

although not in the "partner" guise imagined. Instead Bacardi launched an ultra-premium gin, under a completely different label and with a difference too. Yet more indication of the potential in the upper reaches of the category.

"The potential for super-premium gins and, with the launch of Oxley, the ultra-premium category, is enormous. Not only are existing gin consumers trading up to experience a revolutionary gin like Oxley, there is clearly a benefit for the entire category because these gins are attracting a lot of attention," says global marketing manager Raquel Faria. "The quality of their ingredients, the quality of their production, their incredible taste and their mixability are being talked about and being written about which is widening awareness and appreciation. That's good news for the super- and ultra-premium categories and it's good news for the category as a whole."

In spite of its £50 price tag, Oxley has been very well received – and indeed demand has exceeded all expectations. "We have been overwhelmed by the incredible response to Oxley. It's gone way beyond our expectations. Oxley is a revolutionary gin using an entirely new cold distillation process to achieve its fresh, bright, intense taste, and as a result people are really sitting up and taking notice," says Faria. "The seeding in of Oxley is going according to plan in the US, UK and travel retail where it was launched and now we are planning to roll it out to select markets in the year ahead."

While Bacardi opted not to launch a direct super-premium partner to Sapphire – Pernod Ricard did. Indeed to much acclaim, the company's UK Scotch whisky-to-gin force Chivas Brothers introduced Beefeater 24, just over a year ago, a super to its premium sister Beefeater Dry. And once again it's the US which is proving to be the main stamping ground.

## COCKTAILS WITH CAORUNN

### Highland G&Tea

Serve hot in a 12oz cup/glass

Add 1 bag of Camomile & Spiced Apple tea (Twinings) to hot water  
Steep for 1 min and remove  
Add 25ml Caorunn  
15ml fresh lemon juice (approx juice of ½ lemon)  
15ml Heather honey  
Stir thoroughly before serving.

### Caorunn G&Tea

Serve hot in a 10oz glass/cup

35ml Caorunn  
15ml rosemary infused Gomme syrup  
250ml hot Apple & Pear green tea (Twinings) infusion

To prepare the tea infusion add the following to 1 litre hot water

3 Apple & Pear green tea bags (Twinings)  
3 broken cinnamon sticks  
3 star anise  
9 cloves  
1 inch square piece of fresh ginger, sliced  
5 grates of nutmeg

Leave on just enough heat to keep the mix hot (do not need to simmer or boil) for 30 min

Strain thoroughly before using, the mix can be reheated as appropriate  
There will be some loss of volume as the mix reduces

