

# BEEFEATER<sup>®</sup> LONDON

BEEFEATER PEACH & RASPBERRY TOOLKIT

IBP November 2022





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WHY?

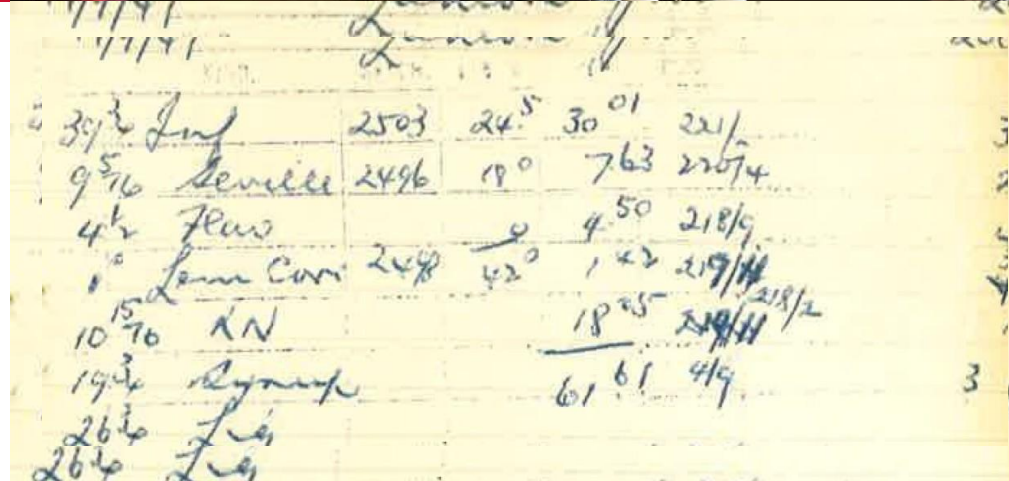
# INTRODUCING BEEFEATER PEACH & RASPBERRY GIN

## A MESSAGE FROM DESMOND PAYNE, OUR MASTER DISTILLER

Peach & Raspberry is the new addition to the Beefeater range. This flavour combination is not new to the Beefeater brand though.

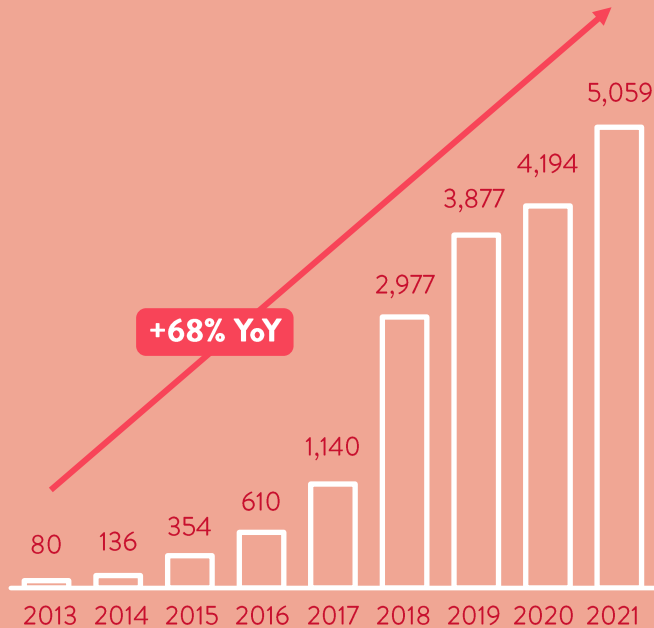
We always have an eye on our heritage when we innovate a new product. Our founder, James Burrough, made Raspberry Gin and Peach Liqueur in the 1800s, and it is these quintessential British flavours that we have experimented with to create this latest exciting addition to the Beefeater family.

With this new expression there is a perfect, light freshness to the gin; the slightly sweet peach flavour contrasts with a gentle raspberry tang. Simply pour over ice, add a peach slice and enjoy. I encourage you to discover this new Beefeater flavour celebrating iconic British flavours – anchored in our brand for years.



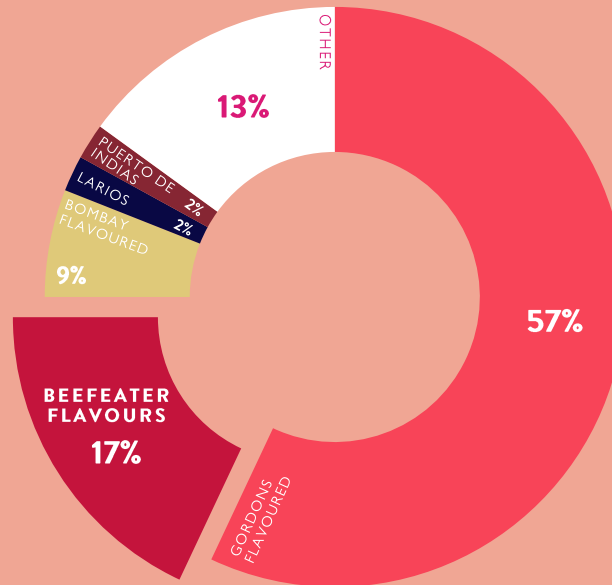
# PREMIUM+ FLAVOURED GIN IS EXPERIENCING DOUBLE DIGIT GROWTH FOR 9 CONSECUTIVE YEARS REACHING OVER 5 MILLION CASES IN 2021

## STRONG AND RESILIENT SEGMENT GROWTH



Source: IWSR 2021

## BEEFEATER IS #2 IN PREMIUM FLAV. GIN OUTSIDE MATURES MARKETS (UK, SPAIN)



## TRIED AND TESTED WITH AN INCREMENTAL PORTFOLIO



# #1

PREMIUM FLAVOURED GIN IN 25 MARKETS

# #1

INNOVATION IN UK\*

MAT TO 13/06/2020; SOURCE: NIELSEN SCANTRACK

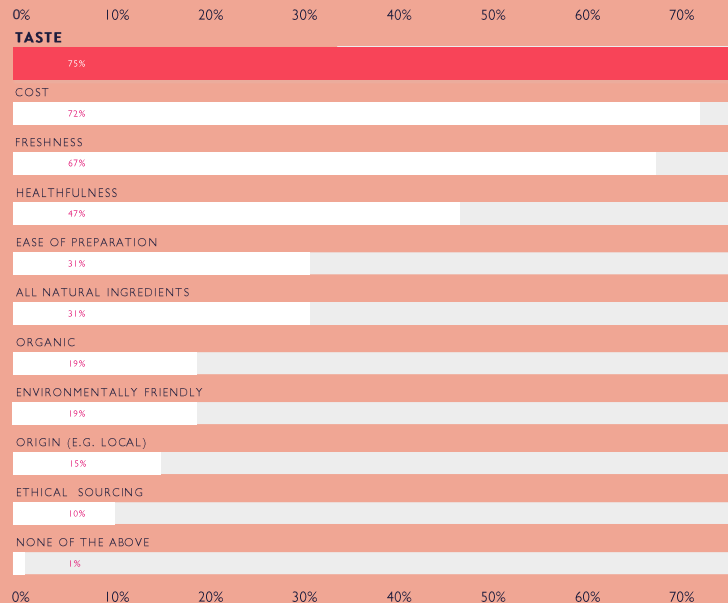


# FROM A CONSUMER POINT OF VIEW, THE FLAVOURED CATEGORY IS STRATEGICALLY PLACED TO ATTRACT URBAN EXPLORERS AS IT DELIVERS ON THE THREE KEY DRIVERS OF PURCHASE

## 1 TASTE

Taste is the number one motivator when purchasing an alcohol drink. Freshness, healthfulness and naturality are also key considerations.

“WHICH OF THE FOLLOWING FACTORS ARE IMPORTANT TO YOU WHEN SELECTING FOOD AND DRINKS?”



Source: Mintel Report Food Ethics, February 2020 / Overall Food and Drinks Shopping Priorities, October 2019

## 2 EXPLORATION AND NAVIGATION

40%

OF THOSE AGED 18-34 ARE VISITING A WIDER VARIETY OF RESTAURANTS NOW THAN TWO YEARS AGO TO FIND NEW OR UNIQUE FLAVORS.

Source: Technomic, 2019

48%

OF US MILLENNIALS DESCRIBE THEMSELVES AS « AN ADVENTUROUS EATER », TOPPING ALL OTHER GENERATIONS.

Source: Mintel Consumer Data, September 2019

## 3 VISUAL ATTRIBUTES

The impact of the serve is just as important to our Urban Explorer as the drink itself. Fun, vibrant and creative drives appeal.





# URBAN EXPLORERS



## STRATEGIC TARGET

Our Urban Explorers are all about discovery and are thirsty for the 'new'; from the latest music, the next big ingredients to the best places to eat, they welcome as many surprises in their everyday as possible, because this helps combat the numbness of the daily routine.

For the Urban Explorer, visual is king, that is why all the discoveries

and experiences they collect need to have share-ability potential as this allows them to connect with their friends and enables them to build their identities.

Compromising on social interaction is not an option – the city is their playground, so they are tuned into trends and what comes next.

## A STRONG CONCEPT BUILT ON CLEAR FLAVOUR TRENDS

We've selected approachable and accessible flavours to create a scalable proposition. The contrast of two flavours together elevates the offering vs competition and drives greater quality perceptions.

### APPROACHABLE AND CONSOLIDATED

● BLACK CURRANT	● CARROT	● ORANGE
● STRAWBERRY	● LEMONADE	● PEACH
● APPLE	● MANGO	● PINEAPPLE
● COLA	● GRAPE	● BANANA
● LEMON	● LIME	● COCONUT
● TROPICAL	● ALOE VERA	● GRAPEFRUIT
● BLUEBERRY	● CHERRY	● BLOOD ORANGE
● CRANBERRY	● GINGER	● KIWI
● BEETROOT	● BLACK TEA	● PEAR
● PASSION FRUIT	● RASPBERRY	● MOJITO

Source: Kerry Taste Charts, Europe, Cold Beverages Category, 2019

“THE FLAVOUR COMBINATION IS SUMMERY FRESH & DIFFERENT FROM OTHER FLAVOURS AVAILABLE.”

Source: UK Consumer, Quantitative Research, Zappi May 2020.

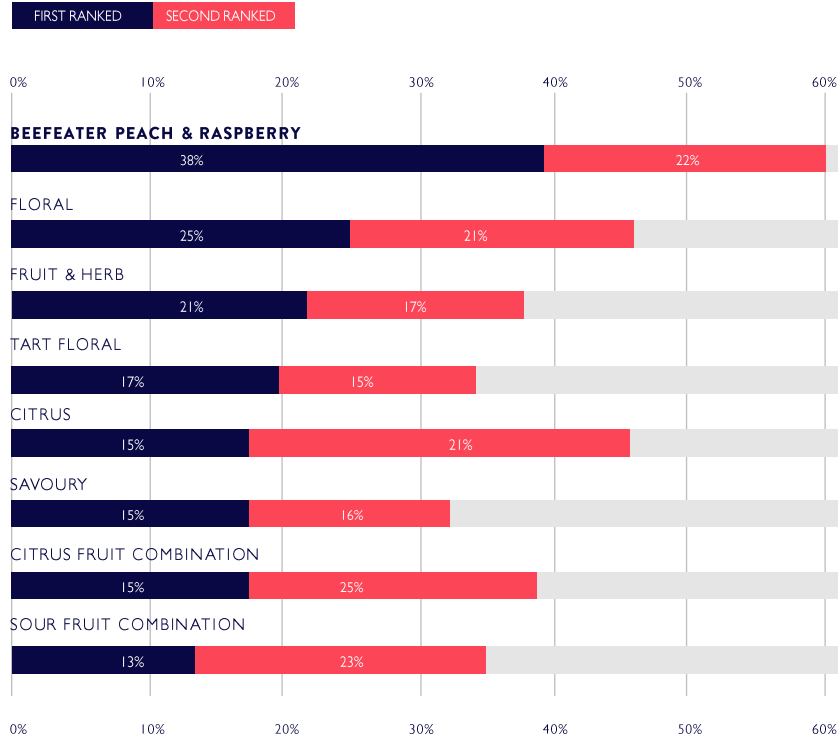


# PEACH & RASPBERRY TOP PERFORMING FLAVOUR CONSUMER RESEARCH.



1ST RANKED IN PURCHASE INTENT, RELEVANCE AND REFRESHMENT.

