

BEEFEATER LAUNCHES BEEFEATER 24

A NEW 21ST CENTURY STYLE ICON

Beefeater Gin is proud to launch its new Super Premium expression: Beefeater 24. This inspired creation is the work of Desmond Payne, the world's most experienced Gin Master Distiller. Drawing on his 40 years of distilling expertise and Beefeater's unique London heritage, Beefeater 24 is set to become a new 21st century icon.

Following 18 months of experimentation, Desmond Payne has created a distinctive recipe, which brings an exciting new dimension to gin. Beefeater 24 is made from 12 hand-selected botanicals with a rare blend of teas at its heart which complements the Beefeater style perfectly, bringing a fresh aroma and incredible smoothness to the final product.

Distilled in the very heart of London, Beefeater 24 takes its name from its unique 24-hour steeping process and the capital's 24-hour lifestyle. It is presented in a stunning bottle inspired by the Arts & Crafts movement, and will be available in luxury outlets such as Harvey Nichols and Harrods in the UK, and at a recommended retail price of 20+ Euros in Spain and 28-30 US\$ in the USA.

International Brand Director for Beefeater Gin, Nick Blacknell, comments: "Beefeater 24 has been created with today's sophisticated gin connoisseurs in mind. The Super Premium market continues to show strong momentum and offers excellent future growth opportunities making this a great time for us to launch this luxury expression."

Beefeater 24 is a new London gin dedicated to a new London; the perfect response to this growing demand for Super Premium gins, which will bring the brand to a whole new level.

On 30 October Beefeater 24 was unveiled to the world at a glittering international launch event at London's magnificent Syon House. 400 VIP guests from 10 countries gathered to celebrate, including some of London's most glamorous celebrities. The theme of the extravagant party was a modern interpretation of the 'Vauxhall Pleasure Gardens', recalling the days when London society would gather to eat, drink and be entertained in spectacular surroundings in Vauxhall Gardens - just yards from where the Beefeater distillery stands today.

After its London launch, this luxurious Super Premium will be rolled out in Beefeater's key markets including the UK, Spain, the USA, Canada, Russia and Travel Retail. The roll-out will be supported by a new high impact advertising campaign.

Beefeater 24 is the epitome of authenticity, craftsmanship and sophistication. It is a true 21st century spirit with a twist of London glamour.



BEEFEATER 24

THE SUPER PREMIUM LONDON GIN

There is a good reason why gin like Beefeater is still around today: it has been perfected over 180 years. So when Beefeater Master Distiller Desmond Payne was asked to come up with his very own creation, he decided to start where Beefeater's original creator James Burrough left off, with a unique and secret recipe that remains virtually unchanged today.

TEA: PURE INSPIRATION FROM THE MODERN MASTER

In his quest to make the perfect gin, James Burrough constantly tried different combinations of ingredients. With his inquiring mind and innate love of experimentation, he used his pharmaceutical knowledge to perfect and refine his recipes. He also had a passion for new flavours - records from the Beefeater distillery show that he purchased exotic Seville oranges at the fruit market in London's Covent Garden in the 1860s.

After safeguarding James Burrough's creation for so many years, Desmond Payne knows the recipe inside out. He also shares Burrough's passion for experimentation and flavour. And so Desmond Payne started experimenting too.

"In creating Beefeater 24, I started out by trying a whole range of botanicals to complement the core range that Beefeater traditionally uses, but none were quite right," he says. "In the course of my research I discovered an interesting historical fact; during the early nineteenth century James Burrough's father was a tea merchant by 'Royal appointment' to Queen Victoria."

With this historical link and the fact that tea is a natural botanical, Desmond Payne found the perfect starting point for Beefeater 24. But there was much more experimentation to be done.

"Interestingly, the teas I thought would give the best results, such as Darjeeling, didn't work," explains Desmond Payne. "There was too much tannin in them - in gin the tannin note should come from juniper alone. We distilled all the tea samples in just the same way as the other botanicals, with grain alcohol and it was actually the less tannic, more delicate green teas that worked the best."

It was only after months of experimentation that Desmond hit upon the perfect match to develop the Beefeater style: a unique blend of Chinese green and rare Japanese Sencha teas - from merchants who import some of the world's finest teas.

"The Chinese green tea has a fresh scented note, while the Japanese Sencha tea is a rare and fragrant variety at the very top of the market," he says. "Because the leaves are steamed when harvested, they are not oxidised through drying. This gives clean 'green' notes which really lift the aroma of the gin."

