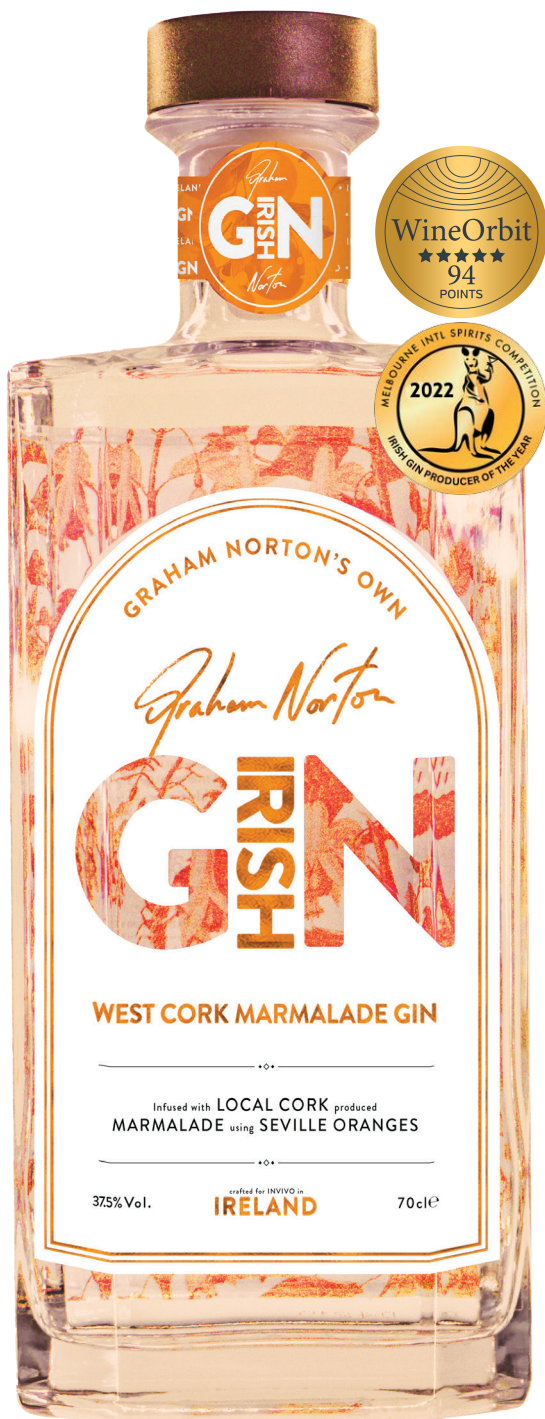


GRAHAM NORTON'S MARMALADE GIN



FUN FACTS

- 153 glasses of Graham Norton wine and spirits are enjoyed every minute around the world.
- Just under a quarter of a million (221,250 glasses) of Graham Norton wine and spirits are sold every day around the world.

OVERVIEW

"You've tried it on toast, now enjoy it as a toast! Spain's famous Seville oranges give the best marmalade its unique citrus tang; now those same oranges take center stage in my latest Irish GiN. Starting with Irish grains and locally foraged botanicals, this new variety is infused with marmalade made from premium Seville oranges and made in Ireland." Graham Norton

THE STORY

Following the success of Graham Norton's Irish and Pink GiNs, Graham wanted to produce a new citrus-based premium gin to add to his collection, but with a twist. Developed in collaboration with a marmalade producer and gin producer in Graham's hometown of Cork, Ireland, the new addition to Graham Norton's Wine and Spirits range is dry in style and made with quality botanicals.

TASTING NOTE

The delightful Seville Orange notes leap out from the glass without disguising the other classic aromas from botanicals such as kaffir lime and juniper. The citrus twist of the marmalade creates a refreshing drink that lingers in the mouth long after the last drop.

BOTANICALS

Juniper Berry, Bitter Orange Peel, Coriander, Angelica, Lemon Peel, Licorice Root, Orris Root, Gooseberry, Basil, Elderflower, Rose Hips.

ABV/VOL 37.5%

PRODUCT	BARCODE
Graham Norton Marmalade Gin 700ml	09421905673273
Graham Norton Marmalade Gin 6 x 700ml	09421905673280



“
MY ONLY RULE FOR CRAFTING THE PERFECT COCKTAIL IS TO MAKE THE DRINKER HAPPY. THIS MARMALADE GIN PUTS A SMILE ON THE FACE OF EVERYONE WHO TRIES IT.

GRAHAM NORTON

SERVING SUGGESTION

Pour with a premium tonic, with a twist of orange and a garnish of orange zest or ask your mixologist to surprise you!

CATEGORY INSIGHTS

Gin is the second largest spirit category and growing at 49% vs total spirits growth of 26%. Flavoured gins are a large driver of the gin renaissance, with consumers loving the versatility and ability to experiment with flavours and mixers. The super-premium gin segment (\$60 - \$80) is growing at 128% in value.