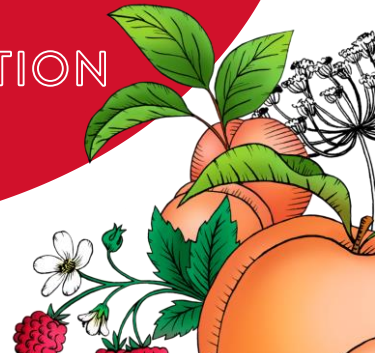
## CONCEPT RANKING ACROSS GREAT TASTE ATTRIBUTE:



Source: Quantitative Research, Zappi, May 2020



FRESH PACKAGING  
LOVE COLOUR GOOD  
GIN FLAVOUR  
GREAT NICE  
FRUIT PEACH TASTE  
RASPBERRY  
SOUNDS COMBINATION



SECTION 2

# WHAT?

BEEFEATER PEACH & RASPBERRY TOOLKIT

# BEEFEATER PEACH & RASPBERRY

INTRODUCING

## BEEFEATER PEACH & RASPBERRY

Bringing refreshment with new flavours: sweet and fragrant peach highlighted with a raspberry twist.

“WHEN CATCHING UP WITH FRIENDS, I USUALLY LIKE SOMETHING **REFRESHING**, A LITTLE SWEET, THAT LOOKS GREAT AND HAS A **NATURAL FEEL**, BUT DON'T WANT TO GO THROUGH THE HASSLE AND COST OF MAKING A COCKTAIL.”

True to Beefeater's 200 year heritage, with our founder crafting Peach Liqueur and Raspberry gin back in the 1800's, we have now taken this as inspiration for this new variant.

Simply add ice, tonic and garnish with a slice of peach and fresh raspberries.

BEEFEATER PEACH & RASPBERRY TOOLKIT

# BEEFEATER PEACH & RASPBERRY



# PEACH & RASPBERRY

## TAKING A STEP BEYOND TRADITIONAL GIN

### RELEVANT



- ✓ Tapping into the flavours momentum with natural tasting propositions
- ✓ Delivering on Urban Explorers' expectations for natural and visually appealing drinks



### CREDIBLE



- ✓ Innovation coming from a trusted brand
- ✓ Natural peach & raspberry flavour balancing the classic juniper and citrus notes
- ✓ Always pushing the boundaries with new flavours while maintaining the integrity of the Gin

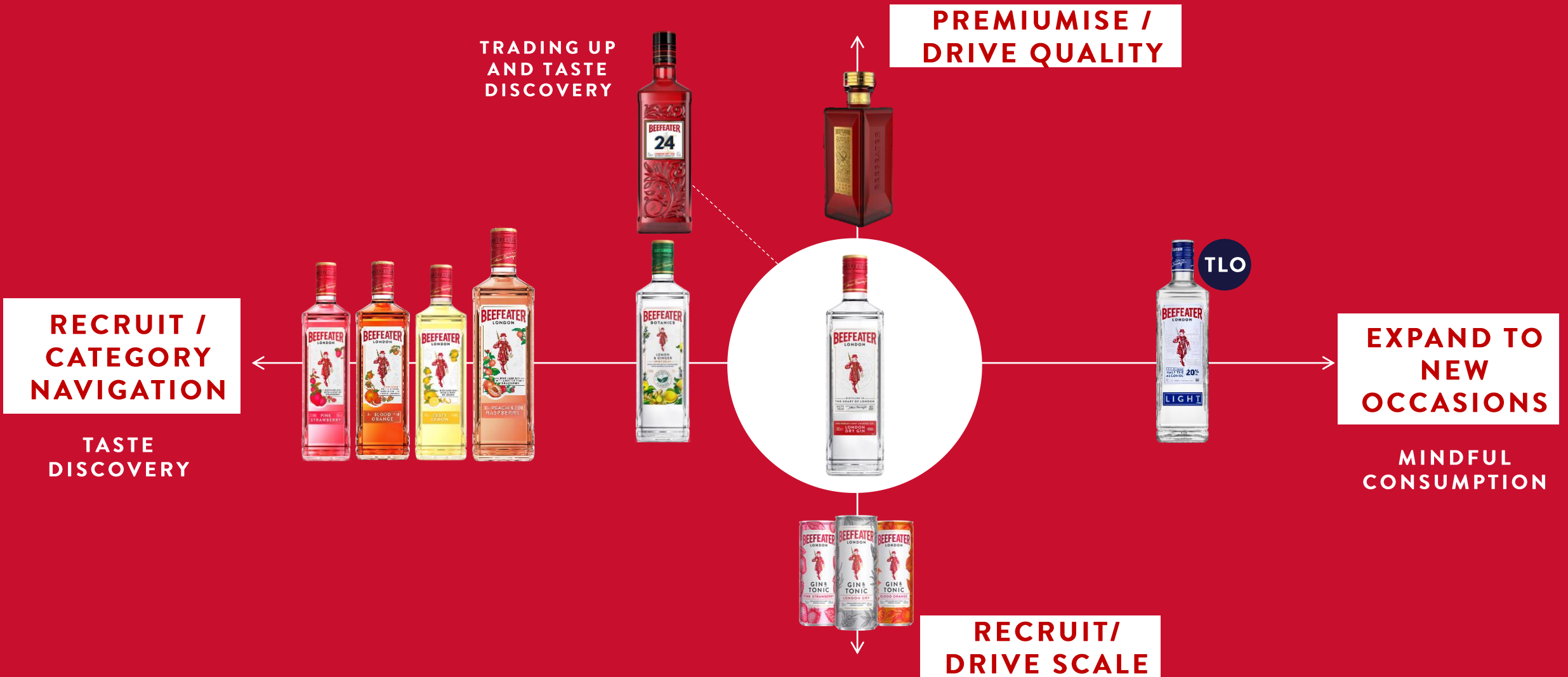
### UNIQUE



- ✓ Distinguished from the competition through natural flavour profile
- ✓ A versatile and approachable proposition with the power to create 'Instagrammable' moments for our Urban Explorers



# PEACH & RASPBERRY ROLE IN PORTFOLIO: DRIVE PENETRATION AMONGST URBAN EXPLORERS AND RECRUIT FROM OUTSIDE THE GIN CATEGORY



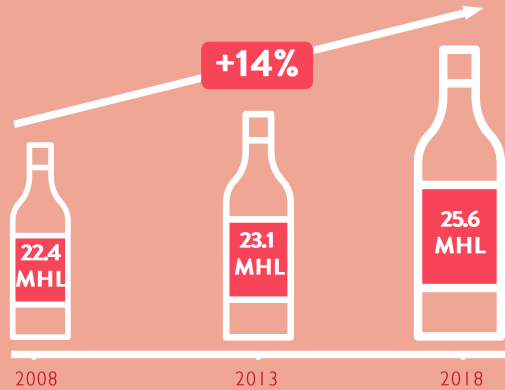
# CAPITILISING ON GLOBAL SPIRITS' TRENDS AND CONSUMER NEEDS TO DRIVE SCALE



THE RISE OF ROSÉ WINE HAS LED TO THE EXPANSION OF PINK SPIRITS AND BEEFEATER IS CAPITALIZING ON THIS TREND WITH BEEFEATER PINK

## IN GROWTH MODE

IN TEN YEARS, WORLWIDE CONSUMPTION OF ROSÉ WINE HAS INCREASED BY 14%



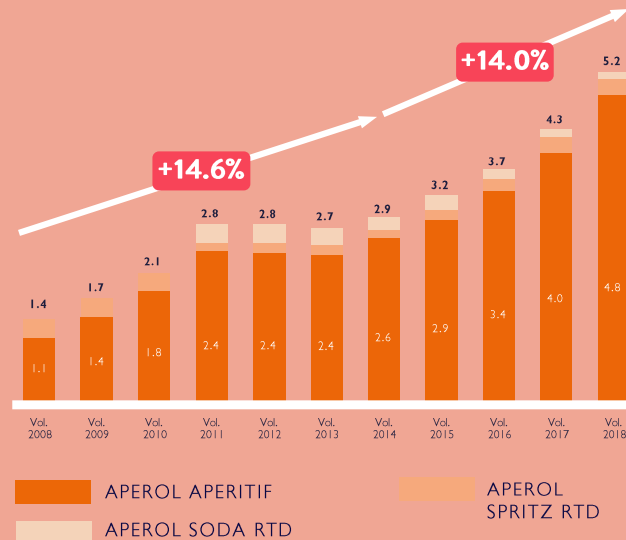
THE SHARE OF ROSÉ WINE ROSÉ SHARE OF WINE CONSUMPTION IS THEREFORE TENDING TO INCREASE.



APEROL SPRITZ MOMENTUM AND OVERALL SPIRITZ/APERITIVO OCCASION ARE A POTENTIAL SOURCE OF BUSINESS FOR BLOOD ORANGE

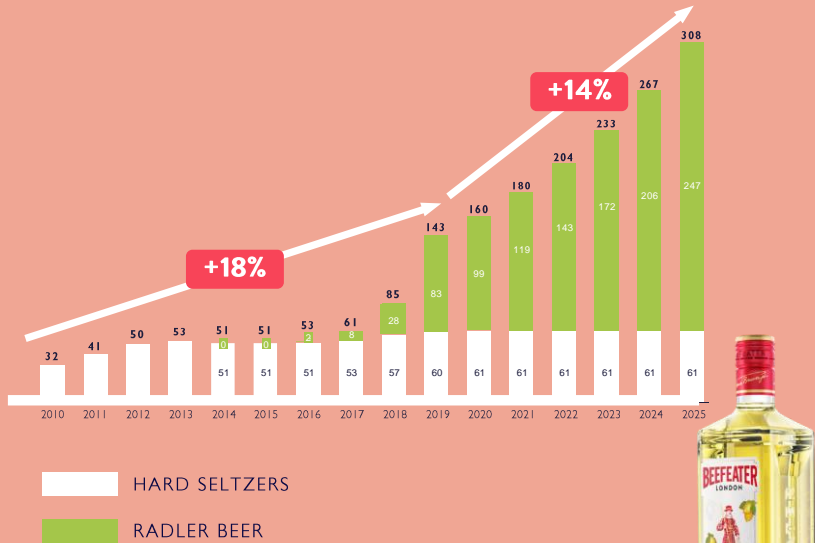
## APEROL SPRITZ EVOLUTION OVER TIME 2000-2018

- APEROL GREW STEADILY AT +14% OVERTIME
- THE BRAND ACCELERATED OVER THE PAST 3 YEARS
- THE BRAND IS NOW OVER 5MCS AND IS THE #18 INTERNATIONAL SPIRITS BRANDS IN VOLUME AND #3 CONTRIBUTING GROWTH BRAND IN VOLUME



GIVEN THEIR REFRESHMENT ATTRIBUTES, RADLER BEERS, RTDS AND HARD SELTZERS ARE ALL POTENTIAL SOURCES OF BUSINESS FOR ZESTY LEMON

## HARD SELTZERS & RADLER 15 YEAR EVOLUTION



**AND AS IT LEVERAGES ON NATURAL TASTE AND THE HIGH VISUAL APPEAL OF THE DRINK, PEACH & RASPBERRY CAN HELP BRING NEW CONSUMERS FROM OUTSIDE THE GIN CATEGORY**

## BOND & CONNECT

TIME TO HANG OUT, RE-CONNECT AND CHILL WITH FRIENDS

I'M ALWAYS ON THE LOOK FOR NEW EXPERIENCES; WHEN IT COMES TO DRINKS I LIKE TO SHARE MY NEW DISCOVERIES WITH MY FRIENDS

I THINK OF MYSELF AS BEING ON TREND, SO I WANT TO REFLECT THAT - IF I SEE OTHERS DRINKING IT, IT HELPS MY DECISION



NEW FLAVOURS

+



INSTAGRAMMABLE / HIGHLY VISUAL

=

**WINNING PROPOSITION!**

AT AN INFORMAL GATHERING WITH FRIENDS AT HOME: IN A RESTAURANT OR TERRACE ON A CASUAL OUTING, BUT ALWAYS WITH A GROUP OF FRIENDS AND MAINLY AS A DAY-TIME DRINK.

