

PRESS RELEASE
March 3, 2025

Beefeater unveils refreshing new Grapefruit Spirit Drink in developing European markets

The brand behind the world's most awarded gin¹ launches a new, citrus-inspired flavour in growing Nordic and Eastern European markets.

BEEFEATER

LONDON

GRAPEFRUIT



This spring, Beefeater is staying true to its passion for innovation and continuing to drive growth within the spirits category by launching a brand-new flavour, Beefeater Grapefruit, in the Nordics and key Eastern European markets including Czech Republic and Slovakia. Bursting with natural flavour, the new launch brings a fresh take on a classic, fusing Beefeater's iconic distilled gin with a rebellious hit of bold, zesty and wonderfully zingy grapefruit. Launching in March, Beefeater Grapefruit is the perfect expression for urban explorers who seek refreshing and exciting new experiences with friends.

Beefeater's newest addition offers gin enthusiasts a bold new flavour – a refreshing spirit drink enhanced by the juicy sharpness of grapefruit to give it a fun and elevated twist. Distilled in the heart of London in a traditional copper still, Beefeater Grapefruit has been created using the classic Beefeater London Dry recipe as its base, with added natural grapefruit flavours to enliven Beefeater's citrus botanicals whilst maintaining the depth, integrity and subtle juniper notes that sit at the heart of Beefeater gin. At 37.5% ABV, the new flavour is achieved with no compromise to quality, using exclusively natural grapefruit flavours to awaken Beefeater's lemon and bitter orange botanicals. With over 200 years of experience in crafting the perfect sip, Beefeater Grapefruit gives drinkers the opportunity to mix both the old and the new, experiencing a new expression where heritage meets innovation.

Desmond Payne, Beefeater Master Distiller comments, "The use of grapefruit is certainly not something that is new to me and the team, being used to craft our premium expressions Beefeater 24 and Crown Jewel. It is the perfect complement to juniper, its sharpest collaborator, whilst providing the perfect stage for our iconic citrus profile. Consumers don't have to decide between the old and new. Instead, they can choose Beefeater Grapefruit, a pioneering spirit with over 200 years of London craft on its side.

Toni Ingram, Global Strategy, Portfolio & Innovation Director, Gins comments: "It is pleasure to finally launch Beefeater Grapefruit. Eastern European markets will be the first to try this bold, citrus-forward flavoured spirit drink as we continue to see the flavoured gin market flourish here. Grapefruit is one of the most searched for flavoured spirits^[1] and Beefeater continues to fuse together over 200 years of London craft and innovation with these changing consumer attitudes in mind. Our consumers are looking for dynamic experiences as they explore their vibrant cities, and Beefeater Grapefruit will give them a truly exceptional moment to savour."

For a refreshing twist on a classic paloma cocktail, try the Beefeater Paloma, combining Beefeater Grapefruit spirit drink with grapefruit juice, agave syrup, a pinch of salt and cinnamon powder, topped with soda water.

Beefeater has two permanent flavoured spirit drinks in its portfolio, Beefeater Blood Orange and Beefeater Pink Strawberry. Beefeater Grapefruit will be available in Norway from 5th March, before rolling out across Czech Republic and Slovakia from 25th March, and Poland, Romania, Bulgaria, Ukraine and Denmark later this spring.

¹ Source: LINKFLUENCE: March 2022-March 2023

Notes to Editors

Key information

PRODUCT

Beefeater Grapefruit Spirit Drink

TASTE

Classic notes of Beefeater complimented by sweet and juicy refreshing grapefruit.

AROMA

Tangy, sweet grapefruit complimenting the traditional note of Juniper, citrus and pine.

FINISH/APPEARANCE

Lingering grapefruit sharpness enhances the gin notes.

ABV

37.5% vol

BOTTLE SIZE

70cl

PALOMA COCKTAIL RECIPE [HERO SERVE]:

INGREDIENTS

- 45ml Beefeater Grapefruit
- 60ml Grapefruit Juice
- 20ml Agave Syrup
- Pinch of Salt
- Pinch of Cinnamon Powder
- 90ml Soda Water

METHOD

1. Combine all ingredients, except the soda water, in a shaker with ice
2. Shake well and pour over ice into a Collins glass
3. Top with soda and gently stir to combine
4. Recipe also available as a pitcher, to share with friends.

About Beefeater

Beefeater London Dry Gin is the world's most awarded gin, 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 Emeritus, 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 Crown Jewel, the pinnacle of

Beefeater's portfolio; Beefeater 24, a super-premium gin featuring 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 Pernod Ricard

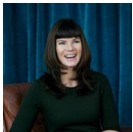
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