

new products



Cumberland Hannover Dry Gin

Cumberland Hannover Dry Gin (43% abv) has recently been launched in Germany in a bid to put the city of Hannover on the world's gin map.

Cumberland's recipe includes 27 botanicals, such as gently macerated juniper, spruce sprouts from the Deinster Forest in Lower Saxony, and elderflower from the Hannover region. Said to have a distinct flavour, Cumberland is best enjoyed neat or over ice with tonic water and a slice of cucumber.

Cumberland's release follows two-and-a-half years of experimentation by three young entrepreneurs – Mannen Christian Moritz, Guido Baumgarten and Christoph Jahn. The trio were inspired by Hannover's close association with England, the home of gin. Between 1714 and 1837 a number of British kings came from the House of Hannover, some of whom bore the title of Duke of Cumberland.

The super-premium gin segment, where Cumberland will sit, is flourishing in Germany. The segment grew by 90.3% in 2014, reaching 55,000 cases, driven by strong growth in the on-trade.

Brand: Cumberland Hannover Dry Gin
– €29.95/\$33.44 RRP (50cl)



Yuzu Sake

Île Four's new Yuzu Sake is a sake-and-fruit flavour fusion drink that has been launched in Germany.

Combining the traditional Japanese drink with modern Western culture, Yuzu Sake (10.5% abv) blends the juices of the yuzu, a citrus fruit that grows in Japan, with premium sake to create a drink that is sweet, bitter, sour and even slightly salty.

Said to have the consistency of a limoncello, it is recommended served on its own over ice, or as a cocktail mixer. Suggested drinks include the Yuzu Spray (Yuzu mixed with Champagne) and the Konami cocktail (Yuzu mixed with gin, pineapple juice, sugar or vanilla syrup, and coriander leaves).

The brand could successfully tap into the budding cocktail movement in Germany's hip urban bars. Younger consumers, who are becoming more exposed to international drinking trends, are increasingly experimenting more outside Germany's traditional local spirits categories (e.g. korn, schnapps and wacholder).

The Île Four Sake range also includes Momo (peach) and Umu (apricot/plum).

Brand: Yuzu Sake – €19.00/£13.25/
\$20.70 RRP (50cl)



Summertime Sparkling

Wine producer Australian Vintage Limited has launched Summertime, a new low-alcohol fruit-flavoured sparkling wine, in the UK.

The Summertime range includes passion fruit, mixed berry, and watermelon, and is aimed at women aged between 18 and 35 years who enjoy "sweet-tasting, easy-drinking alcoholic beverages".

Described as an "innovative and full fruit-infused wine", Summertime is packaged in corked dark glass bottles with a simple label and a starred font that signifies the bubbles inside the bottle.

An increased focus on healthy living has driven up demand for lower-alcohol offerings in the UK market.

Australian Vintage general manager UK and Europe Julian Dyer says: "There is a trend currently towards lighter styles without compromising on taste. Summertime is the ideal beverage for those who enjoy the sweeter things in life and love having a good time, no matter what the occasion. It's fun, easy to drink and perfect for sharing with friends. We are convinced that shoppers will love this drink."

Brand: Summertime Sparkling –
£5.49/\$8.59 RRP (75cl)