Another interesting aspect of tea is its historical link with gin. Both are quintessentially British drinks that were made popular throughout the world by the British Empire. Tea came to England in the mid-17th century, just as gin was becoming popular. By the end of the 1700s, tea was available in more than 500 venues in London, and gin distillers were developing London Dry gin - a style that is still very much alive today.



FINDING THE PERFECT BALANCE

As with Beefeater London Dry Gin, everything is done in the traditional way with Beefeater 24 and no flavours are added post-distillation. The spirit and natural botanicals are left to steep in the still for a full 24 hours – longer than any other premium gin. This process, unique to Beefeater, results in a more complex, full flavoured gin.

In addition to different botanicals Beefeater 24 is 'cut' earlier during distillation to retain its freshness and vitality. Desmond explains, "When we distill, we only collect the heart of the distillation. The first and last elements of distillation – the heads and tails – are discarded. For Beefeater 24, we make the 'cut' into the tail of the run much earlier than usual so that we can retain the fresh notes of grapefruit and leaf teas."

Everything inside the bottle is pure, natural and artisan. As Desmond Payne says: "It all comes back to balance: it is not about how many botanicals you have or how exotic they are. It is about how they work together. Getting the right balance is crucial."

Having been the dedicated guardian of Beefeater for so many years, it seems only right that Desmond has had the opportunity to create his own masterpiece. The result while unmistakably Beefeater, has a vibrant and distinctive personality of its own right.

"The aroma is complex and harmonious, featuring fragrant notes of citrus, juniper and Sencha, developing into a long finish of spicy coriander and angelica," says Payne. "On the palate, gentle notes of grapefruit and Seville orange come in at the start. The taste then develops through the light tang of juniper to a smooth liquorice-influenced finish. The taste is balanced throughout by the delicate influence of green and Sencha leaf teas."

Only a true master would have the necessary experience and confidence to make the inspirational choice of picking tea as a new botanical. In doing so, he has created a spirit which is the essence of vibrant, unique 21st century London.

ROOTED IN TODAY'S LONDON

Distilled in the heart of the city, Beefeater has a unique claim to the London Dry Gin style. So it was natural for Desmond Payne to collaborate closely with leading bartenders both in London and abroad. He spent time with leading bar experts from the UK and USA to refine his recipe, making sure it would work perfectly in a range of cocktails.

"Our panel comprised some of the most respected bar experts in the world. Working with them was an inspirational process that brought out the best in everyone, and being able to draw on their experience and mixing skills was invaluable. There has never been such a close collaboration with leading mixologists." Payne explains.

The compelling contrast between past and present that is so evident in London is also reflected in Beefeater 24's beautiful bottle. The bottle design was inspired by a Royal Doulton Arts & Crafts era ceramic flask used by James Burrough Limited at the turn of the 20th century. The red glass punt, or bottle base, links it to the Tower of London, where the world's most famous ruby is closely guarded. Continuing this link to the tower is the distinctive blue-black of the cap, inspired by the Yeoman Warders' day uniform. The bottle's modern premium label design and dynamic square shape give Beefeater 24 a stunning contemporary twist.

As Beefeater International Brand Director Nick Blacknell concludes, "Beefeater 24 is the epitome of authenticity, craftsmanship and sophistication. Firmly rooted in today's London, it is the ultimate tribute to this dynamic city."



BEEFEATER 24

THE MASTER DISTILLER'S MASTERPIECE

You can't create a masterpiece without being master of your craft. Although he is too modest to admit it, Master Distiller Desmond Payne knows more about making premium gin than anyone else in the world. In fact, with 40 years in the business behind him, he is the ultimate gin expert.

This charming, self-effacing, quintessentially British man was actually born in Ireland. His first job was working in the cellars at Harrods. He then moved to wine merchants and gin distillers Evans & Co, where he started to develop the extraordinary tasting and nosing skills that remain central to his work today.

In 1969 he took up the post of Assistant Distiller at The Plymouth Gin Distillery, working his way up to Distillery Manager. Then in 1994 he was persuaded to return to London to become Master Distiller at the Beefeater Gin Distillery in Kennington, a cricket ball's throw from the world-famous Oval Cricket ground – right in the heart of London.

It was here that he became the guardian of the unique secret recipe for Beefeater London Dry Gin; a recipe virtually unchanged since it was created by James Burrough in the 1860s. A trained pharmacist and natural entrepreneur, James Burrough's great passion was developing new and exciting gin recipes. His legacy turned out to be the creation of the finest premium gin in the world; a gin which became so revered that a century later it was the only gin the Queen Elizabeth II liner would stock on her maiden voyage.

