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The British Honey Company plc (“British Honey” or “the Company”)

Launch of Keepr’s Ultra Low Alcohol Ready To Drink (RTD) G&T

British Honey, the producer of Premium British honey-infused spirits brand, Keepr’s, announces the launch of its first ultra-low alcohol product aimed at the fast-growing, premium, Ready-to-Drink (“RTD”) category.

Keepr’s Ultra Low Alcohol G&T flavoured drink, containing less than 0.5% ABV, is Infused with 12 carefully balanced botanicals plus an added splash of the company’s signature 100% British honey from its own fully traceable hives. British Honey’s resident Master Distiller, Jamie Baggott, has expertly created a truly satisfying, low alcohol G&T with the sophistication and refinement of Keepr’s award winning spirits.

The infusions include coriander and cardamom to add herbaceous and spice notes while natural quinine delivers the distinct flavour of a classic G&T. The complexity of juniper and citrus also gives it a clean and crisp taste. Each 250ml glass bottle is ready to drink or best served over ice with lime and sliced fresh ginger.

Michael Williams, Chief Executive of British Honey, commented:

“Premium RTDs have been a growing part of the category in the last 12 months. We have seen a maturing of the RTD offering from standard pre-mixed drinks into better quality craft G&Ts, exotic cocktails and wines. There has also been a surge in demand for low/no alcohol products in response to changing consumer behaviours and healthier lifestyles, particularly from younger consumers. We are therefore very excited to be tapping into both the premium RTDs and low/no alcohol consumer trends with our ultra-low alcohol G&T flavoured drink.

Mr Williams added: “With the complexity and refinement that Keepr’s award-winning spirits are renowned for, our ultra-low G&T flavoured drink is for those times when you want to go lighter on the alcohol without sacrificing flavour. Whether you are a designated driver or you are simply trying to cut back on alcohol and sugar, this product allows consumers to explore their sober curiosity and it really delivers on both taste and satisfaction.”

Launching from mid-June the product will be available to both on and off trade or direct to consumers via the Company’s website (www.britishhoney.co.uk) and through Amazon. The 250ml glass bottles will have an RRP of £2.75.

- ENDS -

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Notes to Editors

About British Honey Company

Launched in 2014, BHC is famed for its award-winning fruit and honey infused spirits, marketed under the Keepr’s brand. Many of the Keepr’s spirits are infused with BHC’s proprietary British Honey from its fully traceable apiaries. The impressive spirits range with

seasonal lines spans eight gins, four vodkas, two rums, two bourbons and a whiskey which is scheduled for release in 2022. All of BHC's spirits are distilled onsite in the company's specially customised Still under the watchful eye of international award-winning Master Distiller, Jamie Baggott.

The Keepr's Ultra Low-Alcohol RTD G&T should be referred to as a low alcohol RTD spirit or a G&T Flavoured drink. It is not a low alcohol gin.