

## 3 Queens' Gin Sails on the High Seas

---- Pickering's Gin launch exclusive expressions for the Cunard fleet ----

--- First ever gin on tap available on cruise ---

Craft gin distiller Pickering's Gin has launched a unique collection of gins today (Friday 9 June, 2017), for luxury liner company Cunard, marking the largest ever export order for the small central Edinburgh distillery.

Based at Summerhall Distillery in Edinburgh, Pickering's Gin has created three new unique expressions exclusively for the luxury line's three ships – the Queen Victoria, Queen Mary 2 and the Queen Elizabeth.

From this small distillery in Edinburgh the gin has travelled to the high seas, with Marcus Pickering forming a partnership with a FTSE 100 in a year where Pickering's Gin is undergoing massive growth hoping to quadruple its annual turnover.

To coincide with the £34 million refit of the Queen Victoria - which sets sail on its first voyage around the Mediterranean today - the ship has been installed with the very first draft gin tap at sea serving Queen Victoria Gin.

The launch is a lifelong dream of the distillery's co-founder Marcus, whose great-uncle, Captain George Gibbons CBE RD RNR, sailed as captain of Cunard White Star liners from 1909-1944. These ships included: *Majestic*, *Aquitania* ("The Ship Beautiful") and the legendary transatlantic liner the *Queen Mary* in 1936.

**Marcus said:** "Working with Cunard is a dream of mine and the ability for small companies like ours to work with a globally recognised cruise brand has been a revelation. It is proof that it is possible for David to play nicely with Goliath in such uncertain times, and deals like this really help to secure the future of our business.

Being a small part of Cunard has delighted my family. I might not be steering the ship, but at least I can lubricate its passengers!"

Matt Gammell, the distillery's other founder and head distiller set about creating three unique London Dry Gins, each expressing the routes that each of the three Queens sail. Working closely with a team from Cunard, who visited the distillery in March, the distillery has created three distinctive gins celebrating the itinerary routes most associated with of each ship.

**Matt added:** “As a distiller, I wanted to turn Cunard’s vision of three distinct flavour profiles into reality. Each of the 3 Queens Gins contains an array of remarkable botanicals- like lemon myrtle, chrysanthemum and sweet cherry that really evoke the legacy of the ships. It was a proud moment when we received such positive feedback from the team at Cunard.”

**Edward Dieusaert, Beverage Services Manager at Cunard said:** “I am delighted by results of our collaboration with Pickering’s. We are committed to offering our guests unique experiences on every voyage and these hand-crafted 3 Queens Gins encapsulate that commitment and our total passion for excellence”.

Each of the 3 Queens Gins are now available to guests on-board Cunard ships, and a limited quantity from future batches will be released exclusively for Pickering’s #Ginfriends subscribers later in the summer.

**Ends**

**9 June 2017**

Issued on behalf of Pickering’s Gin by Weber Shandwick. For more information and images contact Rory Brown or Paula McNulty at Weber Shandwick on + 44 (0)131 556 6649 or [rory.brown@webershandwick.com](mailto:rory.brown@webershandwick.com) (07870 805 291) [/pmcnulty@webershandwick.com](mailto:pmcnulty@webershandwick.com) (0777 088 6924)

Notes to editors:

- For more information about Pickering’s Gin, visit [www.pickeringsgin.com](http://www.pickeringsgin.com)
- Facebook: [www.facebook.com/Pickeringsgin](https://www.facebook.com/Pickeringsgin)
- Twitter: @pickeringsgin #3QUEENS #pickgin

Co-founded by Marcus Pickering and Matt Gammell in 2013, Pickering’s Gin is based on an original Bombay recipe dating from 1947. The marvelously mixed gin is spectacularly smooth, refreshing and flavoursome and is handcrafted at Summerhall Distillery – the first exclusive gin distillery to be established in Edinburgh for over 150 years.

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**Tasting notes:**

#### **Queen Victoria**

Nose: Clean citrus and fresh coriander followed by piney, peppery juniper

Palette: Strong juniper with earthy angelica and fragrant coriander seed. Sweet blood orange notes come forward at the end

Finish: Long, dry finish with smooth, oily mouth feel

### **Queen Mary**

Nose: Bright coriander and fresh pine with a hint of green apple

Palette: Plush soft fruits with well-rounded juniper and pine. Sweet, subtle raspberry leaf and a hint of lime

Finish: Gentle warm cinnamon notes with lasting juniper

### **Queen Elizabeth**

Nose: Instant spice. Dominant cardamom and aromatic cloves

Palette: Sweet anise and fennel on top. Fragrant juniper supported by warming cardamom

Finish: Dry 'rooty' finish with lingering, peppery coriander

### **About Cunard**

Cunard is a luxury British cruise line based at Carnival House in Southampton, owned by Carnival Corporation since 1998. It has been a leading operator of passenger ships on the North Atlantic, celebrating 177 years of operation in 2017. There are three Cunard ocean liners - Queen Mary 2, Queen Elizabeth and Queen Victoria. For more information please see [www.cunard.co.uk](http://www.cunard.co.uk)

### **Photography:**

Cunard photography is available online at [www.cunard3queens.com](http://www.cunard3queens.com) or at [www.cunardimages.com](http://www.cunardimages.com)

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