

BEEFEATER®



History

James Burrough, a pharmacist by training, had a fondness for gin and believed he could create the perfect blend of botanicals. In 1820, Burrough set up his distillery along the Thames River in London where he perfected his recipe for the best gin. Today, the spirit of James Burroughs lives on. His original (and secret) recipe used for over 180 years remains unchanged and is a carefully guarded secret known only by a handful of his descendents.

Unique Selling Proposition

- Worlds #1 Premium Imported Gin – selling over 2.2 million cases annually worldwide, in over 170 countries
- The only premium London Dry Gin still made in the city of London
- Exotic botanicals from around the world – juniper berries, angelica root, coriander, lemon and orange peels
- Made with the same original secret recipe, since 1820
- Strong, bold taste – that mixes well with tonic and lime, or chilled in a martini glass with skewered olives

Beefeater Gin

A blend of the world's finest botanicals. A fresh, clean and crisp gin with a subtle citrus and fruit edge. Multidimensional in character while remaining balanced and well rounded.

"Gold Medal", Best Tasting Gin

— *2004 International Wine & Spirit Competition* (5th consecutive year)!

Rated "Best Tasting Gin"

— *The New York Times* spirits panel

Rated "Favorite Gin"

— *Trump World* magazine

Purchase at SouthernWineOnline.com