NEEDS

OCCASION



# THE JOB TO BE DONE WITH PEACH & RASPBERRY



## RECRUIT

Recruit consumers from outside the Gin category, with a versatile proposition that taps into daytime drinking occasions capitalising on the high visual potential and sweeter profile of Peach & Raspberry, especially for those consumers who are not yet into Dry Gin.

## EXPAND

Drive trade across from existing Gin drinkers leveraging on the variety of the Beefeater portfolio through the introduction of a new flavour.

## BUILD

Build the image of the Beefeater Masterbrand, reinforcing the innovative nature of Beefeater, in a way that is relevant to the Urban Explorers.



## PRODUCTION DETAILS

This innovation is different to classic Beefeater Gin.

The process starts by distilling the Beefeater Dry Gin base, and then adding natural Peach & Raspberry flavours. Whilst the product has a prominent fruit aroma, the base taste is discernibly that of juniper.

Produced in our famous London copper still, this is clearly part of the award-winning Beefeater family. The fruit influence is achieved using exclusively natural flavours, with no compromise for excellence.



## KEY INFORMATION

### PRODUCT

Beefeater Peach & Raspberry Distilled Gin

### TASTE

The classic Beefeater tastes of juniper and citrus are enhanced by the slightly sweeter notes of peach that show a delight burst of raspberry on the finish.

### AROMA

Soft peach on the nose with a hint of ripe raspberry.

### FINISH / APPEARANCE

Light pastel peach colour with a hint of red.

### ABV

37.5% vol

### BOTTLE SIZE

70cl

# BEEFEATER PEACH & RASPBERRY: WINNING WITH THE REFRESHING AND NATURAL TASTE OF PEACH AND RASPBERRY IN YOUR DRINK



## SHOPPER:

### MEETING A TRUE CONSUMER NEED

Have the opportunity to explore the Gin category with a format that delivers on taste and has high visual potential ('Instagrammable').



## RETAILER:

### INCREMENTAL

Drive category growth through innovation that spans into new occasions and taps into new sources of business outside the Gin category. Increase in sales with existing buyers, since Urban Explorers are always looking for new flavours.

Create value by introducing innovations that command a price premium vs Dry Drive incremental volumes by introducing an accretive format into the portfolio.



## BRAND:

### STRENGTHEN

Build the current Masterbrand equity and drive perception on modern, and innovative attributes for Beefeater.



BEEFEATER PEACH & RASPBERRY TOOLKIT

SIGNATURE SERVE

# PEACH & RASPBERRY GIN & TONIC

## INGREDIENTS

50ml Peach & Raspberry Gin  
150ml Indian Tonic Water

## METHOD

1. Add all ingredients into a mixing glass and add ice
2. Stir until chilled
3. Pour into glass and add ice
4. Garnish

## GARNISH

Peach slices and fresh raspberries

## GLASSWARE

Copa glass

## MOC

Summer parties, evening refreshment

## FLAVOURS

Light, fresh

OCCASION  
EVERYDAY



# PRICING GUIDELINES

Beefeater Peach & Raspberry will help premiumise the Masterbrand with a 15% RSP vs Beefeater Dry.



PARITY TO  
TANQUERAY  
DRY



+15% VS.  
BEEFEATER  
LONDON DRY



+60%  
VS. BEEFEATER  
LONDON DRY



# PORTFOLIO MANAGEMENT APPROACH

## GLOBAL RECOMMENDATION FOR PRIORITISING THE BEEFEATER FLAVOURS RANGE

### CORE GLOBAL FLAVOURS PRIORISATION

### UPCOMING FLAVOURS



**1. PINK STRAWBERRY**  
*Capitalising on rise of rosé wine & the power of pink*



**2. BLOOD ORANGE**  
*Build on the moment of Aperol Spritz*



**3. ZESTY LEMON**  
*Lemon: Number 1 performing flavour within Spirits and Gin flavours*

FY23



**PEACH & RASPBERRY**

FY24



**TBC Feb 2023**

### NEW FLAVOUR INTRODUCTION RULES :

1. Maximum 3 flavours at any given time in the market
2. New flavour should replace SKU with lower volumes & ROS
3. Minimum time in market for each flavour = 12 months

# BEEFEATER PEACH & RASPBERRY ON A PAGE

## INSIGHT

“When catching up with friends, I usually like something refreshing, a little sweet, that looks great and has a natural feel, but don’t want to go through the hassle and cost of making a cocktail.”

## TARGET

Urban Explorers 25-34 years old, male and female. Young professional city dwellers, always seeking the latest trend to experience and share with friends.

## SOURCE OF GROWTH

Capitalise on the dynamic flavoured gin momentum, experiencing double digit growth. This sub-segment now represents c. 40% of Premium + Gin in the UK market.

## PRICE

+15% vs Beefeater London Dry, parity with Pink Strawberry & Blood Orange. Incremental CM opportunity to the Beefeater portfolio.

## PROPOSITION

Our famous nine botanicals refreshed with flavours of peach and raspberry, crafted with a soft peach hue. This new expression provides further discovery for our gin drinker, with an approachable and friendly flavour profile, a quality taste and visually impressive to reach Instagram.

## PACKAGING

A fresh and natural pack execution, educating on the ingredients and flavours via a premium and natural fruit illustration, alongside our iconic BEEFEATER LONDON Yeoman and word mark. Matte finish and embossing to deliver a tactile experience. *Bottle size: 70cl*

## LIQUID

The classic Beefeater tastes of juniper and citrus are enhanced by the slightly sweeter notes of peach that show a delight burst of raspberry on the finish. ABV: 37.5%



SECTION 3

# HOW?



SECTION 3.1

# LOGOS

## OUR PRIMARY LOGO

The large logo on the right is our primary logo. It should be present in all our communications, visuals and environments.

### LOW AWARENESS LOGO

We treat this logo in the same way we treat our primary logo. Please follow all the guidelines when using it. This logo must only be used in communication for London Dry only and never with any of our other SKUs – Please contact the global team if in doubt of when to use this logo.



### PREVIOUS LOGO (DO NOT USE)



### PRIMARY LOGO



## COLOUR VARIATIONS

There are five different colour variations to our primary logo. These maintain legibility on various backgrounds and correspond with our flavour SKUs.



BEEFEATER MASTERBRAND RED



BEEFEATER MASTERBRAND WHITE



BEEFEATER PINK STRAWBERRY



BEEFEATER BLOOD ORANGE



BEEFEATER PEACH & RASPBERRY

## SIGNATURE LOCKUP

Our brand is London to the core. We have been making gin in the city for nearly 200 years – we are part of its fabric and its spirit.

To communicate and celebrate our long-standing connection with London, we have created a lockup that can be used as a key message or sign-off in communications.

The lockup design is reminiscent of old London street signs and uses James Burrough's signature as a seal of approval.

**THE SPIRIT  
OF LONDON  
— SINCE 1820 —**

*James Burrough* ○

### RED SIGNATURE

We have modified the colour of the James Burrough signature to increase the contrast when using on peach backgrounds.

## COLOUR VARIATIONS

There are five different colour variations of our signature lockup. These maintain legibility on various backgrounds and correspond with our flavour SKUs.



BEEFEATER MASTERBRAND RED

BEEFEATER MASTERBRAND WHITE

BEEFEATER PINK STRAWBERRY

BEEFEATER BLOOD ORANGE

BEEFEATER PEACH & RASPBERRY

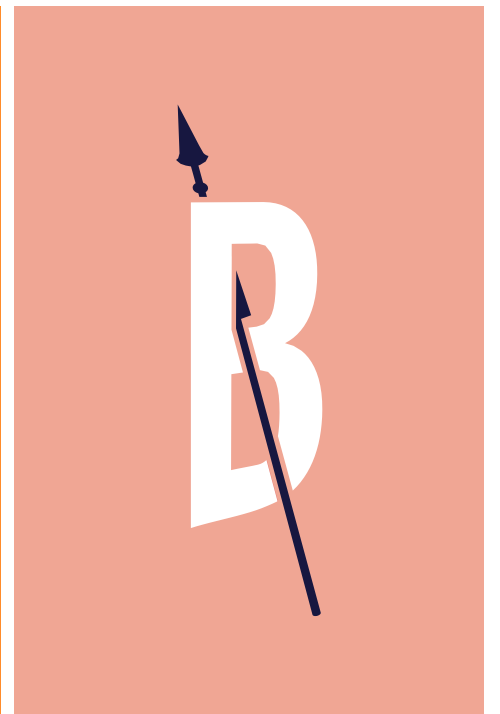
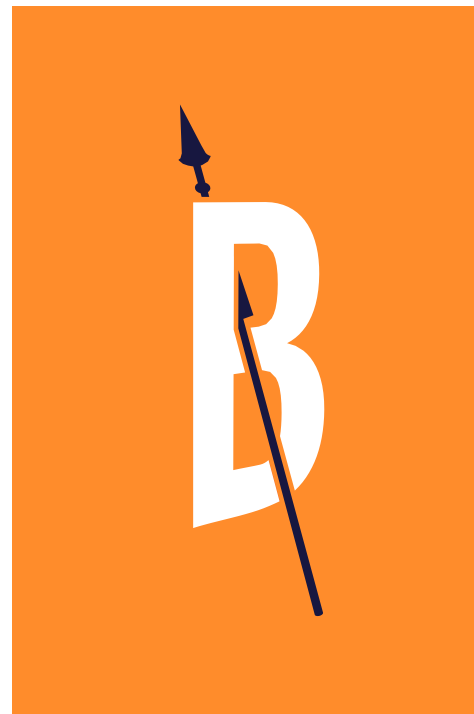
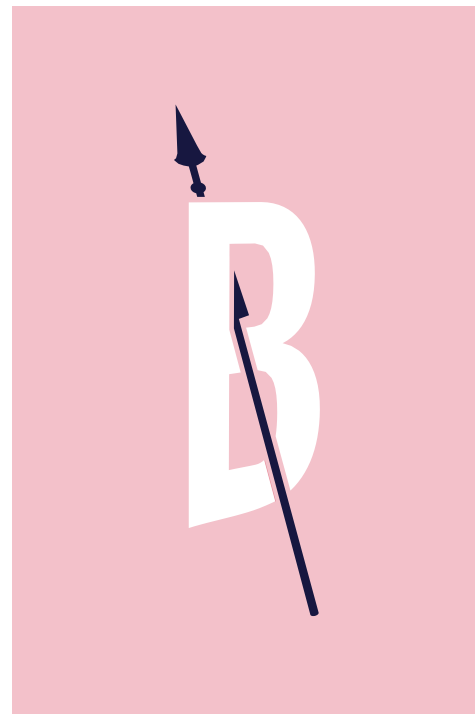
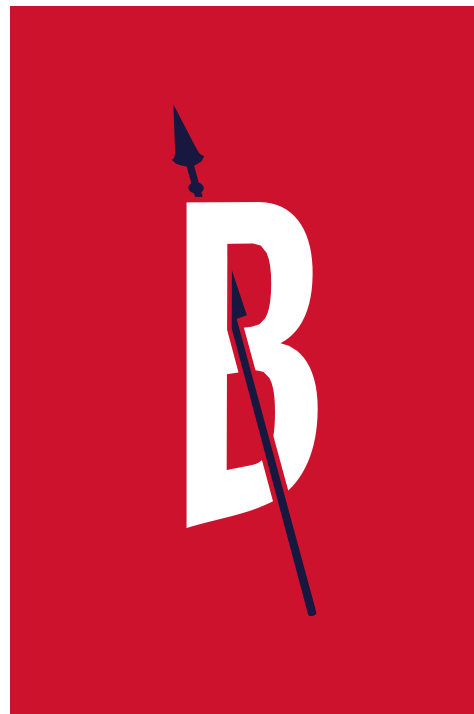
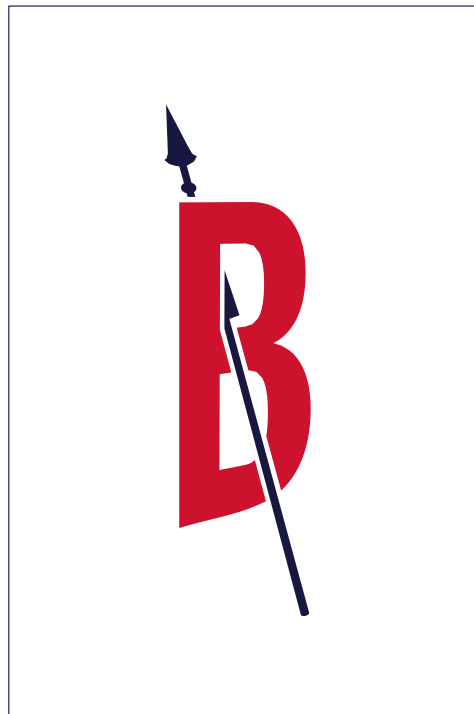
## OUR SIGNIFIER

We use our signifier as a shorthand for our brand. This is especially useful in markets where the Beefeater brand is highly recognisable. When talking about flavour, we use our illustrative signifiers.



