

Brockmans Gin wins first airport listing



James Richardson is carrying Brockmans gin at Tel Aviv Ben Gurion Airport

Brockmans gin has obtained its first airport listing in 2022 at Tel Aviv Ben Gurion Airport.

The listing, through retailer James Richardson, is seen as key for Brockmans – the largest privately-owned British super-premium gin brand in the world [in 2020/IWSR] – as it seeks to build its footprint.

Brockmans' travel retail consultant JP Aucher has applauded James Richardson Purchasing Director for Spirits Avi Hayoun for believing in the potential of the brand.

Aucher said: "James Richardson is a key airport retailer and we are very happy to make our debut there. I have known Avi for many years and have always highly respected his company's approach to travel retail. Avi has given Brockmans the opportunity to perform within a fast-growing super-premium gin category, for which we are extremely grateful."

He continued: "Tel Aviv is the first of a number of listings that are now in negotiation for Brockmans. It is really encouraging to see that buyers are ready again to take new brands onboard. 2022 remains a challenging year for our industry; however, there are more and more opportunities coming up as markets open up to travelers internationally."

Added Hayoun: "As travel recovers through our airports, it is clear that the appetite for gin - and, in particular super-premium gin, has not lost its momentum. Travelers continue to look for original and interesting brands with a compelling back-story. Brockmans is an ideal brand for the travel retail sector with its unique flavor profile.

"I'm delighted to be working with JP again!"

Brockmans gin will retail at Ben Gurion International at US\$45.90 for a one-liter bottle.

About Brockmans gin

Brockmans has created an avant-garde twist on the classic English gin. It is known for its bold and daring blend of traditional gin botanicals with others which are more unusual and non-traditional, such as liquorice root, blueberries and blackberries. The smooth gin can be enjoyed neat or in cocktails.

Produced in the UK, Brockmans' core product - taglined 'The Properly Improper Gin' - is slowly distilled in a 100-year-old copper column still.

Unusually, before its distillation, Brockmans' recipe of botanicals is steeped in pure grain spirit for up to 24 hours to release their natural oils and aromas, resulting in a complex and distinctive gin.

Brockmans 70cl (40%abv) is housed in a distinctive opaque black bottle with logo.