



BERRY BROS & RUDD
3, ST. JAMES'S STREET, LONDON

WINE & SPIRIT MERCHANTS



Media enquiries
Sophie Donovan 01603 631223 or sophie@qcltd.co.uk

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PINK PIGEON UNVEILS NEW BOTTLE DESIGN FOR UK

Pink Pigeon vanilla-spiced Mauritian Rum has announced a new bottle design, which will launch at London Cocktail Week (6th to 12th October 2014).

The Pink Pigeon bottle has undergone a redesign to allow the true nature of the liquid to shine through: building upon the look of the original bottle, the striking black and white Pink Pigeon emblem prevails but emphasis is now on the presentation of the exquisite golden liquid inside.

While the original black bottle has from its launch been described as elegant, luxurious and ground-breaking for its category, the new transparent bottle draws attention to the liquid and its characteristic golden colour, which stems from many months of infusion with hand-pollinated Bourbon vanilla, from Reunion Island and Madagascar. The use of delicate orchid petals and fresh orange peel combine to give Pink Pigeon its delicious balance. The selection of the natural botanicals is overseen by Alain R. Chatel, the creator and Master Blender of Pink Pigeon, whose signature on the bottle underscores the premium quality of the rum.

Luke Tegner, Brands Marketing Director, Berry Bros. & Rudd Spirits, states: "In order to lead the discussion with the trade and consumers on the ever-growing world of spiced rum, we will be conducting Spiced Rum master classes during London Cocktail Week providing insight on the three botanicals which give Pink Pigeon its distinct flavour profile. This gives a perfect opportunity to unveil our clear glass bottle with showcases the rum so well".

The London Cocktail Week, Spiced Rum master classes take place on 8th and 9th October between 1.00 – 3.00pm (trade only). The consumer master class is held on 8th October from 6.00 – 7.00pm. To reserve tickets please contact Leanne Davidson or sign up via www.londoncocktailweek.com/events.

Pink Pigeon is distributed in the UK by Mangrove.

www.pinkpigeonrum.com

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Issued by Quercus Communications on behalf of Berry Bros. & Rudd Spirits.
Media enquiries: Sophie Donovan 01603 631223 or sophie@qcltd.co.uk

Luke Tegner, Brands Marketing Director Spirits, Berry Bros. & Rudd Spirits: 020 3301 1547 or luke.tegner@bbrspirits.com

Leanne Davidson, UK Brand Manager, Mangrove: 07903 510234 or leanne@mangroveuk.com

Notes for Editors:

About Berry Bros. & Rudd

Over 310 years ago, Berry Bros. & Rudd opened its shop at 3 St James's Street, opposite St James's Palace. Since its inception, Berry Bros. & Rudd has been a pioneering wine and spirits merchant. Today Berry Bros. & Rudd Spirits Ltd enjoys a super-premium portfolio including: Penny Blue, No.3 London Dry Gin, The King's Ginger, The Glenrothes and Berry's Own Selection.

The Indian Ocean Rum Company

The Indian Ocean Rum Company is a joint venture between The Medine Distillery and Berry Bros. & Rudd. The company integrates the unique expertise of both partners in order to produce and market exquisite rum.

The Medine Distillery is the oldest existing Mauritian distillery dating back to 1926. With its own sugar cane estate in the heart of the volcanic soil at Mauritius, the Distillery both grows top quality sugar canes and distils it into premium quality rums.

Penny Blue XO Rum

Named after the world's rarest stamp, Penny Blue is a small batch Single Estate Mauritian Rum distilled at Medine. Doug McIvor from Berry Bros. & Rudd and Jean Francois Koenig, Master Distiller at Medine, handpick casks for maturation.

The rum is natural in colour and un-chill-filtered; for the 2nd release, 10% of the award-winning Batch #001 was used to ensure some consistency to follow through from the initial release.

The Pink Pigeon Rum

The Single Estate Mauritian Rum infused with hand-picked natural bourbon vanilla from the Indian Ocean islands of Reunion and Madagascar is named after the rare Pink Pigeon bird that has recently been saved from extinction. Our rum is made in the oldest distillery still in operation today in Mauritius.

Pink Pigeon was awarded a Silver Medal in the Flavoured Rum category in the World Rum Awards 2014.

Pink Pigeon is available online from www.bbr.com and www.amazon.co.uk

www.pinkpigeonrum.com



SINGLE ESTATE
MAURITIAN
VANILLA SPICED
RUM

700ml

Main Chatel
MAIN CHATEL MASTER BLENDER

40% vol