



## **PINK IS IN: BOSFORD™ Rose Premium Gin & Strawberry Liqueur Makes U.S. Debut**

*Launch of sophisticated, light, fruit-flavored spirit shines spotlight on blushing alcohol trend*

Hamilton, Bermuda, July 17, 2018 – Riding the pink wave, BOSFORD™ Rose Premium Gin & Strawberry Liqueur, the cheerfully pink-hued and strawberry and raspberry naturally flavored distilled spirit makes its way to the United States following debuts in Southern Europe. This is the first pink gin to launch nationwide, appealing to the millennial-led desire for all things rosé.

### **THE FLAVORS**

BOSFORD Rose is gluten-free and distilled with the same botanicals used in the original BOSFORD London Dry Gin recipe, created in 1948 and long-popular across Europe: juniper, coriander, angelica, lemon and orange peel. It is then blended with strawberry and raspberry flavors and a hint of sugar that gives BOSFORD Rose a light sweetness to soften the sometimes-bitter taste gin is known for, making it appealing to both loyal and non-gin drinkers alike.

“BOSFORD Rose is a sophisticated and light-hearted spirits brand, which boasts a fruity, balanced flavor, designed to thrill the palate of today’s sophisticated consumer who likes to explore new and interesting flavors,” said Lisa Pfenning, Global VP, Acceleration Brands for Bacardi. “Following its successful launches in Spain and France, we are excited to introduce BOSFORD Rose to the U.S. cocktail scene and are confident it will make a colorful splash at any summer soirée and beyond.”

### **THE POPULARITY**

Originating in the 19<sup>th</sup> century, pink gin experienced a resurgence in 2013 and has revolutionized the cocktail scene in Europe. The trend shows no signs of slowing down, with the in-demand spirit crossing the pond to captivate new audiences in the US. According to Nielsen, ‘berry’ is the second largest gin flavor in dollars and the fastest-growing in the top five, by 19%, while Strawberry has risen to the #2 most popular spirits flavor in 2017.<sup>1</sup>

Designed to be enjoyed as a spritz with lemonade, a cocktail with MARTINI & ROSSI® Prosecco and strawberry garnish, or an exciting twist to a classic gin and tonic, BOSFORD Rose aims to become the go-to drink for young urban millennials and female cocktail enthusiasts.

### **THE PACKAGING**

The BOSFORD Rose bottle features the famed BOSFORD squirrel emblem. Known for his love of fresh fruits – and quickly snatching strawberries – the squirrel represents the natural ingredients that compose every bottle of BOSFORD Rose and captures the spirit’s essence.

BOSFORD Rose will be available nationwide at liquor stores including in target markets of Maryland, Georgia, New York, Illinois, California, and Florida for an average retail price of \$14.99 per bottle.

---

<sup>1</sup> Nielsen, 2017

## HOW TO ENJOY

### BOSFORD Rose Spritzer

- 1 ½ parts BOSFORD Rose Premium Gin & Strawberry Liqueur
- 1 ½ parts lemonade

*Top with MARTINI & ROSSI® Prosecco  
Stir in strawberry halves & raspberries*

### BOSFORD Southside

- 2 parts BOSFORD Rose Premium Gin & Strawberry Liqueur
- 1 part lemon
- ½ part simple syrup
- 5 mint leaves

*Shake all ingredients (minus soda), strain, top with soda*

### BOSFORD Rose & Tonic

- 1 part BOSFORD Rose Premium Gin & Strawberry Liqueur
- 4 parts tonic water

*Garnish with strawberries or raspberries*

### BOSFORD Basil Collins

- 2 parts BOSFORD Rose Premium Gin & Strawberry Liqueur
- 1 part sour mix
- 1 basil leaf
- Top with soda

## ABOUT BOSFORD ROSE

BOSFORD Rose Premium Gin & Strawberry Liqueur is a gluten-free premium rose gin made with a natural strawberry flavor and a hint of natural raspberry flavor. The liquid is first distilled using all the botanicals of BOSFORD London Dry gin: juniper, coriander, angelica, lemon peel and orange peel.

BOSFORD Rose is part of the portfolio of Bacardi Limited, headquartered in Hamilton, Bermuda. Bacardi Limited refers to the Bacardi group of companies, including Bacardi International Limited.

### For more information, please contact:

Sara Hester, 786-264-8039, [shester@bacardi.com](mailto:shester@bacardi.com)

SIP RESPONSIBLY.