

# Larios Noches De Jazmin to launch as GTR exclusive at Dufry



## TAKE HOME THE *Mediterranean* GIN

Try New Larios Noches De Jazmín

Exclusively available at Dufry in Spain, Larios Noches De Jazmin fuses notes of jasmine petals with the fruity flavor of white grapes

Larios, Spain's first and best-selling gin, has today announced the launch of Larios Noches De Jazmin as a GTR exclusive.

Larios, the authentic Mediterranean gin brand born in Malaga more than 150 years ago from the passion of the Larios family, is proud to present Larios Noches de Jazmin. The new limited-edition gin is inspired by the evocative fragrance of jasmine encapsulating the floral aromas of the Mediterranean gardens, fused with the mouth-watering fruity flavor of white grapes.

Having the biggest share of gin within the duty free channel in Spain and grown in volume more than 27% in 2019, Larios has shown a consistently strong performance.

The new product will be available within GTR from June 1 at Dufry's airport stores across Spain including Alicante, Malaga, Barcelona and Madrid.

Unlike other gins that use fermented grains, Larios is produced from corn to give the liquid a smooth profile. The team also only uses the "heart" of the distilled product to ensure a clear liquid and palatably sweet aftertaste of white grapes and delicate, floral undertones.

Larios Noches de Jazmin is a refreshing liquid best served with a twist of lemon, basil, tonic water and ice – helping to transport consumers to the Mediterranean, while reminding them to enjoy life’s everyday pleasures no matter where they are in the world.

“We are delighted to launch the brand-new Larios Noches De Jazmin, which showcases the unique flavors of a Mediterranean summer night, exclusively in partnership with Dufry this June. This represents the next iteration of the successful flavor line extensions from Larios, following Provenzal in 2019, in this case fully co-created with our colleagues at Dufry. I can’t wait to see this new launch in action during the next few months in airports across Spain,” says Manual Gonzalez, Brand Marketing Director at Beam Suntory Global Travel Retail.

“We are always looking to offer our customers something truly unique and it’s fantastic that we can now exclusively introduce them to the limited-edition Larios Noches De Jazmin. We know our local passengers will love how the fusion of jasmine petals and white grapes reminds them of the Mediterranean gardens. Dufry has had an excellent relationship with Beam Suntory for many years and we will continue to work together to navigate the pandemic and bounce back when normality resumes,” adds David de Miguel.