

BULLDOG

LONDON DRY GIN

BULLDOG Gin champions on-trade accounts with its “Road to Ibiza” incentive



LONDON, XXXX 2017 - BULLDOG Gin, the iconic multi-occasion gin, today launches its nationwide on-trade initiative, the BULLDOG Gin Road to Ibiza; in which a select group of bartenders will win a VIP BULLDOG Gin Trip to Ibiza during the closing weeks.

Throughout the summer, BULLDOG Gin will encourage its flagship partners to hero the gin within their venues and will award the top advocates with a bespoke, luxury trip to Ibiza, which will showcase the core characteristics of the modern gin made for a modern drinker; high-energy, versatility, sociable, stylish, instinctive and innovative.

In forming the initiative, BULLDOG Gin hopes to give back and show dedicated support to the community of influential bartenders who have helped catapult the once independently owned gin brand to the globally prestigious premium gin that it is today.

Campari's Brand Ambassador, James Coston said, "I am excited to begin championing the people behind the cocktails, the guys and girls that put their heart and souls into creating unique and personable experiences for every individual who is lucky enough to try their concoctions. BULLDOG Gin is such a versatile gin which can be enjoyed on any occasion, so it is natural to open a different channel of conversation between consumer and bartender."

In exchange for its continued on-trade support, BULLDOG Gin will also be championing the key accounts with use of its UK Instagram account. Throughout the summer, BULLDOG Gin will feature all the people who help create the unique customer experience delivered by each account and who share the same sociable, modern, stylish and bold personality as the “dusk-’til-dawn” gin.

Campari's Marketing Director, Nick Williamson says of the brand: "BULLDOG Gin has a bold attitude and infectious sociability which sets it apart from other gin brands. It's these characteristics, along with its premium quality and unique flavour profile, which also enable BULLDOG Gin to contend with other spirit categories which play in the dusk 'til dawn sphere. We are excited to begin working more closely with our on-trade partners who embody these characteristics and consider no better place to give our partners a BULLDOG Gin experience than in the unique, high-energy environment of Ibiza and through the excellent partners we have there."

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The summer campaign will culminate in 6 bartenders flying out to Ibiza for 3 days where they will be immersed in BULLDOG Gin's personality and traits, whilst giving them the perfect, sundown to sunup island experience.

- 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

Follow BULLDOG Gin UK on social media

Instagram: @BULLDOGGin_UK

Follow Campari UK on social media

Twitter: @GruppoCampariUK

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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

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more about the company and range of products or follow Gruppo Campari UK on Twitter at @GruppoCampariUK.

Please enjoy our brands responsibly.