## COLOUR VARIATIONS

There are five versions of our signifier; we only use the red on white whilst the white signifier is used on all other core colour variants.



BEEFEATER MASTERBRAND RED

BEEFEATER MASTERBRAND WHITE

BEEFEATER PINK STRAWBERRY

BEEFEATER BLOOD ORANGE

BEEFEATER PEACH & RASPBERRY

## FLAVOUR SIGNIFIERS

We use our illustrative Signifiers to reinforce our flavour credentials. It should always be used in larger scales.



PEACH & RASPBERRY SIGNIFIER

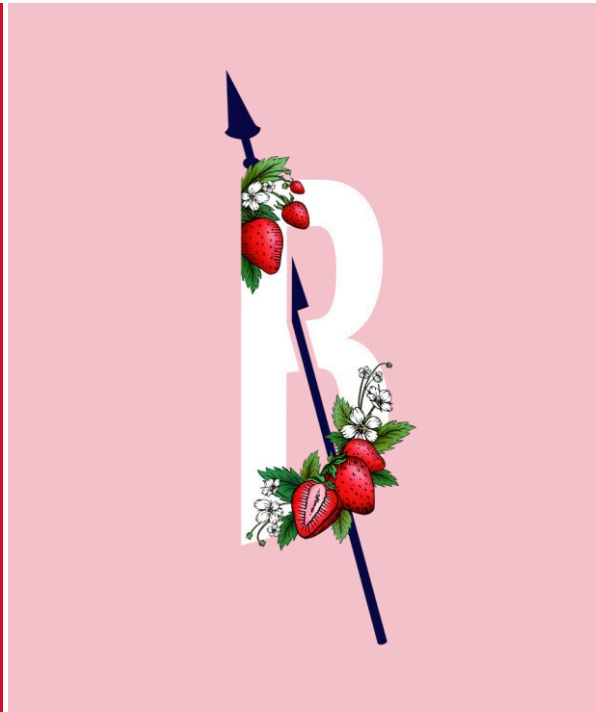


## COLOUR VARIATIONS

We use our illustrative signifiers to reinforce our flavour credentials. These should always be used in larger scales.



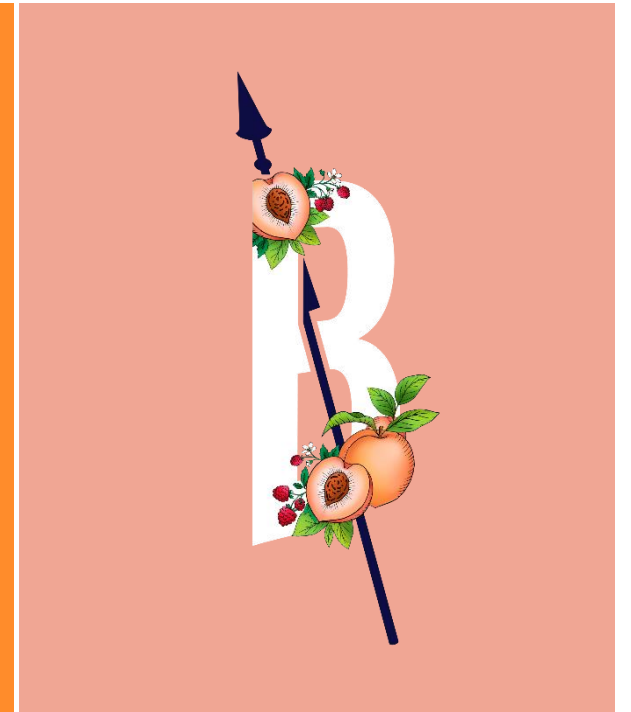
BEEFEATER MASTERBRAND WHITE



BEEFEATER PINK STRAWBERRY



BEEFEATER BLOOD ORANGE



BEEFEATER PEACH & RASPBERRY

SECTION 3.2

COLOUR  
PALETTE

# PEACH IS OUR MAIN COLOUR

It's bright, clean and refreshing and allows our bottle to stand out. We must always use this alongside touches of our Master Brand red. Beefeater Masterbrand red is the core primary colour across London Dry Gin and should be present in all our flavour variants.



# BRAND WORLD COLOUR VALUES

Our Beefeater Masterbrand palette sits alongside the additional core colours in our palette. White helps to change the pace and create contrast whilst navy blue is mainly used for text.

To offset our primary palette, we use gold foil. It adds warmth and a premium touch to our assets.

## MASTERBRAND DRY



<p><b>BEEFEATER RED</b></p> <p>PANTONE 186 C R200 G16 B46 C0 M100 Y80 K5 #C8102E</p>	<p><b>PURE WHITE</b></p> <p>R255 G255 B255 C0 M0 Y0 K0 #FFFFFF</p>
	<p><b>NAVY BLUE</b></p> <p>PANTONE 2757 C R9 G8 B68 C100 M95 Y15 K60 #090844</p>
<p><b>DARK RED</b></p> <p>PANTONE 202 C R134 G38 B51 C1 M98 Y58 K44 #862633</p>	<p><b>GOLD</b></p> <p>PANTONE 10126 C METALLICS</p>

## PEACH & RASPBERRY



<p><b>PEACH</b></p> <p>PANTONE 487 C R239 G166 B147 C3 M44 Y38 K0 #EFA693</p>	
<p><b>RASPBERRY</b></p> <p>PANTONE 1785 C R253 G73 B92 C0 M82 Y50 K0 #FD4A5C</p>	
<p><b>PINK STRAWBERRY</b></p> <p><b>LIGHT PINK</b></p> <p>PANTONE 699 C R249 G203 B209 C0 M28 Y11 K0 #F9CBD1</p>	<p><b>DARK PINK</b></p> <p>PANTONE 213 C R227 G28 B121 C0 M95 Y9 K5 #E31C79</p>
<p><b>LIGHT ORANGE</b></p> <p>PANTONE 1375 C R225 G140 B10 C0 M54 Y93 K0 #FFBC0A</p>	<p><b>DARK ORANGE</b></p> <p>PANTONE 7625 C R225 G82 B62 C0 M80 Y78 K5 #E1523E</p>

## LONDON DRY COLOUR BALANCE

Beefeater Red is the primary colour for the Beefeater Brand World and collateral.

White, dark red or our navy blue can also be used in conjunction with our Beefeater Red. Never use white or navy blue as key colours; they should be used as accent colours only.



### 1. BEEFEATER RED

Our core Brand World colour. This should be the first impression of any touchpoint.

### 2. DARK RED

Our core Brand World colour. This should be present on every touchpoint in some way.

### 3. PURE WHITE

This colour supports our core reds and should be used to bring hints of freshness to the creative.

### 4. GOLD

We use this colour mainly on print assets to add a premium touch and highlight details on our designs. E.g. James Burrough's signature.

### 5. NAVY BLUE

Generally used for large blocks of text. An accent colour only — not to be used as the primary colour on a page.

## PEACH & RASPBERRY COLOUR BALANCE

Peach is the primary colour for the Beefeater Peach & Raspberry Gin and its collateral. Beefeater Red or our raspberry tone can be used in conjunction with our peach to create contrast.

Never use white or navy blue as key colours; they should be used as accent colours only.



### 1. PEACH

Our core Peach & Raspberry brand colour. This should be the first impression of any touchpoint.

### 2. BEEFEATER RED

Our core Brand World colour. This should be present on every touchpoint in some way.

### 3. PURE WHITE

This colour supports our core reds and should be used to bring hints of freshness to the creative.

### 4. RASPBERRY

An accent colour. Generally used for text, logos and other details. It is mainly used in text to create contrast with peach backgrounds.

### 5. GOLD

We use this colour mainly on print assets to add a premium touch and highlight details on our designs. Ex. Lockup Signature.

### 6. NAVY BLUE

Generally used for large blocks of text. An accent colour only — not to be used as the primary colour on a page.

SECTION 3.3

# TYPOGRAPHY

## PRIMARY TYPOGRAPHY

**BRANDON** **EXTRA BOLD**  
**GROTESQUE**

Influenced by the geometric-style sans serif faces that were popular during the 1920s and 30s, Brandon Grotesque fonts are based on geometric forms that have been optically corrected for better legibility. It has a functional look with a warm touch.



## TYPEFACES

### 1. BRANDON GROTESQUE

Brandon Grotesque fonts are based on geometric forms that have been optically corrected for better legibility. It has a functional look with a warm touch.

### 2. GILL SANS

Gill Sans is a sans-serif typeface designed by Eric Gill and released by the British branch of Monotype from 1928 onwards. Gill Sans is based on Edward Johnston's 1916 "Underground Alphabet", the corporate font of London Underground.

Gill Sans Bold should be used for subheadings and Gill Sans Regular should be used for longer body copy. Gill Sans Light should be used for names, quotes and credits only.



**BEEFEATER**  
LONDON

## PEACH & RASPBERRY G&T

A simple twist to a G+T. Beefeater Peach + Raspberry with Indian Tonic Water, topped with peach slices and fresh raspberries.

**1 PEACH 'N TEA**

A refreshing serve of Beefeater Peach & Raspberry with homemade Peach Iced Tea. Garnished with peach, lemon, raspberries and mint sprig.

## PEACH FROSÉ

A delightful blend of Beefeater Peach + Raspberry, Dry Rosé wine, frozen raspberries and peaches. Blended together and topped with peach and strawberry slices.

## PEACH SPRITZ

A fruity way to spritz up your serve; Peach and Raspberry Gin topped with Lemonade and Prosecco.

A simple twist to a G+T. Beefeater Peach + Raspberry with Indian Tonic Water, topped with peach slices and fresh raspberries.

## PEACH 'N TEA

A refreshing serve of Beefeater Peach & Raspberry with homemade Peach Iced Tea. Garnished with peach, lemon, raspberries and mint sprig.

## PEACH FROSÉ


**2** A delightful blend of Beefeater Peach + Raspberry, Dry Rosé wine, frozen raspberries and peaches. Blended together and topped with peach and strawberry slices.

## PEACH SPRITZ

A fruity way to spritz up your serve; Peach and Raspberry Gin topped with Lemonade and Prosecco.

## PERFECT LADY

A nod to a classic. This tangy, yet refreshing serve consists of Beefeater Peach + Raspberry, lemon juice, orange liquor, egg white and a dash of Orange Bitters for an added twist. Garnished with a sprinkle of cinnamon powder and a vanilla pod.



## HIERARCHY & USAGE

We should always maintain a considered typographic hierarchy. This helps to convey information clearly and makes our content easier to understand.

As shown on the right, we size our text relative to our body copy. We set Gill Sans at the same size as our body copy or 1.5x larger. We set Brandon Grotesque at least 4x larger than our body copy.

### TRACKING

The overall spacing between groups of letters on each word must be between 100pt and 150pt.

