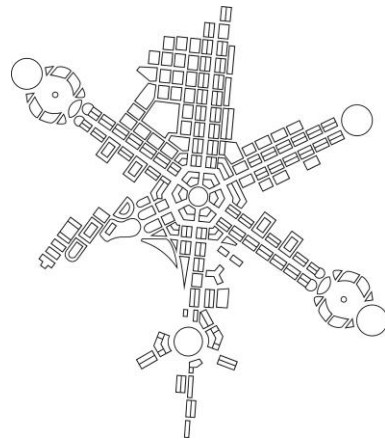


# underground spirits canberra



**MEDIA RELEASE**

**1 SEPTEMBER 2020**

## **Underground Spirits' new limited edition pink gin blooms on cue in time for Floriade 2020 *reimaGINed***

[Underground Spirits](#), Canberra's most awarded spirits brand and the spirit of Canberra, has today announced an exclusive collaboration with [Floriade: Reimagined](#). And what a time to bloom on the first day of spring and in celebration of Australian Craft Gin Day!

"Everyone could use a little reimagining in 2020, it's really been a year like no other. At Underground Spirits we've done a little reimagining of our own to bring you our blossoming pink gin," said Underground Spirits' CEO, Claudia Roughley.

"This year has brought with it many challenges to the way we do things, and Floriade has been no exception. Inspired by Canberra's reimagined celebration of spring we have created a gin that invokes the vibrant colours and floral aromas that will erupt across Canberra during Floriade: Reimagined, when tulips bloom throughout Canberra's suburbs.

"Our creative process here, reimagined, led to the raspberries' fresh colour and flavour being divided and then composed back together. Our core gin botanicals anchor the signature quality expected from Underground, and the zing of the finger limes are a pop of citrus for unwinding in the gardens across the capital this spring. It's our gin, reimaGINed," Claudia continued.

Claudia explains that reimaGINed is the exclusive gin of Floriade: Reimagined. It is a new-world gin made from sustainably grown wheat grain, and water from the pristine wilderness around Canberra. Its colour and essence highlight the hero raspberry and the considered botanicals of juniper, coriander, angelica and native finger lime complete the composition. An exquisitely smooth finish awaits at the end, the hallmark of Underground Spirits.

Events ACT's acting Executive Branch Manager, Ross Triffitt, said this year the festival would not be held in its traditional format in Commonwealth Park to align with public health directions on outdoor gatherings. Instead, the floral festival has been reimagined and will feature a tulip trail weaving its way throughout the nation's capital for locals to enjoy. The festival not only marks flowers blooming to life after their winter hibernation, but also celebrates the community spirit and resilience that Canberrans have displayed during recent times.

"Events ACT are excited to have Underground Spirits on board as a Floriade sponsor. We're proud to support local producers and collaborate to create such an inspired and delicious

product which celebrates spring, a great time of year in Canberra. Who doesn't love the combination of fragrant flowers and aromatic gin?" said Ross Triffitt.

Underground Spirits' reimaGINed limited edition pink gin is available NOW for pre-order, with shipping and online sales from the first day of the month-long Floriade: Reimagined festival, Saturday 12<sup>th</sup> September.

For more information and to order, go to [www.undergroundspirits.com.au](http://www.undergroundspirits.com.au) . It will also be available for sale from the Floriade: Reimagined online marketplace (12 September – 11 October 2020) and select Canberra retailers from 12<sup>th</sup> September, while stocks last. It will retail at \$95 per bottle.

You can keep up to date on Underground Spirits on [Facebook](#), and by following on Instagram @undergroundspirits.

**For more information, images or to arrange an interview, please contact:**  
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## **MEDIA BACKGROUNDER**

### ***Underground Spirits' reimaGINed – limited edition pink gin for Floriade 2020***

#### **Ingredients:**

- Juniper.
- Angelica Root.
- Coriander.
- Australian Raspberries.
- Native Finger Lime.

Our pink gin reimaGINed is gluten free.

#### **Tasting note:**

Lush aroma of raspberry, fresh and juicy as it hits the palette. Earthy quality with a vibrant zesty character. Finish is soft and subtly sweet floral.

700ml 40% ABV