AN ENDURING PASSION

Like James Burrough before him, Desmond Payne is a shining example of that very rare breed: the Master Distiller who does everything. He may be a member of the prestigious Worshipful Company of Distillers, but that has never affected his hands-on approach, from selecting the juniper berries to discussing the latest cocktails with the world's leading bartenders.

As he says himself, "I get involved in everything. The great thing is that every part of the process at the Beefeater Distillery is done almost exactly as it was 180 years ago."

Beefeater is the only international premium London Dry gin still made in London; most of the other gin brands are now distilled at large multi-purpose distilleries, where the buying of botanicals is done by a separate purchasing department. Not at Beefeater though, where the Master Distiller is very much hands-on.

A Master Distiller's job is technical, artistic and creative, all at the same time. He must be able to use nose and palate, experience and memory, to regularly assess and identify various samples of botanicals to make sure each batch of gin is as good as the last. This painstaking process is essential to the consistency of the Beefeater style.



EACH BOTANICAL TELLS A STORY

The proportion of each botanical in the Beefeater recipe remains a closely guarded secret known only to the Master Distiller. In addition, the selection of botanicals is vital to making sure the gin is both perfectly balanced and consistent from year to year.

“Assessing the botanicals is the bit I enjoy most,” enthuses Desmond Payne. “Each and every one of them tells a story.” The best juniper, for instance, grows wild on mountain slopes in Italy and Macedonia. Crops vary from year to year, so every September Desmond Payne samples the harvest to create the exact blend of berries he requires.

Desmond Payne adds, “The locals will go up into the hills and beat the bushes with sticks to harvest the berries. The process for the Seville oranges is similarly traditional. It’s typical for a Spanish family with a few trees to peel the fruit and hang out the peel to dry in the sun.”

These are just two examples which vividly illustrate that Beefeater is made from 100% natural ingredients. So it follows that the quality of Beefeater depends on the Master Distiller’s unparalleled ability to source and balance only the very finest of those ingredients.

HIS VERY OWN MASTERPIECE

Having taken care of James Burrough’s secret recipe for Beefeater London Dry Gin for so many years, it was time for Desmond Payne to create his own masterpiece. The result while unmistakably Beefeater, has a unique personality thanks to his expertise.

“It was a wonderful journey – from experimenting with different botanicals, to working with leading mixologists was a priceless experience. But the journey was well worth it and I think we came up with a true new London gin style.”

On being asked how it feels to have created something so brilliantly unique, he says, “It feels great. I have always felt the hand of history on me with Beefeater; as if James Burrough were watching over me. This is the first time in 40 years I have created something of my own. I like to think he would approve of the result.”



BEEFEATER 24

NEW SIGNATURE COCKTAILS
FROM THE WORLD'S TOP MIXOLOGISTS

More than any other city, London is where a new generation of bartenders have rediscovered the joys of gin, weaving the latest trends and ingredients into their impressive new recipes. London is also the home of Beefeater 24, the new Super Premium gin from Beefeater.

As the only international premium gin still to be made in this iconic cosmopolitan city that is London, it was a natural step for Beefeater to involve some of the most renowned mixologists in the development of Beefeater 24; world-famous bartenders not only from London but also from its US counterpart, New York.

Never before has there been such a close collaboration with leading bar experts in the development of a new spirit – not only to make sure the final product tasted sublime, but also to create a truly sensational range of signature cocktails.

COLLECTIVE GENIUS: THE BEEFEATER 24 MIXOLOGY TEAM

As Brand Ambassador for Beefeater, Dan Warner was a key member of the expert panel – which was led by Beefeater Master Distiller Desmond Payne. A former Bartender of the Year, Dan Warner has more than 10 years of experience in the industry and brings the all-important bartender's viewpoint to his role.

"It was vital for us to work with the very best people in the business to bring out the new amazing flavour of Beefeater 24," says Warner. "We started by looking at traditional cocktails and then developed a range with a contemporary twist."

First, the team tested Beefeater 24 neat and blind to get an intimate understanding of its flavours. Then they worked on gin classics such as the Gin & Tonic, and the Martini. Finally, they looked at more sophisticated and complex cocktails to bring the new botanicals to life, each expert creating his or her own unique signature cocktail.

AN INSPIRING JOURNEY FOR ALL

Here is what some of the members of this expert panel have to say about their journey with Beefeater 24.