BRANDON GROTESQUE

DRINKS MENU

Leading 105 pt  
Tracking 100 em  
Maximum use 5 words

---

BRANDON GROTESQUE

PEACH & RASPBERRY

Leading 80 pt  
Tracking 100 em  
Maximum use 5 words

---

GILL SANS

A delicious and tangy mix of Beefeater Peach & Raspberry Gin, lemon, orange liqueur and egg white, inspired by the Clover Club, finely strained into a chilled coupe glass.

Leading 32 pt  
Tracking 10 em

## OUTLINE TYPE AND UNDERLINE

To create dynamism and pace within our text lockups, we can use an outline version of our headline typeface to highlight a key word.

We use our underline to give a more elaborated look to our lockups. It can only be used in short words with no more than three characters.



### UNDERLINE HEIGHT



The thickness of the underline is based on the weight of the capital letter "I" in Brandon Grotesque typeface.

### COLOUR VARIATIONS



## REPEAT TEXT

When applying repeat text, we use a variation of regular text with its outline counterpart. This creates a visual interference and highlights one word or phrase. Always use all capitals.

The space between each word is based on the weight of the same word divided by three.

REFRESH  
REFRESH<sup>x</sup>  
REFRESH<sup>x</sup>  
REFRESH<sup>x</sup>  
REFRESH  
REFRESH  
REFRESH  
REFRESH  
REFRESH  
REFRESH

BEEFEATER PEACH & RASPBERRY

LONDON  
LONDON  
LONDON  
LONDON  
LONDON  
LONDON  
LONDON  
LONDON  
LONDON  
LONDON

BEEFEATER PEACH & RASPBERRY

SECTION 3.4



**BOTANICAL  
ILLUSTRATIONS**



# OUR BEEFEATER BOTANICALS

Our botanicals bring life to our designs.  
They represent the natural botanical ingredients  
used to make our gin and help to create organic  
and dynamic compositions.

For the Beefeater wallpapers, we've taken  
inspiration from the contrast between natural  
botanicals and ingredients and urban street art.



## BOTANICAL ELEMENTS

Our Botanicals Elements are mainly used in key visuals, posters and on-trade assets. It is a more organic composition where the botanicals are growing and surrounding the format.



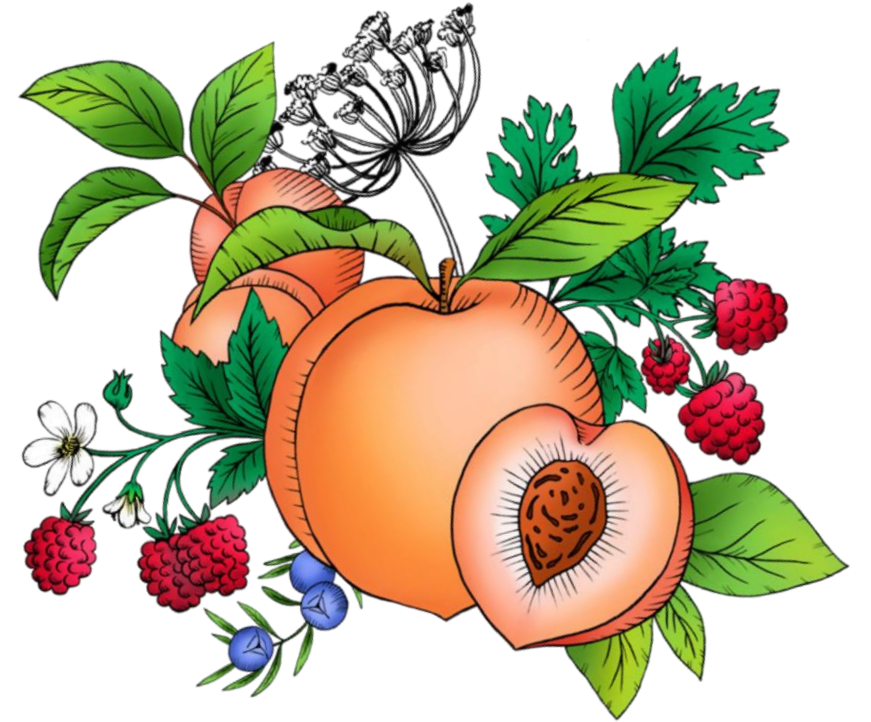
JUNIPER LEAF



ALMOND FLOWER



ORRIS ROOT



PEACH & RASPBERRY BUNCH

## MASTER BRAND DRY

We lead with our primary bunch, but we can combine this with our secondary bunch across applications to keep the creative interesting.

### PRIMARY BUNCH



### SECONDARY BUNCH





## PEACH & RASPBERRY

We lead with our Peach and Raspberry bunch, across applications such as on our key visuals and wallpapers.

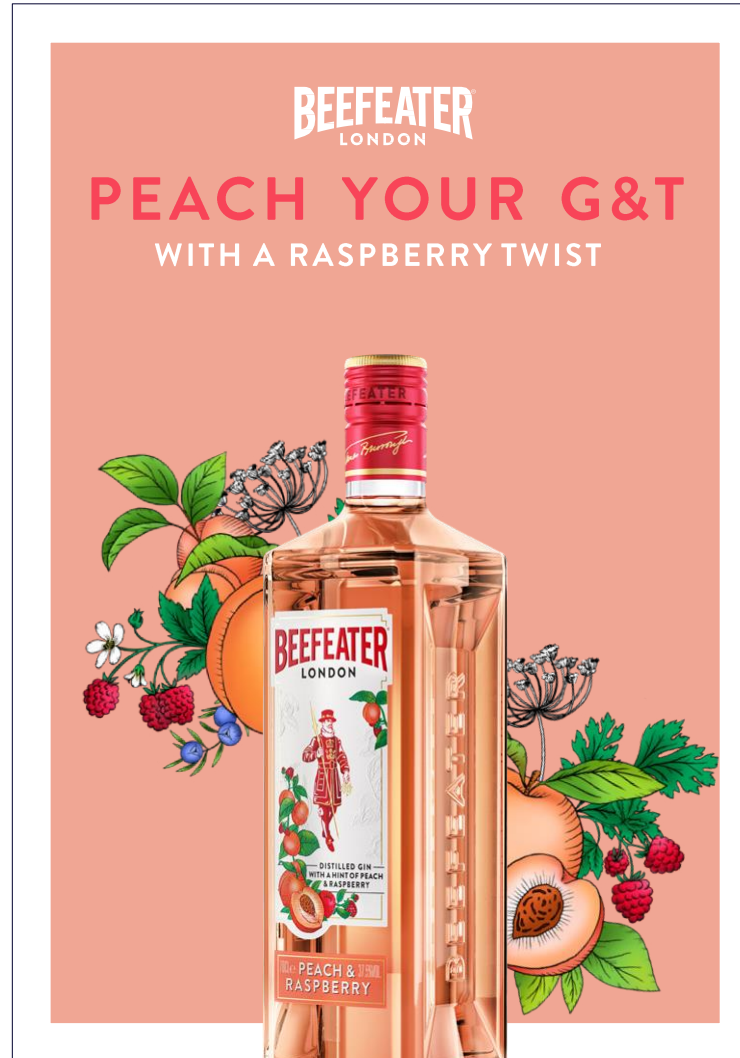


## HOW TO USE OUR BOTANICALS

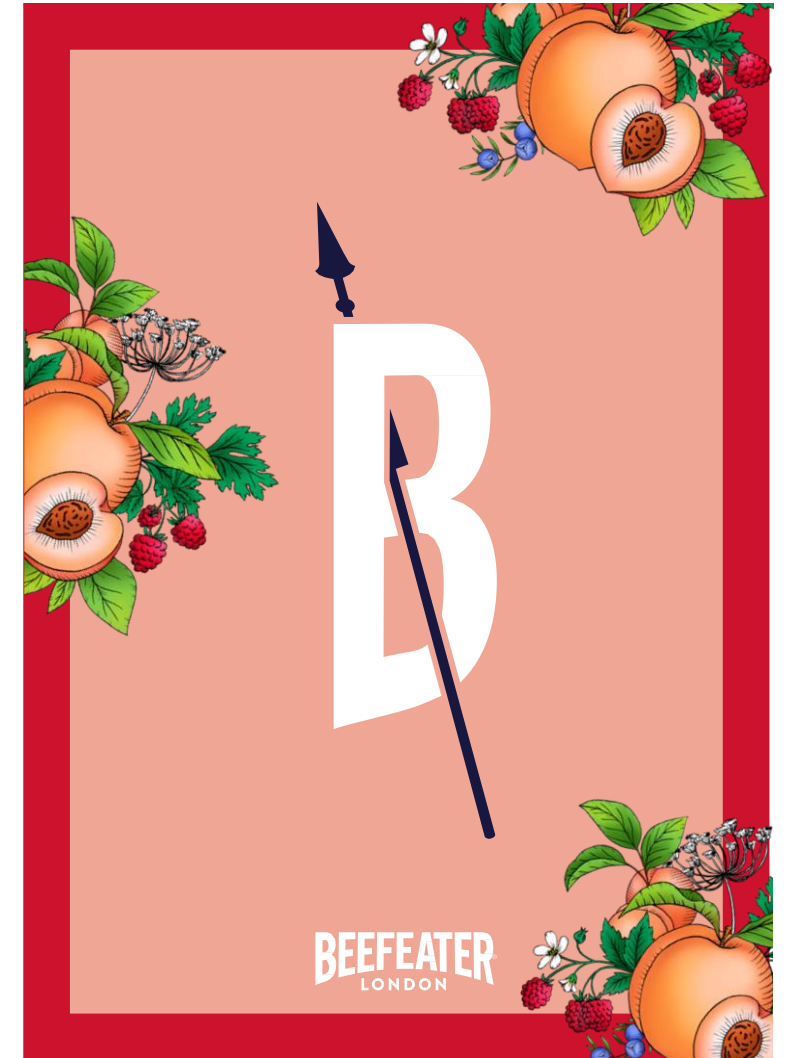
When using our botanical illustrations, we have two different executions:

1. Coming from behind bottles and serves.
2. Surrounding the composition frame.

**BEEFEATER**  
LONDON



1. BEHIND THE BOTTLE



2. SURROUNDING THE FRAME

## OUR WALLPAPERS

This striking, repeat wallpaper pattern for Peach & Raspberry has amazing taste appeal and reinforces our natural flavour credentials. It also aligns, of course, with our Masterbrand variations.



## FLAVOUR WALL PAPERS

Every repeat pattern heroes the main ingredients of each flavour variant. These add another dimension to our communication and help reinforce our flavour credentials.

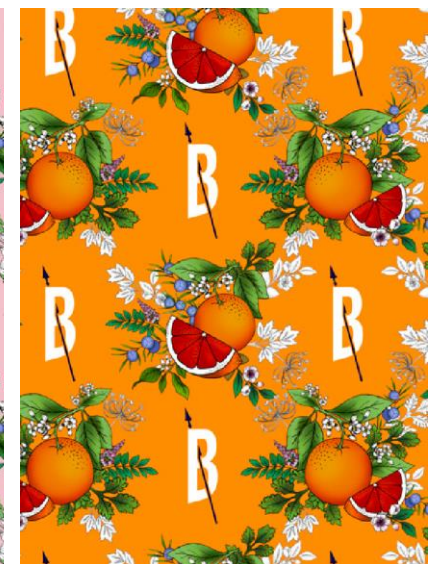
The background of our wallpapers should always be the primary colour of the flavour variant it depicts.



BEEFEATER MASTERBRAND



BEEFEATER PINK STRAWBERRY



BEEFEATER BLOOD ORANGE

SECTION 3.5

# OVERLAY

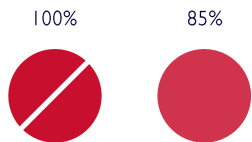
## OVERLAY

### 1. OVERLAY FRAME

When an image is the key focus, or there is a need to create a lighter, whiter space in the centre of the application, we use the red overlay frame. We should see some of the image behind the frame, and please follow the proportional settings described on the following page.

### 2. BOX OVERLAY

Our red box overlay is used when we want to create a clear space for key messaging. The red box is applied over an emotive image or pattern. In this context, we always see a slight amount of image behind the box. This is achieved by setting the overlay's transparency between 85% and 90% (dependent on the image).

