



Tuesday August 1, 2017
Media Release

Sipsmith Gin added to Amatil spirits portfolio

From today (August 1), Coca-Cola Amatil will add the Sipsmith's super-premium London Dry Gin to its spirits portfolio.

The inclusion is the result of a new agreement between Sipsmith Gin and Amatil's brand partner Beam Suntory, to support the Sipsmith brand's ambitious growth aspirations for the Australian market.

Said Tobias Hoogewerff, Head of Sales for Amatil's Alcohol & Coffee business, "Super-premium gin is growing at a rapid rate. Our customers are looking for more choice in this area and the addition of the Sipsmith brand to our portfolio allows us to offer them exactly this, backed by a strong support program to really bring the brand to life."

Winner of over 30 international awards, Sipsmith's highly regarded London Dry Gin is still made in the traditional way, hand-crafted in small batches in London. Pioneers of the gin renaissance, Sipsmith was London's first copper distillery for nearly two hundred years, on a mission to bring back London Dry Gin to the city where it made its name. Still operated by its founders, Sam Galsworthy and Fairfax Hall, it combines modern technology with traditional recipes and techniques of yesteryear, and all Sipsmith spirits are made by hand and in small batches, driven by the belief that this is the only way to craft spirits of such high quality.

Said Matt Shattock, chairman and CEO of Beam Suntory, "With incredible skill and passion, Sam and Fairfax have built an extraordinary super-premium gin that is synonymous with London and the utmost craftsmanship.

"We really admire what they've accomplished and we're very excited to team up and our distribution partner Coca-Cola Amatil to maximize the potential of the brand here in Australia."

Featured in the Top Ten global trending gins for the last four years, Sipsmith was nominated 2015 Craft Distillery of the Year and Britain's number one gin by Coolbrands.

The Sipsmith range consists of four products (all 700ml) will be available to purchase nationwide from Coca-Cola Amatil from August 1, 2017.

LONDON DRY GIN

A particularly dry gin with a zesty, citrus finish. The quintessential expression of a classic London Dry Gin. Bold, complex and aromatic – smooth enough for a Martini, yet rich and balanced, perfect for a G&T.

LONDON CUP

A reimagining of the traditional gin cups of the 1800s. Sipsmith London Cup is a sublimely sippable punch crafted from our award-winning London Dry Gin, infused with Earl Grey tea, borage, lemon verbena and a host of other botanicals.



SLOE GIN

Truly handmade, complex & bursting with flavour. This award-winning London Dry Gin is first distilled on copper stills before being left to rest on wild sloe berries, picked in the autumn. The result is a truly handmade sloe gin that is subtle, complex and bursting with flavour.

V.J.O.P.

A Very Junipery Over Proof gin. Imagine the botanicals as components in an orchestra, here we have taken the lead instrument, juniper, and amplified its presence in the ensemble, then raised the decibels by increasing the proof alcohol. The result is our very own symphony in 'J' major.

About Coca-Cola Amatil and Beam Suntory

Under the current agreement between Beam Suntory and Coca-Cola Amatil (signed in 2015), Amatil is responsible for the sales and distribution of the entire Beam Suntory spirits range in Australia and New Zealand, including the top-selling Jim Beam bourbon, Canadian Club, Midori and Japanese whiskies Yamazaki, Hakushu and Hibiki, as well as the manufacture, sales and distribution of its ready-to-drink (RTD) spirits portfolio.

As the world's third largest premium spirits company, Beam Suntory is Crafting the Spirits Brands that Stir the World. Consumers from all corners of the globe call for the company's brands, including the iconic Jim Beam and Maker's Mark bourbon brands and Suntory whisky Kakubin, as well as world renowned premium brands including Knob Creek bourbon, Yamazaki, Hakushu and Hibiki Japanese whiskies, Teacher's, Laphroaig, and Bowmore Scotch whiskies, Canadian Club whisky, Courvoisier cognac, Sauza tequila and Midori liqueur.

Beam Suntory was created in 2014 by combining the world leader in bourbon and the pioneer in Japanese whisky to form a new company with a deep heritage, passion for quality, innovative spirit and commitment to Growing for Good. Headquartered in Deerfield, Illinois, Beam Suntory is a subsidiary of Suntory Holdings Limited of Japan. For more information on Beam Suntory, its brands, and its commitment to social responsibility, please visit www.beamsuntory.com and www.drinksmart.com.

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