



PRESS RELEASE

GRUPPO MONTENEGRO AND EDGAR SOPPER GIN: A LONDON DRY GIN WITH AN ITALIAN HEART

The well-known, 100% Italian, business expands its own brand portfolio with a gin produced in England by an award-winning distillery active since the 18th century.

Bologna, 22 June 2021 – Gruppo Montenegro presents Edgar Sopper, a London dry gin, symbol of the great British distillery tradition and product of one of the oldest gin distilleries in the country. It is already available in the 100 cl format, over the next few months it will also be distributed in the 70 cl version through large retail chains.

“The Gin category is the one which, over the past two years – has recorded the highest growth trends, both in terms of turnover (+33%) and of volume (+20%), and not even the crisis caused by the recent pandemic has slowed down this performance.” commented Gianluca Monaco, Marketing Director Innovation & New Businesses *“These trends, combined with the strategic priority for Gruppo Montenegro to complete its own trade offer to all customers – with a specific focus on the On-Trade sector -, have led to launching our Edgar Sopper Gin brand, which we believe has the potential to be a top competitor within a highly dynamic market segment.”*

**(Source: IRI, Off trade + C&C + Whs, Mat Ago 2020, vol e val (VAT included)*



Gin Edgar Sopper has a premium and original packaging, enhanced by embossing all along the bottle, which bring to mind the impressive glazing at Kew Gardens, the most famous botanical gardens in the country, as well as one of the architectural symbols of its capital city. Featured prominently on the label is “Edgar Sopper”, the imperial raven. Legend has it that he feigned death to attract the attention of a Guard at the Tower of London and, when the latter picked him up in alarm, pecked his finger then flew off with a huge crowing laugh.

With its crystal colour and 40% alcohol vol., Edgar Sopper Gin is the product of an ancient tradition, straight from the heart of London. It is the result of the dedication and experience of seven generations of master distillers who – ever since the 18th century – have been carefully and enthusiastically following the method known as “London Dry”, an artisan process whereby natural extracts alone are distilled, without adding any aromas.

Informazioni per la stampa Wavemaker

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Edgar Sopper Gin is characterised by the presence of botanicals – juniper, coriander, angelica root, lemon zest and Cubebe pepper – with a rich and well-balanced aroma bouquet, where the balsamic note of juniper stands out.

Thanks to its dry but soft taste, with pleasant and lingering botanical notes of angelica and coriander, it is a versatile gin, ideal for mixing but also suitable to be served as a neat drink.

“Aviation” and “Edgar Collins” are two cocktails by Rudi Carraro, Global Brand Ambassador at Gruppo Montenegro, inspired by the great IBA tradition.

AVIATION

Ingredients

5cl Edgar Sopper Gin
1.5cl Maraschino Buton
0.75cl Crème de Violette
1.5cl lemon juice

Preparation

Mix all the ingredients, add ice and shake. Serve in a small bowl and garnish with a cherry.

EDGAR COLLINS

Ingredients

6cl Edgar Sopper Gin
2.5cl lemon juice
1.5cl sugar syrup

Preparation

Mix all the ingredients, add ice and shake. Filter the mixture and pour it into a Collins glass, then fill with well-chilled fizzy soda. Garnish with a slice of lemon.

GRUPPO MONTENEGRO

With over 130 years of history, Gruppo Montenegro is a 100% Italian business, market leader in the food and spirits sector. It ranks third among players in the spirits industry in Italy, and boasts six premium brands in the food sector. Gruppo Montenegro, founded in 1885 in Bologna by the young and enthusiastic herbalist Stanislao Cobianchi, produces several iconic brands in terms of Italian quality and tradition, such as Amaro Montenegro, Vecchia Romagna, Select, Rosso Antico, Coca Buton, Bonomelli, Thè Infrè, Olio Cuore, Spezie Cannamela, Polenta Valsugana and Pizza Catari. Thanks to a strong domestic and international distribution network, the Group brands still remain proud ambassadors of true “Made in Italy” in 70 countries worldwide, an outstanding symbol of excellence mindful of tradition, paying great attention to quality and sustainability, values which have always characterised Gruppo Montenegro.

Find out more on: <http://www.gruppomontenegro.com/>.

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