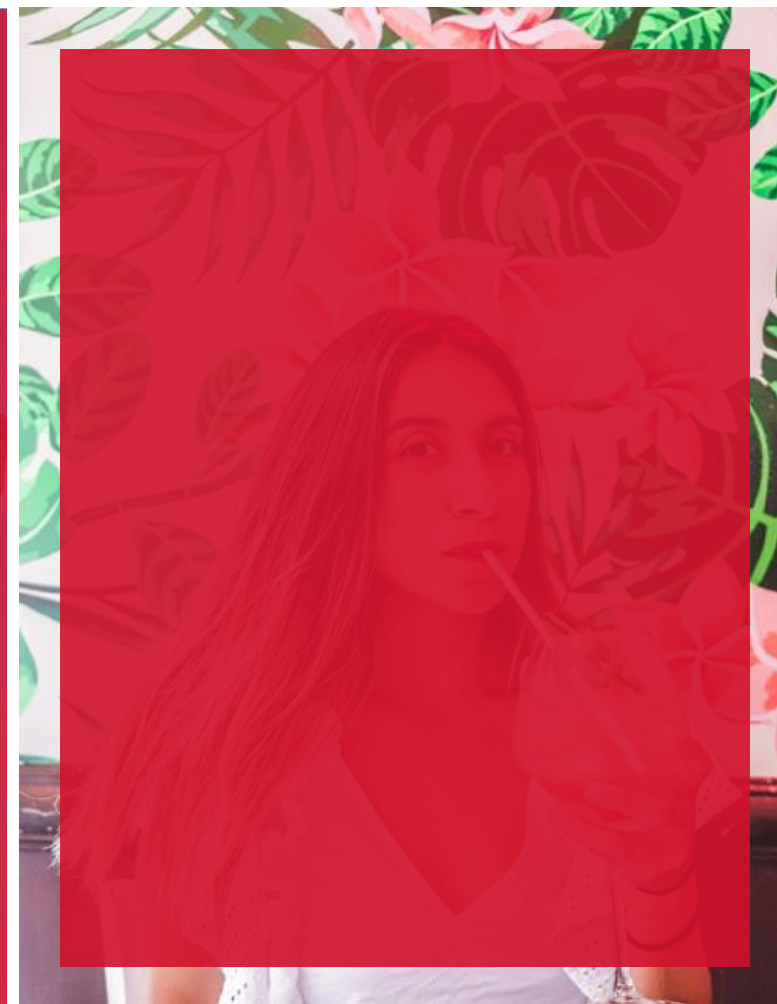


#### NOTE

The ideal opacity percentage for the Beefeater overlay frame and box is between 85% and 90%.



RED OVERLAY FRAME



RED BOX OVERLAY

## OVERLAY SIZE

The size of both frame and square overlay will vary between landscape and portrait formats. These should always remain proportionate to each other.

### ON DIGITAL

The size of the frame or overlay square will be determined by dividing the shortest side of the composition by 20 (see example on the right).

### ON PRINT (A Size)

The size of the frame or overlay square will be determined by dividing the shortest side of the composition by 24.



16:9 FORMAT

100%



85%



### NOTE

The ideal opacity percentage for the Beefeater overlay frame and box is between 85% and 90%.

SECTION 3.6

# PHOTOGRAPHY



## PHOTOGRAPHY STYLES

### SERVES

For serve shots, we like to keep our drinks looking fresh, simple and modern. Play with materials, textures and sharp edges to generate interest whilst keeping the attention on the serve. Props should be minimal; our vibrant colours should hero the drink.

### LIFESTYLE

All our photography should capture the energy of the city, be it the lifestyle imagery of our Urban Explorers, the drinks we serve, or the urban art that fills the streets.

When capturing our moments, avoid shots that look forced in any way – don't be afraid to start again. Red and peach elements must be present in all our photography, whether it's an item of clothing, a material or a prop.



BOTTLE AND SERVES



LIFESTYLE

NOTE: Lifestyle imagery is for inspiration only

## PHOTOGRAPHY STYLES

For a modern approach that brings Clash Culture to life, we have created two photo frame alternatives.

### SAME PHOTO FRAME

Utilises the same photo as a frame. This is achieved by increasing the size of the original photo anywhere from 40% to 50%.

### DIFFERENT PHOTO FRAME

Utilises a different photo as a frame and increasing its size anywhere from 40% and 50%.

The size of the frame should follow the same overlay guidelines described on page 37.



SAME PHOTO FRAME  
NOTE: Lifestyle imagery is for inspiration only



DIFFERENT PHOTO FRAME

SECTION 3.7

# MATERIALS

## MATERIALS

### WHITE WASHED BRICK WALL

A nod back to the London bricks in our Masterbrand World but freshened up for our Orange look and feel.

### PALE BRUSHED GOLD

Pale brushed gold comes directly from our bottle and is a reference to the gold medals awarded to us.

### NEON

Neon lighting is a reference to London and its nightlife. It creates visual hotspots and adds vibrancy and energy.

### CONCRETE WITH RED PAINT

Concrete represents the ever-changing urban London cityscape of the city.

### RED MESH

Our red mesh adds modernity to our palette and imparts transparency, revealing the material layers of our brand.

### FOLIAGE

Foliage brings to life our botanicals and acts as a visual flavour and aroma cue for our gin.

### VELVET

Velvet adds a level of contrast and comfort; it juxtaposes our hard, urban concrete and brick. Here we can dial up the SKU specific colours using peach velvet.

### BEEFEATER BOTTLE WALL

The brick detail on the bottle provides the perfect material to create a feature wall with our bottles.

WHITE WASHED  
BRICK WALL

PALE BRUSHED  
GOLD

# THE SPIRIT OF LONDON — SINCE 1820 —

*James Watson*

NEON

BEEFEATER  
LONDON

CONCRETE  
WITH RED  
PAINT

GREY  
CONCRETE

RED  
MESH

FOLIAGE

RED VELVET

BEEFEATER  
BOTTLE WALL

BEEFEATER

BEEFEATER

BEEFEATER

BEEFEATER



PEACH VELVET

## OUR BOTANICALS

The plants to be displayed are grouped into three categories:

**HERBS** that can be used to prepare cocktails, such as: mint, basil, coriander, rosemary, edible flowers. To be used in bars and tasting stations and to be displayed casually on bar tops or back bar.

**BOTANICALS** used in the making of Beefeater gin, such as: coriander, orris, lemon tree, juniper, angelica, liquorice. To be used in pop up and events as part of a brand experience. The display should be curated to evoke orchards and botanical gardens.

Rich foliage plants as pure **DECORATION**. Tropical plants with impactful leaves should be preferred, such as cheese plants, along with hanging plants, such as devil's ivy. They should be used to create organic and brimful arrangements or living walls, without overwhelming the proportions of the other colours and materials.

Always try and use real plants and botanicals. We recommend that you use 75% botanicals and 25% greenery in your foliage displays.



SECTION 3.8

# KEY VISUALS

## CAMPAIGN VISUALS

We've created a suite of highly impactful campaign visuals to help peach up your market.

Artwork for the KVs is available for download on BrandCloud.

*Note: Global recommendation is to have 'NEW' for maximum 6 months (from the product launch date), yet this is to be checked locally for detailed guidance.*



OFF-TRADE USE



ON-TRADE USE

## CAMPAIGN VISUALS

We've created a suite of highly impactful campaign visuals to help peach up your market.

Artwork for the KVs is available for download on BrandCloud.

*Note: Global recommendation is to have 'NEW' for maximum 6 months (from the product launch date), yet this is to be checked locally for detailed guidance.*



OFF-TRADE USE



## CAMPAIGN VISUALS

We've created a suite of highly impactful campaign visuals to help peach up your market.

Artwork for the KVs is available for download on BrandCloud.

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ON-TRADE USE

## CAMPAIGN VISUALS – FULL RANGE SKU

We've created a suite of highly impactful campaign visuals to help peach up your market.

We have developed a range of SKU options based on market ranges/stages.

Artwork for the KVs is available for download on BrandCloud.

*Note: Global recommendation is to have 'NEW' for maximum 6 months (from the product launch date), yet this is to be checked locally for detailed guidance.*



OFF-TRADE USE

## CAMPAIGN VISUALS – FULL RANGE SKU

We've created a suite of highly impactful campaign visuals to help peach up your market.

We have developed a range of SKU options based on market ranges/stages.

Artwork for the KVs is available for download on BrandCloud.

*Note: Global recommendation is to have 'NEW' for maximum 6 months (from the product launch date), yet this is to be checked locally for detailed guidance.*



ON-TRADE USE

SECTION 3.9

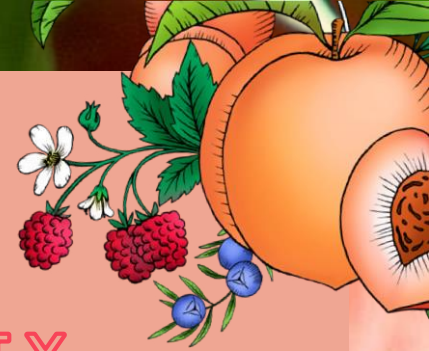
**DIGITAL  
ASSETS**

THE PRINCIPAL OBJECTIVE IS TO BUILD  
PEACH & RASPBERRY AWARENESS,  
WHILE CONTRIBUTING TO MASTER BRAND EQUITY

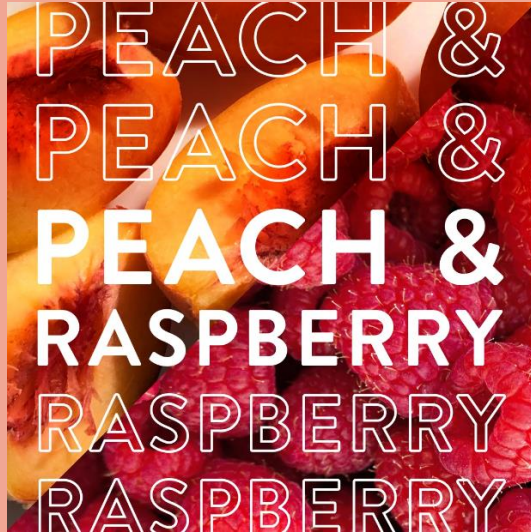
MASTER BRAND EQUITY



AWARENESS



# OUR APPROACH: ESTABLISH PEACH & RASPBERRY WITH A PRODUCT-CENTRIC, DISTINCTIVELY ENERGETIC DIGITAL CAMPAIGN



✓ PRODUCT-CENTRIC

✓ ENERGETIC AND VIBRANT

✓ REFRESHMENT AND FLAVOUR FORWARD

✓ URBAN EDGE





# UPDATED ASSETS ARE BUILT ON A BENEFIT-LED MESSAGING HIERARCHY



1  
'NEW'\*



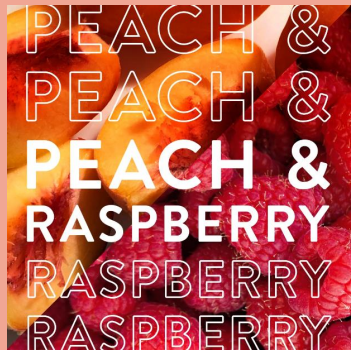
2  
BRAND/  
SKU  
INTRO



3  
PACK



4  
LIFESTYLE  
IMAGE



5  
PRODUCT  
BENEFIT



6  
REFRESHING  
SERVE



7  
CTA



8  
MASTER  
BRAND  
SIGN-OFF



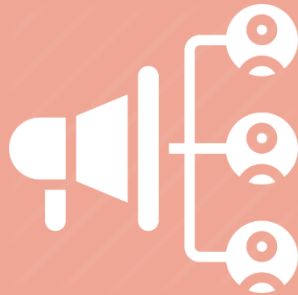
\* Optional dependent on life stage of SKU in market. Global recommendation is to have 'NEW' for maximum 6 months (from the product launch date), yet this is to be checked locally for detailed guidance.



