

That British Spirit

BEEFEATER 24 GETS A BOLD NEW LOOK
IN TIME FOR SUMMER

by Carolyn Horwitz

While gin has always had a special place in the hearts of Brits, who famously first mixed it with tonic water in early-19th-century India, the botanical spirit has gained popularity among young Americans only in the past few years. As a new generation discovers the summer joy of the Gin & Tonic, London-based Beefeater is creating new traditions with recipes that take advantage of the flavors in its ultra-premium Beefeater 24 brand.



Beefeater 24 (SRP \$26.99 for 750 ml; \$31.99 for 1L) enhances the company's traditional gin with additional botanicals, including another quintessentially British ingredient: tea. Developed in 2009 by Master Distiller Desmond Payne, Beefeater 24 adds Chinese green and rare Japanese Sencha teas, as well as grapefruit peel, to the mix. The blend, says Global Brand Director Eric Sampers, "complements the Beefeater London Dry style perfectly, bringing a fresh aroma and an incredible smoothness to the final product."

In time for summer, Beefeater 24 relaunched in a bold, red, flora-etched bottle that stands out on store shelves. "Red has always been a symbolic color for Beefeater, which takes its name from the Yeoman Warders of the Tower of London, who traditionally wore red," explains Sampers, who notes that Beefeater "is proud to be the only historic gin brand dating back to the 1860s to still have its own distillery in the British capital today."

Americans who crave the simple pleasure of a spiked Arnold Palmer will want to try Beefeater 24 with tea in cocktails. Kevin Denton, National Mixologist for Pernod Ricard USA, says the gin does most of the heavy lifting when it comes to flavor. "You certainly don't need to add much to have a full spectrum of tastes and aromas in your cocktails," he notes. He recommends mixing Beefeater 24 with "subtle green teas" or shaken with matcha and citrus. Other cocktails pick up on the gin's lighter, floral notes and hint of grapefruit (a shift from traditional Beefeater Dry, which employs orange peel).

The gin takes its name from the fact that the ingredients are steeped for a full day (more than triple the time of most gins), as well as from London's sophisticated 24-hour lifestyle. "It's a true 21st-century spirit," says Sampers, "with a twist of London glamour." ■■



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Gin Tea Lemonade

- ▶ 2 oz. Beefeater 24
- ▶ 2 oz. green tea
- ▶ 1 oz. lemon juice

Serve over ice and garnish with a grapefruit twist.

24 Spritz

- ▶ 1 oz. Beefeater
- ▶ 2 oz. Lillet Rose
- ▶ 3 oz. sparkling wine

Garnish with a grapefruit twist.