"It was fabulous. Desmond Payne is inspirational, and I was working alongside some of the best bartenders in the business. The 'tea' concept made me look at the gin in a different way, and that made me be a little more creative than usual."

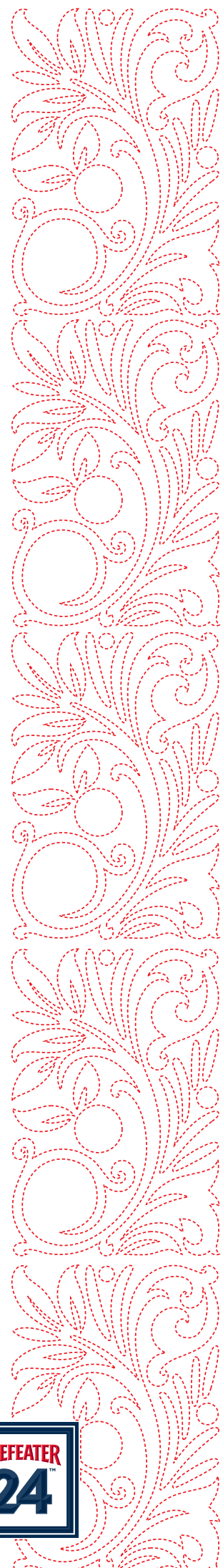
GARY REGAN, SPIRIT EXPERT AND AUTHOR OF 'JOY OF MIXOLOGY'

"It was a true pleasure to work with Desmond Payne, a living legend, on the development of his new gin. He has an incredible 360 degree understanding of quality and well crafted spirits. Where many brands are creating new products on false pretences, this was done for the right reasons, with integrity and thorough passion – an attitude that should be adopted in everything we do. We installed the same philosophy when creating modern and classic cocktails with Beefeater 24."

DRE MASSO, CO-FOUNDER OF THE WORLDWIDE COCKTAIL CLUB

"We all found ways to play with and enhance its complex layers of flavour and aroma. It was like being in the kitchen at the birth of a new haute cuisine dish; each chef brought a different element to the final presentation and all smiled with grand amusement. Beefeater 24 is an elegant and enticing addition to every mixologist's gin repertoire, destined to be the feature ingredient in more than a few modern-day classics."

ANISTATIA MILLER AND JARED BROWN, COCKTAILS HISTORIANS AND CONSULTANTS



THE EXPERTS BEHIND THE SIGNATURE COCKTAILS

As Dan Warner says, “The bartenders who played such an important role in the development of Beefeater 24 are all leading lights in the industry – friends we’ve worked with in the past, people we trust and like. They are also people whose integrity we value. If they weren’t a fan of Beefeater, they wouldn’t have worked on Beefeater 24.”

Here is a bit more background on the team:

DRE MASSO

Dre has been at the cutting edge of the cocktail industry for over a decade, having worked at Lonsdale, Salvador & Amanda, Fifteen, LAB, 10 Room, 10 Tokyo Joe’s and the Atlantic Bar & Grill. He is also the co-founder of the Worldwide Cocktail Club which, since forming in October 2004, has visited over 15 different countries to train bartenders in the art of fine cocktail making and preparation.

ANISTATIA MILLER AND JARED BROWN

This British-American couple is internationally renowned cocktail historians, creators and consultants, as well as spirits developers. As co-founders of the Museum of the American Cocktail, they have published *Mixologist’: The Journal of the American Cocktail*, along with numerous other books and articles. They regularly speak at industry events, including London’s Bar Show, where they delivered their ‘Abridged History of the Cocktail’ in 45 minutes along with fellow master mixologists Henry Besant and Dre Masso.

SACHA PETRASKE

Sasha’s career began in a bar in New York’s East Village. In 2000 he made his mark by opening the now legendary Milk & Honey club in Manhattan’s lower east side. Famed for his contribution to cocktail culture, he has played a big part in reviving the lost art of classic 19th century-style mixology. In 2006 he was named by New York Magazine as one of the most influential New Yorkers of the year.

GARY REGAN

Originally from Lancashire but now a New Yorker, Gary is one of the world’s leading authorities on cocktails. He is a man of many talents: cocktail connoisseur, spirit expert, author, journalist and bartending and restaurant consultant. Gary’s book ‘Joy of Mixology’ is an industry classic, featuring his breakthrough system for categorising drinks that helps bartenders not only to remember drink recipes but also to invent their own.