# THE CAMPAIGN HAS BEEN DEVELOPED TO ACHIEVE ABOVE-BENCHMARK METRICS ACROSS CORE KPIs

## REACH

- Optimised for reach-driving media placements
- Mobile-first designs: sound-off, sizing and visuals built for on-the-go viewing



## ENGAGEMENT

- Product-centric with strong brand cues throughout
- Vibrant, colourful and energetic to grab attention
- Branding in the first three seconds
- View-through-rate and click-through-rate for relevant placements





# OUR RECOMMENDED IMPLEMENTATION: MAXIMISE IMPACT BY FOCUSING ON AWARENESS

## INITIAL REACH-DRIVING MEDIA

- YouTube bumpers and non-skippable ads for a high volume of impressions and VTR.
- Social media placements for Urban Explorers reach (Instagram and Facebook in-feed) for strategic reach and quality engagements.

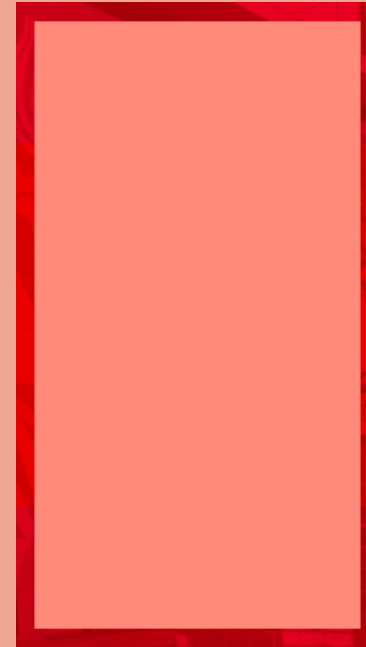
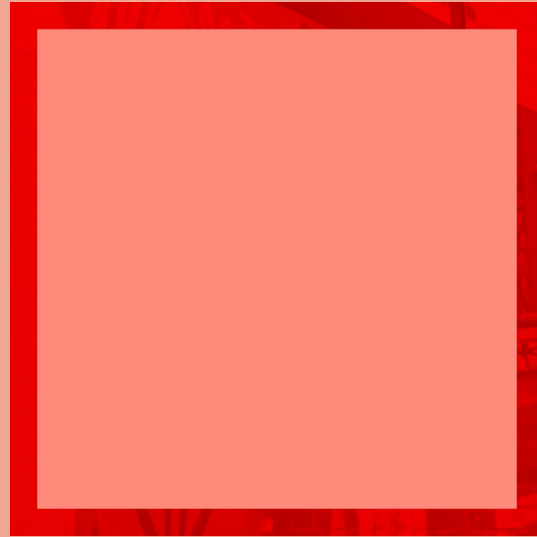
## ENGAGEMENT-FOCUSED FOLLOW-UP

- Retarget video-views and qualified leads with engagement and conversion driving tactics.



# PEACH & RASPBERRY VIDEO ASSETS

6 second and 15 second videos available in 1:1, 9:16 and 16:9 aspect ratios.  
You can download all digital assets on [BrandCloud](#).



SECTION 3.10

SINGLE SKU L3F  
TOUCHPOINTS

SECTION 3.10.1

# OFF-TRADE



# SHELF TALKER AND NECKTAG

These off-trade assets have been created to align with our Master Brand World and can be activated alongside any off-trade assets you have already developed.

1. Use Shelf Strips to get shoppers excited about Beefeater Peach & Raspberry
2. Wobblers are a great place to showcase Peach & Raspberry and cocktail imagery and use QR codes to direct shoppers to recipes on our website.
3. Neck hangers are a great space to give consumers plenty Peach & Raspberry serve recipes.

\*Global recommendation is to have 'NEW' for maximum 6 months (from the product launch date), yet this is to be checked locally for detailed guidance.



For inspiration



For inspiration





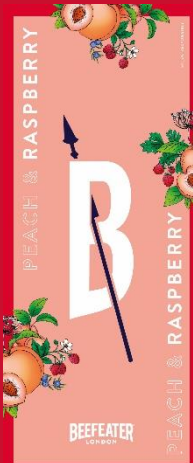
# AISLE THEATRE

When creating an aisle theatre display, we can use our whole suite of assets to create eye-catching and vibrant communications that will differentiate us from other brands on the shelves.

We encourage you to use die-cuts to create interesting shapes throughout the aisle theatre.



FRONT



BACK

\*Global recommendation is to have 'NEW' for maximum 6 months (from the product launch date), yet this is to be checked locally for detailed guidance.





# CARDBOARD UNIT

For a more budget conscious off-trade display, these cardboard units can have real standout.

We recommend lining the inside of the unit with our wallpaper pattern to add an additional layer of branding.



## SIDE

\*Global recommendation is to have 'NEW' for maximum 6 months (from the product launch date), yet this is to be checked locally for detailed guidance.





OFF-TRADE

# GONDOLA END

Our premium gondola end brings to life our brand world materials palette, whilst using the premium shelf space to cross merchandise with premium tonic and garnish to promote our key serve, the G&T.



SIDE

\*Global recommendation is to have 'NEW' for maximum 6 months (from the product launch date), yet this is to be checked locally for detailed guidance.







OFF-TRADE

# TASTING STATION

Our premium tasting station brings to life our Brand World materials palette. The key visual and use of the illustrations and repeat text across the front create a unique and striking stand-out in-store. This is a great opportunity to get liquid-on-lips and bottles in baskets.



\*Global recommendation is to have 'NEW' for maximum 6 months (from the product launch date), yet this is to be checked locally for detailed guidance.



# VALUE ADDED PACK WITH GLASS

Our VAP is all about our product and serve so we feature our botanicals to bring taste and refreshment cues.

This VAP is for local production only. Please reach out to your Market Activation contact should you wish to produce it locally.

We encourage you to use natural or recycled card and definitely no plastic when creating these.



FRONT



BACK



OFF-TRADE

# VALUE ADDED PACK BOTTLE PACK

Our VAP is all about our product and serve so we feature our botanicals to bring taste and refreshment cues.

This VAP is for local production only. Please reach out to your Market Activation contact should you wish to produce it locally.

We encourage you to use natural or recycled card and definitely no plastic when creating these.



FRONT



BACK

SECTION 3.10.2

# ON-TRADE

## ON-TRADE ASSETS

In this section we showcase a number of ways to pull together our brand assets to create fun and engaging content in the on-trade.





ON-TRADE

# POSTERS

The key visual can be used to create striking posters. Use a combination of the signifier, illustrations and repeated text to build other dynamic posters.



\*Global recommendation is to have 'NEW' for maximum 6 months (from the product launch date), yet this is to be checked locally for detailed guidance.



ON-TRADE

# BAR MENU

We can use our brand assets to create fun and engaging on-trade bar menus that promote the variety of serves available.





# MENU INSERT

We can use our brand assets to create fun and engaging menu inserts to promote our key serve, the G&T.



**COCKTAIL MENÚ**  
 \*\*\* COPAS CREADAS POR BENITO  
 \*\* COPAS EXCITENTES PERO  
 REVERSIONADAS POR BENITO

**COPA COCKTAIL**

*¿La vida familiar de verdad? Aprender a manejarlo bien es un gran reto, lo que "chick" ser una gran experiencia de vida, por eso que por un momento más.*

**RAISIN N°5** \*\*\* 7€  
 Vodka Absoluta, jugo de cítricos, crema de leche, miel, azúcar, azúcar, azúcar.

**BENITO SOUR** \*\*\* 7€  
 Vodka Absoluta, jugo de cítricos, crema de leche, miel, azúcar, azúcar, azúcar.

**ZACAPA CHOCOLATE SOUR** \*\*\* 9€  
 Zacaapa, jugo de cítricos, crema de leche, miel, azúcar, azúcar, azúcar.

**COSMOPOLITAN** \*\* 7€  
 Vodka Absoluta, jugo de cítricos, crema de leche, miel, azúcar, azúcar, azúcar.

**EXCELENTISIMA MARGARITA** 7.50€  
 Tequila, jugo de cítricos, crema de leche, miel, azúcar, azúcar, azúcar.

**FLAMMING BITTER'S** \*\*\* 9€  
 Vodka Absoluta, jugo de cítricos, crema de leche, miel, azúcar, azúcar, azúcar.

**MANHATTAN** \*\* 8€  
 Vodka Absoluta, jugo de cítricos, crema de leche, miel, azúcar, azúcar, azúcar.

**AVIATION** 7€  
 Vodka Absoluta, jugo de cítricos, crema de leche, miel, azúcar, azúcar, azúcar.

**MARY-ROSE** \*\*\* 8€  
 Vodka Absoluta, jugo de cítricos, crema de leche, miel, azúcar, azúcar, azúcar.

**OLD STYLE DRINKS**

*La última tendencia en toda la comunidad de la bebida de verdad, es que sea una gran experiencia de vida, por eso que por un momento más.*

**SAZERAC** \*\* 8€  
 Whisky, azúcar, azúcar, azúcar, azúcar.

**OLD FASHION** \*\* 7€  
 Whisky, azúcar, azúcar, azúcar, azúcar.

**2 CHERRY** 7€  
 Whisky, azúcar, azúcar, azúcar, azúcar.



\*Global recommendation is to have 'NEW' for maximum 6 months (from the product launch date), yet this is to be checked locally for detailed guidance.





# TENT CARD

We can use our brand assets to create fun and engaging tent cards to promote our key serve, the G&T.



\*Global recommendation is to have 'NEW' for maximum 6 months (from the product launch date), yet this is to be checked locally for detailed guidance.

SECTION 3.10.3

# POS ITEMS



SECTION 3.11

FULL RANGE L3F  
TOUCHPOINTS

DRY/PINK/ORANGE/PEACH



OFF-TRADE

# SHELF TALKER AND NECKTAG

These off-trade assets have been created to align with our Master Brand World and can be activated alongside any off-trade assets you have already developed.

1. Use Shelf Strips to get shoppers excited about the full Beefeater flavour range
2. Wobblers are a great place to showcase Peach & Raspberry cocktail imagery and use QR codes to direct shoppers to recipes on our website.
3. Neck hangers are a great space to give consumers plenty of Beefeater serve recipes.

\*Global recommendation is to have 'NEW' for maximum 6 months (from the product launch date), yet this is to be checked locally for detailed guidance.





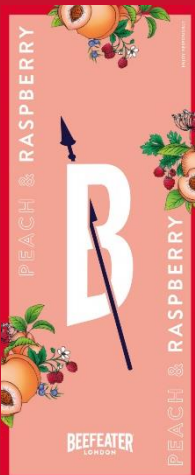
# AISLE THEATRE

When creating an aisle theatre display, we can use our whole suite of assets to create eye-catching and vibrant communications that will differentiate us from other brands on the shelves.

We encourage you to use die-cuts to create interesting shapes throughout the aisle theatre.



SIDE



BACK

\*Global recommendation is to have 'NEW' for maximum 6 months (from the product launch date), yet this is to be checked locally for detailed guidance.





# CARDBOARD UNIT

For a more budget conscious off-trade display, these cardboard units can have real standout.

We recommend lining the inside of the unit with our wallpaper pattern to add an additional layer of branding.



SIDE

\*Global recommendation is to have 'NEW' for maximum 6 months (from the product launch date), yet this is to be checked locally for detailed guidance.





# GONDOLA END

Our premium gondola end brings to life our brand world materials palette, whilst using the premium shelf space to cross merchandise with premium tonic and garnish to promote our key serve, the G&T.



SIDE

\*Global recommendation is to have 'NEW' for maximum 6 months (from the product launch date), yet this is to be checked locally for detailed guidance.





 OFF-TRADE

# TASTING STATION

Our premium tasting station brings to life our BrandWorld materials palette. The key visual and use of the illustrations and repeat text across the front create a unique and striking stand-out in-store. This is a great opportunity to get liquid-on-lips and bottles in baskets.



\*Global recommendation is to have 'NEW' for maximum 6 months (from the product launch date), yet this is to be checked locally for detailed guidance.



# POSTERS

The key visual can be used to create striking posters. Use a combination of the signifier, illustrations and repeated text to build other dynamic posters.



\*Global recommendation is to have 'NEW' for maximum 6 months (from the product launch date), yet this is to be checked locally for detailed guidance.



# MENU INSERT

We can use our brand assets to create fun and engaging menu inserts to promote our key serve, the G&T.

