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NO. 3 LONDON DRY GIN WINS GOLD AT INTERNATIONAL SPIRITS CHALLENGE

Berry Bros. & Rudd Spirits is delighted to have been awarded a Gold Medal in the London Dry Gin category of the International Spirits Challenge.

Luke Tegner, Brands' Director of Berry Bros. & Rudd Spirits, states; "This latest award completes a remarkable couple of years for No. 3 London Dry Gin in terms of accolades. It illustrates the judges of the ISC recognise excellent, traditional gin with juniper at its heart. I'm very pleased that a new brand, albeit one with 300 years of heritage, can gain recognition in such a dynamic category – long may it continue."

With juniper at its heart, **No. 3** unashamedly celebrates the integrity and character of traditional London Dry Gin, featuring just three fruits and three spices distilled in traditional copper pot stills.

- *Juniper*, from Italy, gives the unmistakable gin taste of pine and lavender.
- Sweet Spanish *Orange peel* provides freshness in the form of clean, crisp citrus.
- *Angelica root* adds an earthy quality and helps to make the gin dry.
- Moroccan *Coriander seed* releases a lemon flavour during distilling as well as adding a spicy, slightly peppery finish.
- *Grapefruit peel* gives an extra lift of citrus.
- *Cardamom pods* add a spicy, aromatic, yet warm bite.

Great care has been taken to determine the right recipe, source the finest ingredients and work with highly experienced distillers and experts to produce an impeccable gin at 46% ABV.

Now in its 17th year, the International Spirits Challenge is the most authoritative, respected and influential spirits competition in the world. Winning an ISC award is an impressive achievement for any spirit that passes the blind assessment of the experienced panel of specialist judges.

Luke Tegner is available for interview.

www.no3gin.com

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Issued by Quercus Communications on behalf of Berry Bros. & Rudd Spirits.

Editors' notes

Tasting notes

Nose: Bright, crisp and fresh with an uplifting welcome of juniper.

Palate: Juniper to the fore, supported by floral, summery notes and spicy, warm flavours of cardamom. There is plenty of citrus zing; grapefruit and sweet orange contribute a sharp fruitiness, complemented by the soft gingery spiciness of coriander.

Finish: The earthy dryness of angelica kicks in.

Comment: The texture and mouth-feel demonstrate No. 3's credentials as a gin of exquisite pedigree and superlative breeding.

Awards

- Best Overall Product, Harpers Design Awards 2011
- Best White Spirit, Harpers Design Awards 2011
- Winner Design & Packaging at FAB Awards 2011
- Best Gin in the World, Wine & Spirits Wholesalers of America 2011
- Best in Show, Wine & Spirits Wholesalers of America 2011
- Double Gold Medal, Wine & Spirits Wholesalers of America 2011
- Chairman's Trophy, Best Gin for a Negroni, Ultimate Cocktail Challenge 2011
- Finalist, Best Gin for a Martini, Ultimate Cocktail Challenge 2011
- Finalist, Best Gin for a Gin & Tonic, Ultimate Cocktail Challenge 2011
- Finalist, Best Gin for an Aviation, Ultimate Cocktail Challenge 2011
- World's Best Super Premium Gin, The Spirits Business 2010
- Gin Master, Design and Packaging, The Spirits Business, 2010
- Number One for Botanical Intensity, Imbibe, 2010