AUDREY SAUNDERS

A highly respected figure on the New York bar scene, Audrey has built her prestigious Pegu Club around the cocktail. Before she opened Pegu in 2005, Audrey worked with such respected mixologists as Dale DeGroof. She also spent time at a range of renowned venues, including Bemelmans Bar at The Carlyle hotel in New York.

NICK STRANGEWAY

A leading figure in the UK cocktail scene for more than 20 years, Nick has been instrumental in educating and nurturing many of London’s current top mixologists. His experience ranges from time spent with the legendary Dick Bradsell at London’s Atlantic Bar & Grill in London, via Che and Floridita, to his current position as general manager at the award-winning Hawksmoor – a steakhouse and cocktail bar in East London where his cocktail list has been described by Time Out as, ‘Paradise for the cocktail connoisseur’.

CHARLES VEXENAT

Charles’ love affair with liquid started when he was six, mixing syrups and lemonade behind the bar at his grandparents’ brasserie in Dijon. He moved to London in 2000, where he started out as a kitchen porter and food runner. Working his way up, he learned from the best mentors in the industry. He has since worked in top London bars Hush, Eagle Bar and Diner, Che, Lab and La Floridita, and San Francisco’s famed tequila bar Tres Agaves. Charles currently works as a leading consultant mixologist.

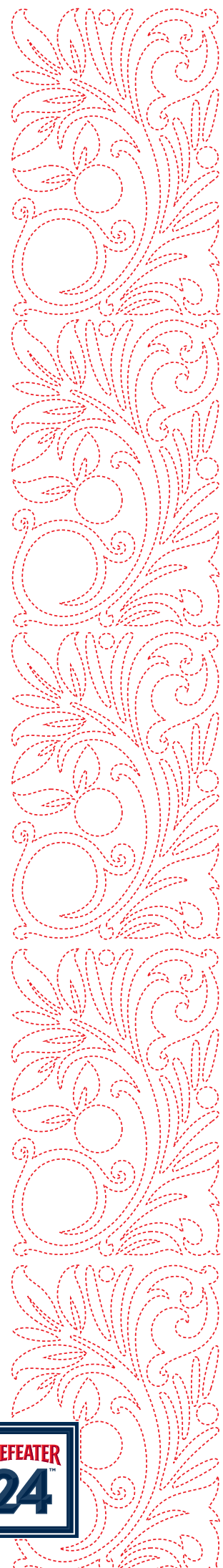


A COCKTAIL SERVED... IN A TEA CUP?

To highlight the surprising new botanical at the heart of Beefeater 24, tea, Dan Warner and the team developed some unique and ultra stylish ways of serving the cocktails in the luxurious premises where Beefeater 24 will be on sale. For example, the Mar-tea-nez comes chilled in a sleek contemporary tea set.

“This is a tongue in cheek way of getting across Beefeater 24’s intimate connection with tea,” explains Dan. “We wanted to have fun with the cocktails, but in a modern, stylish way. That’s why, for example, we’ve introduced a full tea service including teapot and cups, in a really stunning contemporary style.”

Dan Warner concludes, “It has been a fantastic experience for everyone involved. Beefeater 24 has been a massive learning curve, but working with such amazing characters has been a lot of fun too. I think the guys would agree with me that it’s been a privilege to help bring something so special to the world.”



THE NEW BEEFEATER 24

SIGNATURE COCKTAILS

TRIPLE CITRUS G&T

The classic G&T given added zest with a triple citrus serve.

GLASS	Collins/highball
GARNISH	Lime wedge, lemon wedge, orange slice
INGREDIENTS	
50ML	Beefeater 24
100ML	Good quality tonic water
METHOD	Build in ice filled glass

24 MARTINI

The tea notes of Beefeater 24 work in harmony with the fruity character of Lillet and the spice of orange bitters. A grapefruit twist accentuates the grapefruit peel used in Beefeater 24.

GLASS	Chilled martini
GARNISH	Grapefruit twist
INGREDIENTS	
60ML	Beefeater 24
20ML	Lillet
3 DASH	Orange bitters (Regans' No. 6 is best)
METHOD	Stir all ingredients until ice-cold. Strain into glass and drink immediately.

MAR-TEA-NEZ

“Beefeater 24 infused with Earl Grey tea and stirred with Dubonnet, Maraschino liqueur and bitters. A tea-inspired twist on the Martinez presented with a tea set.”

GLASS	Chilled martini
GARNISH	Cherry
INGREDIENTS	
35ML	Beefeater 24
35ML	Dubonnet
5ML	Maraschino Liqueur
DASH	Angostura Bitters
DASH	Peychaud bitters
1	Earl Grey tea bag
METHOD	Infuse tea bag with 24. Add other ingredients, ice & stir.

