnership with portable wireless speakers, Ultimate Ears. The partnership sees the two brands – both known for their position within the music industry—create the **BULLDOG** Gin x UE BOOM speaker gift set. The limited-edition gift pack, created in the style of a UE BOOM 2 speaker, will contain a bottle of **BULLDOG** Gin and a unique code. The unique code will give 100 consumers a chance to win a UE Boom 2 speaker by entering via BULLDOGBoom.co.uk. The **BULLDOG** Gin x UE gift packs will be available to purchase in select Tesco and Waitrose stores across the UK.

BULLDOG Gin has an established position within the world of music and has shared the spotlight with the most upcoming and in-demand artists of the moment including; Dizzee Rascal, Wiley, Gorgon City, Hannah Wants, and Anne-Marie. This, along with collaborations with such players as Printworks London, Pikes Hotel Ibiza, Nordoff Robins, Notion Magazine and the iconic NME magazine means it's no surprise that **BULLDOG** Gin is the gin most associated with music. The partnership with UE follows in style as the perfect platform to showcase its bold approach and celebrated injection of energy into the gin category.

A gin that can be enjoyed at sundown or sunup, **BULLDOG** Gin's unique approach and support for those artists who go it their own way has seen it fast become a brand on the pulse of urban culture.

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Nick Williamson, Marketing Director, Campari UK says of the partnership: “*We know that **BULLDOG** Gin fans love music and couldn’t see a better brand than Ultimate Ears to partner with to deliver an exciting promotion to modern gin and music lovers around the country. Like **BULLDOG** Gin, Ultimate Ears are known for disrupting the category with innovative products of the highest quality. We are proud to be able to offer the opportunity to win a UE BOOM 2 to our fans – through a unique and highly giftable limited-edition pack.*”

Please drink responsibly.

For further information please contact Laura Thornes on
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Notes to Editors

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 iconographic black gloss bottle and distinctive citrus forward flavour profile, BULLDOG is winning the hearts of gin and vodka lovers 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 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.

ABOUT CAMPARI UK

Campari UK is Campari Group’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.

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Visit 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.

ABOUT CAMPARI GROUP

Campari Group is a major player in the global spirits industry, with a portfolio of over 50 premium and super premium brands, spreading across Global, Regional and Local priorities. Global Priorities, the Group's key focus, include **Aperol**, **Appleton Estate**, **Campari**, **SKYY**, **Wild Turkey** and **Grand Marnier**. The Group was founded in 1860 and today is the sixth-largest player worldwide in the premium spirits industry. It has a global distribution reach, trading in over 190 nations around the world with leading positions in Europe and the Americas. The Group's growth strategy aims to combine organic growth through strong brand building and external growth via selective acquisitions of brands and businesses. Headquartered in Milan, Italy, Campari Group owns 18 plants worldwide and has its own distribution network in 20 countries. The Group employs approximately 4,000 people. The shares of the parent company Davide Campari-

Milano S.p.A. (Reuters CPRI.MI - Bloomberg CPR IM) have been listed on the Italian Stock Exchange since 2001. For more information: www.camparigroup.com/en

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