\*Global recommendation is to have 'NEW' for maximum 6 months (from the product launch date), yet this is to be checked locally for detailed guidance.



**COCKTAIL MENÚ**  
 \*\*\* COPAS CREADAS POR BENITO  
 \*\* COPAS EXISTENTES PERO REVERSIONADAS POR BENITO

**COPA COCKTAIL**

**RAISIN Nº5** \*\*\* 7€  
 Vodka, azúcar, jarabe de arce, esencia de vainilla, una pizca de especias calientes.

**BENITO SOUR** \*\*\* 7€  
 Vodka, limón, jarabe de arce, esencia de vainilla, una pizca de especias calientes.

**ZACAPA CHOCOLATE SOUR** \*\*\* 9€  
 Tequila, limón, jarabe de arce, esencia de vainilla, una pizca de especias calientes.

**COSMOPOLITAN** \*\* 7€  
 Vodka, limón, jarabe de arce, esencia de vainilla, una pizca de especias calientes.

**EXCELENTÍSIMA MARGARITA** \*\*\* 7.50€  
 Tequila, limón, jarabe de arce, esencia de vainilla, una pizca de especias calientes.

**FLAMMING BITTERS** \*\*\* 9€  
 Vodka, limón, jarabe de arce, esencia de vainilla, una pizca de especias calientes.

**MANHATTAN** \*\*\* 8€  
 Whisky, limón, jarabe de arce, esencia de vainilla, una pizca de especias calientes.

**AVIATION** \*\*\* 7€  
 Gin, limón, jarabe de arce, esencia de vainilla, una pizca de especias calientes.

**MARY-ROSE** \*\*\* 8€  
 Cognac, limón, jarabe de arce, esencia de vainilla, una pizca de especias calientes.

**OLD STYLE DRINKS**

**SAZERAC** \*\*\* 8€  
 Whisky, limón, jarabe de arce, esencia de vainilla, una pizca de especias calientes.

**OLD FASHION** \*\*\* 7€  
 Whisky, limón, jarabe de arce, esencia de vainilla, una pizca de especias calientes.

**CHERRY** \*\*\* 7€  
 Whisky, limón, jarabe de arce, esencia de vainilla, una pizca de especias calientes.

**BEEFEATER REFRESH -YOUR G&T-** NEW

THE SPIRIT OF LONDON





# TENT CARD

We can use our brand assets to create fun and engaging tent cards to promote our key serve, the G&T.



\*Global recommendation is to have 'NEW' for maximum 6 months (from the product launch date), yet this is to be checked locally for detailed guidance.

SECTION 3.12

**PUBLIC  
RELATIONS  
ASSETS**



# BEEFEATER PEACH & RASPBERRY PUBLIC RELATION ASSETS

## BEEFEATER PEACH & RASPBERRY HAS ARRIVED

The World's Most Awarded Gin is rolling out its latest flavour innovation to more consumers worldwide following a successful pilot test in the UK and strong consumer appeal.

### WE HAVE PREPARED THE FOLLOWING DOCUMENTS TO SUPPORT THE LAUNCH IN YOUR MARKET:

- **INTERNATIONAL TRADE PRESS RELEASE**
- **KEY MESSAGES**
- **Q&A**

You can download all these assets on BrandCloud.

Beefeater is introducing its latest flavour innovation, Beefeater Peach & Raspberry. The new flavour is anchored in the brand's rich, 200-year heritage, and is inspired by two historic recipes from its founder, James Burrough, who created Peach Liqueur and Raspberry Gin in the 1800s. The quintessential British flavours have been given a modern twist by Master Distiller and custodian, Desmond Payne MBE, to satisfy the sustained consumer demand for new exciting flavours.

The fresh new expression is soft pastel peach hue in colour and provides the perfect balance between the slightly sweet peach flavour and burst of raspberry. Made in the heart of London, Beefeater Peach & Raspberry has been created using the iconic Beefeater London Dry recipe as its base, with added natural peach and raspberry flavours. The fruit influence is achieved with no compromise to quality and uses exclusively natural flavours.

Premium+ Flavoured Gin is experiencing double-digit growth and globally, Beefeater is one of the main contributors continuing to drive the category momentum through innovation in the premium flavours segment. The new flavour combination was selected based on the top trending flavours worldwide.

Murielle Dessenis, Global Brand Director, comments: "Following a successful pilot launch in the UK and positive consumer research, we are delighted to be rolling out Beefeater Peach & Raspberry to more consumers around the world. Beefeater is accelerating, growing net sales +35%, and the introduction of this new flavour supports Beefeater's transformation over the last few years, which includes new packaging, a raft of innovation including RTDs, exciting flavours and a new campaign platform 'The Spirit of London'. Introducing new and exciting flavours is not only a fantastic recruitment tool for the category, but also a great way to tap into different occasions and consumer taste profile needs."

Desmond Payne, Master Distiller, Beefeater, adds: "We love to experiment and James Burrough's historic recipes provide us with a wealth of inspiration we are lucky to have. Adding just a hint of peach and raspberry to Beefeater's classic recipe, produced in our iconic London copper stills, has created another approachable flavour with a twist that's both light and fresh, perfect to enjoy with tonic or in a cocktail. The new Flavoured Gin is clearly part of the award-winning Beefeater family, whilst there is a prominent fruit aroma, the overall taste is discernibly still that of classic juniper."

Beefeater Peach & Raspberry is best enjoyed with ice, tonic and a garnish of a peach wedge and a few juicy raspberries.

# KEY INFORMATION:



## TASTE

The classic Beefeater taste of juniper and citrus is enhanced by the slightly sweeter notes of peach and a burst of raspberry on the finish.

## AROMA

Soft peach on the nose with a hint of ripe raspberry.

## APPEARANCE

Light, pastel-peach colour with a hint of red.

## SERVE

Beefeater Blackberry is best served as The Peach & Raspberry Beefeater & Tonic. Pour the gin over ice and top up with tonic water. Serve in a copa glass and garnish with peach slices and a few juicy raspberries.

## ABOUT BEEFEATER:

Beefeater is the world's most awarded gin brand, distilled in the heart of London. Created by James Burrough in the 19th century, the iconic Beefeater recipe has remained virtually unchanged and today it is guarded by Beefeater's Master Distiller, Desmond Payne, the most experienced gin distiller in the world. Beloved by international bartenders for its consistently outstanding quality and classic London dry taste, the Beefeater range consists of Beefeater Dry with its iconic crisp, clean, well-balanced flavour; Beefeater 24, a super-premium gin infused with Japanese and Chinese teas to create a distinctive, complex gin to suit contemporary cocktail culture and the brand's successful flavours, Beefeater Pink Strawberry and Beefeater Blood Orange.

@beefeatergin

## ABOUT THE GIN HUB:

The Gin Hub is where you will find our collection of wonderful International Gins: Beefeater, Plymouth, Malfy, Monkey 47 and KI NO BI as well as the passionate people behind them. Created in London in July 2017, The Gin Hub was born as a stand-alone company, which now reports to Pernod Ricard UK, to drive the global development of its portfolio of International Premium Gin brands. Nimble and experimental, The Gin Hub is a place where world-class expertise is celebrated, where innovation and ideas are nurtured and where its gin brands can truly thrive.

SECTION 3.13

# DRINKS STRATEGY



# THE DRINKS STRATEGY

REFRESHMENT  
AT THE CORE

1



Refreshing the best experiences in  
and out of the glass.

DIAL UP  
INGREDIENT STORY

2



The perfect balance. The power of two.  
Perfect peach and a raspberry twist.

THE NATURAL WAY

3



Picking the best ingredients at  
the ripe time for flavourful enjoyment.

BEEFEATER PEACH & RASPBERRY TOOLKIT

SIGNATURE

# PEACH & RASPBERRY GIN & TONIC

## INGREDIENTS

50ml Peach & Raspberry Gin  
150ml Indian Tonic Water

## METHOD

1. Add all ingredients into a mixing glass and add ice
2. Stir until chilled
3. Pour into glass and add ice
4. Garnish

## GARNISH

Peach slices and fresh raspberries

OCCASION  
EVERYDAY



## GLASSWARE

Copa glass

## MOC

Summer parties, evening refreshment

## FLAVOURS

Light, fresh



ICED TEA-HERO SERVE

# PEACH 'N TEA

## INGREDIENTS

50ml Peach & Raspberry Gin  
150ml Homemade Peach Ice Tea\*  
15ml Lemon Juice

## METHOD

1. Add all the ingredients into a glass
2. Fill with ice and stir gently
3. Garnish

## GARNISH

Fresh peach slices, lemon wheels, raspberries and mint sprig

## GLASSWARE

Jar or Tumbler

## MOC

Summer parties, aperitifs, refreshments

## FLAVOURS

Fruity, fresh, light

## OCCASION

EVERYDAY  
SUMMER



*\*See following page for recipe*



# APPENDIX

# HOMEMADE

# ICE TEA

## INGREDIENTS

1 / 2 cup Granulated Sugar  
1 Large Ripe Peach  
8-10 Black Tea Bags (more or less to taste)  
(Makes 8 cups)

## METHOD

1. To make peach syrup: Add sugar and 1 / 2 cup of water into a small saucepan. Remove pip from peach. Roughly chop flesh and add entire peach and pip into saucepan. Bring to a simmer over medium heat, stirring until sugar is dissolved. Simmer for 5 minutes and carefully crush the peach pieces. Remove from heat and allow to cool. Strain and press all the syrup out of the remaining peach solids. Yields approximately 250ml of peach syrup. Can store up to 2 weeks.

2. For cold brew tea: Submerge tea bags in 8 cups of filtered water. Cover and refrigerate for at least 12 hours (or overnight) until desired flavour is achieved.

3. To serve: Pour 1 cup of cold tea into a glass and stir in 15ml of peach syrup; or upscale and mix 250ml of syrup into the full 8 cups of tea.

# BLENDED PEACH FROSE

## INGREDIENTS

- 35ml Peach & Raspberry Gin
- 150ml Dry Rosé Wine
- 1/2 cup Frozen Raspberries
- 1/2 cup Sliced Frozen Peaches

## METHOD

1. Add all ingredients into a blender
2. Blend for 30 seconds or until the frozen fruit is completely puréed (add a small amount of ice if necessary)
3. Pour into glass
4. Garnish

## GARNISH

Peach slice fan and raspberry leaves

## GLASSWARE

Wine glass or tumbler

## MOC

Summer parties, cocktail parties, aperitif

## FLAVOURS

Simple, fresh, citrus



SPRITZ

# PEACH SPRITZ

## INGREDIENTS

- 50ml Peach & Raspberry Gin
- 50ml Lemonade
- Top with Sparkling Wine or Prosecco
- 2-3 Fresh Peach Slices

## METHOD

1. Add the Gin and 2-3 fresh peach slices into a glass and stir
2. Fill glass with ice
3. Add lemonade and top glass with wine or prosecco
4. Garnish

## GARNISH

Fresh thyme sprigs, peach slices and raspberries

## GLASSWARE

Spritz glass

## MOC

Aperitif, summer terraces, sundowners

## FLAVOURS

Refreshing, fruity

**OCCASION**  
MOTHER'S DAY  
VALENTINE'S DAY



BEEFEATER PEACH & RASPBERRY TOOLKIT

CLASSIC

# PERFECT LADY

## INGREDIENTS

60ml Peach & Raspberry Gin  
25ml Lemon Juice  
20ml Orange Liqueur  
1 Egg White  
2 dashes Orange Bitters (optional)

## METHOD

1. Add all ingredients into shaker
2. Dry shake until a foam starts to form
3. Add ice and wet shake until chilled
4. Strain into a chilled coupe
5. Garnish

## GARNISH

Cinnamon powder and a vanilla pod

## GLASSWARE

Coupe glass

## MOC

Aperitif, sundowners,  
post-dinner refreshment

## FLAVOURS

Fruity, tangy, citrus

## NOTE

To make this more refreshing and delicious with a slight nod to the Clover Club, add 4-5 fresh raspberries into shaker. Make sure to fine strain

**OCCASION**  
MOTHER'S DAY



For more information or any questions please contact your Market Activation contact. All design assets can be found on Brand Cloud.

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**BEEFEATER**  
LONDON