E-SENCHA-L

The subtle flavours of the Japanese Sencha tea infused with Beefeater 24 create an easy drinking martini style drink.

GLASS	Chilled martini or small tea cup
GARNISH	Grapefruit twist
INGREDIENTS	
50ML	Beefeater 24 (frozen)
25ML	Chilled sencha tea
10ML	Home-made raspberry syrup or (Crème de Framboise)
METHOD	In mixing glass stir chilled tea with frozen gin. Do not stir with ice.



MONTFORD SPRITZ by Dan Warner

“Beefeater 24, Noilly Ambre, Aperol and bitters charged with Champagne. A clean refreshing twist on the classic spritz.”

GLASS Wine
GARNISH Grapefruit twist

INGREDIENTS

25ML Beefeater 24
25ML Noilly Ambre
25ML Aperol
2 DASH Peychaud bitters
50ML Champagne

METHOD Build first four ingredients in glass. Add ice and stir. Top up with champagne.

24 SOUR by Dre Masso

“Beefeater 24 is shaken hard with sweetened fresh lemon juice, Benedictine, bitters and egg white. A spicy herbaceous sour that highlights the tea notes of Beefeater 24.”

GLASS Old fashioned
GARNISH Orange flag & cherry

INGREDIENTS

40ML Beefeater 24
20ML Fresh-squeezed lemon juice
10ML Benedictine
10ML Sugar syrup
2 DASH Angostura bitters
20ML Egg white

METHOD Shake all ingredients vigorously with ice and strain into ice filled glass.

GOLDEN CUP by Charles Vexenat

“Beefeater 24-soaked apple and cucumber stirred with Amontillado sherry and orange Curacao, and topped with soda. Based around a fruit cup, it is a refreshing summer alternative.”

GLASS Wine or Collins
GARNISH Mint sprig

INGREDIENTS

50ML Beefeater 24
25ML Orange Curaçao
25ML Amontillado Sherry
1/8 Granny Smith apple (diced)
1 INCH Cucumber (diced)
Soda

METHOD Bruise apple and cucumber. Add other ingredients above, ice and stir. Decant into glass, including ice. Top up with soda.

EVEREST by Gary Regan

“Exotic spices combine with the tea and citrus notes of Beefeater 24 to make this complex drink named after the Indian restaurant in Gary’s home town.”

GLASS Chilled martini
GARNISH Sprinkling of curry powder

INGREDIENTS

75ML Beefeater 24
25ML Coconut/curry paste
15ML Fresh squeezed lemon juice

METHOD Mix 1 teaspoon curry powder with 50ml Coco Lopez to make a paste. Shake all ingredients vigorously with ice and strain into ice filled glass.



LAMBETH LEMONADE by Nick Strangeway

“Beefeater 24 combines with the fruit character of Lillet sweetened with raspberry syrup and livened by the tang of bitter lemon. Named after the London borough in which the Beefeater distillery resides.”

GLASS Collins
GARNISH Lemon wedge & raspberries served on side

INGREDIENTS
50ML Beefeater 24
25ML Lillet
10ML Home-made raspberry syrup or (Crème de Framboise)

METHOD Build, stir and top with bitter lemon

TO MAKE RASPBERRY SYRUP:

Rinse and pat dry one punnet of raspberries. Place raspberries in bowl. Cover with rich sugar syrup and leave overnight. Strain off juice from solids and collect in bottle. Store in fridge.

STRAWBERRY MALARKY by Anistatia Miller and Jared Brown

“A beautiful classic with strawberry and champagne which is given an extra depth by the addition of Beefeater 24.”

GLASS Flute
GARNISH Grapefruit twist

INGREDIENTS
40ML Beefeater 24
25ML Triple sec
2 Strawberries
Champagne

METHOD Muddle strawberries, shake with Beefeater 24 and triple sec.
Top up with champagne

SHIFTING SANDS by Sasha Petraske

“A long complex, refreshing drink inspired by the Milk and Honey ‘Sands’ cocktail.”

GLASS Collins
GARNISH Grapefruit twist

INGREDIENTS
50ML Beefeater 24
15ML Maraschino Liqueur
25ML Grapefruit juice
15ML Fresh squeezed lemon juice
5ML Sugar syrup
Soda

METHOD Shake first five ingredients, strain into ice filled glass.
Top up with soda.

