

'Celtic' gin hits UK shelves

Published: **4th August 2009**
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Thai-owned International Beverage is launching a super-premium gin on the UK market.

Caorunn (pronounced ka-roon) is a Scottish-made, small-batch gin flavoured with five of what the company calls "Celtic botanicals", including bog myrtle and dandelion.

The spirit has a base of more conventional gin botanicals and is distilled at the Balmenach distillery.

A bottle of the 41.8% abv gin is expected to retail at £21.99.

Brand manager Iby Bakos said: "We're confident that Caorunn will offer a new dimension to enjoying gin drinks this summer.

"It's all about the consumer rediscovering how gin used to be through some classic gin cocktail recipes."

The classic gin and tonic is suggested with an apple garnish and the product will also be promoted around Martini and Punch cocktail serves.

The bottle design was inspired by the Scottish art nouveau movement.