

# International Beverage to launch new flavor at TFWA WE



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[International Beverage](#) will launch a new travel retail offering, Caorunn Blood Orange, at this year's TFWA World Exhibition & Conference in Cannes.

As part of the company's ongoing commitment to investing in global travel retail, its leading Scottish gin brand, Caorunn, will unveil the 1-liter bottling exclusively to show visitors at the International Beverage stand (Marine Village S2).

The delicious, delicately-flavored small batch gin is expertly handcrafted at [Balmenach Distillery](#) in the Scottish Highlands, using Scotland's unique natural resources.

Bottled at 41.8% in the brand's distinctive clear bottle, Caorunn Blood Orange sets itself apart from

other flavored gins thanks to its high-quality spirit, avoiding the use of artificial flavors and colourings and with no added sugar.

Caorunn's unique Celtic botanicals and a hint of chilli essence perfectly complement the natural flavour of blood orange, to create a vibrant, refreshing, and fruity gin.

With an RRP of £32 the new gin will be available in all global travel retail regions.

The brand's first ever flavored gin, Caorunn Raspberry, will also be on display at the show. Available in the UK and Nordic regions, this expression perfectly demonstrates how Caorunn's unique Copper Berry Chamber extracts the maximum flavor from 11 botanicals, with an added blast of fruitiness from refreshing Perthshire raspberries.

Also making an appearance at this year's event will be International Beverage's portfolio of award-winning whiskies including single malts Old Pulteney, Balblair, Speyburn and blended whisky Hankey Bannister. The company's luxury Thai rum brand, Phraya, will also be sharing the stage.

"Our business has been investing for the long term in global travel retail, so we are delighted to launch our beautiful new Caorunn Blood Orange at this year's show. The TFWA is a key event in our calendar and it's great to return and see visitors sample and enjoy our spirits," comments Lesley Eadie, Global Key Account Manager at International Beverage.