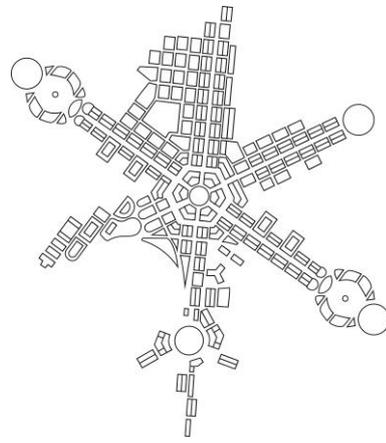


underground spirits canberra



MEDIA RELEASE

2 SEPTEMBER 2019

Underground Spirits introduces limited edition *Lakeside Gin* exclusive to Floriade 2019

Underground Spirits, Canberra's most awarded spirits brand and the spirit of Canberra, has announced an exclusive Floriade collaboration, this year distilling a very special limited edition *Lakeside Gin* which will be available only at Australia's celebration of spring, Floriade *World in Bloom*, from 14 September to 13th October in Canberra's Commonwealth Park.

"Visitors to Floriade are invited to have their own 'spring gin fling' and sip on our delicious Underground Spirits *Lakeside Gin* lakeside at Floriade in Canberra," said Underground Spirits CEO, Claudia Roughley.

"Inspired by Floriade 2019 - *World in Bloom*, the new *Lakeside Gin* is a modern new world gin made from Underground's uniquely cryofiltered wheat grain spirit. It is aromatic, clean and crisp, just like a spring day in Canberra at Floriade.

"Our *Lakeside Gin* evokes thoughts of fresh flowers blooming, this gin is fresh, subtle and delicate, and an exquisitely smooth finish awaits at the end – the hallmark of Underground Spirits. Proudly made in Canberra, the home of Floriade," said Claudia.

Claudia also revealed that Underground Spirits is Floriade's official gin and vodka partner for the second year in a row, strengthening Underground's partnership with Canberra's flagship spring tourism event.

Lakeside Gin is a limited edition, available for purchase only onsite at the Floriade Shop, or from Underground's *Ginternational* pop up bar onsite for the month of Floriade. It will retail at \$95 per bottle.

At *Ginternational* Underground will be serving up their gins and vodkas along with their own twist on popular cocktails from around the world. As a bonus, they will also be selling local wine from Contentious Character and local beer from Capital Brewing Co. Claudia explained that Underground Spirits is a local business that really loves supporting other local businesses.

"We can't wait to serve up our local spirits, mix some fabulous cocktails in the spring sunshine and share our new gin with visitors to Floriade," Claudia concluded.

Ginternational will be open daily at Floriade from 12noon to 5pm, and on each night of Floriade Nightfest, 3-6 October.

For more information on Floriade and NightFest visit www.floriadeaustralia.com For more information on Underground Spirits, go to www.undergroundspirits.com.au

For more information, images or to arrange an interview, please contact:

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