

SMALL BATCH SCOTTISH GIN



**Russian vodka invests £1.2m in UK market**

Russian Standard aims to recruit more than 45,000 new drinkers in the UK through a £1.2m marketing campaign.

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**Beefeater reinterpreted**

find new ways to distinguish their brand from all the others. With mounting legislation restricting alcohol-marketing activities and budgets tightened due to the economic downturn, packaging has to work even harder to sell brands off the shelf.

*Felicity Murray asks international brand designers how, in a crowded marketplace, great packaging can set a brand apart*

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**Scottish gin with a Celtic flavour launched**

Caorunn is a new 41.8% abv "super premium" Scottish gin launched this month by International Beverages, the international arm of Thai Beverage. It has been launched on the UK market just in time for the summer at rrp £21.99.

Distilled according to the EU definition for London Gin, Caorunn, the Gaelic name for the Rowan berry, is infused with five Celtic botanicals (Rowan berries, Coul Blush apple, heather, bog myrtle and dandelion) along with juniper, orange peel and a further four traditional gin botanicals.

The bespoke bottle features a five-sided base and symbolic asterisk to represent the five Celtic botanicals.

Designed by Navy Blue of Edinburgh, the bottle is manufactured by Allied Glass, Leeds, with transfer printed front and back labels and a debossed and printed wood topped cork closure from Rankin Brothers & Sons, London.

**The Rown Martini** is a suggested twist on the original Martini cocktail: 50ml Caorunn, 15ml Creme de Mure 10ml sweet vermouth, 2 drops Angostura bitters.

Shake all ingredients with ice and fine strain into a 6oz Martini/cocktail glass. Garnish with flamed orange zest.

The light cloudy red Martini has a sweet mouth feel and strong alcoholic depth. The flamed orange zest adds a fresh perfume and ties in with the use of orange peel in the botanicals of Caorunn.



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