

New gin by Tanqueray No. Ten ignites 2020 taste buds



Available exclusively in travel retail, the spirits brand unveils its Citrus Heart Edition; check out the heart bottle & serve

The makers of Tanqueray No. Ten announce its first-ever innovation: Tanqueray No. Ten Citrus Heart Edition. This new, super-premium gin will be available exclusively in global travel before being launched around the world in time for summer.

Tanqueray No. Ten Citrus Heart Edition harnesses the definitive taste of Tanqueray No. Ten, spotlighting the fresh, sweet and juicy taste of pink and white grapefruit, balanced with notes of juniper before finishing with subtle hints of enchanting, woody rosemary.

Carefully crafted in tiny batches by Master Distiller, Terry Fraser, and his team, the award-winning Tanqueray No. Ten offers the perfect balance of a citrus fruit: sweet, sour, juicy and tart. Indeed, it is this fresh flavor profile, which no doubt helped retain its title of the bartenders' choice of gin for the eighth year running.

Fraser says: "We love experimenting with new botanicals just as our founder Charles Tanqueray did nearly 200 years ago. Exploring, in a new way, the fresh citrus heart of Tanqueray No. Ten allowed me to discover a whole new side to this exceptional gin."

Anna MacDonald, Marketing and Innovation Director, Diageo Global Travel, shares: "We know that gin lovers are always seeking out new and exciting liquids. Tanqueray No. Ten Citrus Heart Edition offers something fresh and exciting and feeds that desire for experimentation. We love bringing new, innovative ideas to our customers."

Tanqueray No. Ten Citrus Heart Edition is best served in a Copa glass with a premium tonic, a

grapefruit slice and a sprig of rosemary. The new product will be available to travelers in airports around the world including London Heathrow, Dubai, Auckland and Madrid, amongst others.

Tanqueray No. Ten Citrus Heart Edition is available in Global Travel from January 2020 in 1 Litre bottles with an ABV of 45.3%.