

MEDIA RELEASE

Thursday 9th December 2021

Canberra in a bottle.

Underground Spirits and POP Canberra release new Sweet Sun Soaked Gin.

Look what's POPping up in time for Christmas! Canberra's much loved local businesses, [Underground Spirits](#) and [POP Canberra](#), have collaborated to give Canberrans another reason to support and shop local this Christmas, with the release of their new POP Canberra x Underground Spirits Gin – *Sweet Sun Soaked Gin*.

And it really is Canberra in a bottle.

ACT Minister for the Arts and Business & Better Regulation, Tara Cheyne, 'popped' the lid on this very special business collaboration at POP Canberra today.

"It's great to see our local businesses get back to it after what has been a very difficult year for many, and proof we should have every confidence in Canberra designers, makers and producers," said Tara Cheyne, MLA.

"Here are two local artisan businesses working together to bring Canberrans a great Christmas gift idea – a fun and summery gin they say is as Canberra as it gets.

"Inspired by Braddon and made in Kambah, its Canberra northside joining forces with Canberra southside to create the perfect bottle to pop open over Christmas drinks. And it will take pride and place on the 'top shelf' of Braddon's POP Canberra store, a great support to over 220 local makers that showcases locally produced products," Ms Cheyne continued.

Underground Spirits is the latest local producer to collaborate with POP, today releasing their new Sweet Sun Soaked Gin alongside trays of mangoes in the vibrant surrounds of POP Canberra.

"We worked with Underground to create and capture nostalgic, golden sun soaked Canberra days, perfectly warm, gentle summer evenings. The gin is sweet, bold, bright and fun, reminiscent of late nights in our original pop-up in the early years. This is the gin of summer," said POP Canberra CEO, Gabe Trew.

POP Canberra x Underground Spirits Sweet Sun Soaked Gin offers the flavours of Mango Bubble Tea (a reference to the 'Canberra bubble'); Bay Leaf (for the love of Canberrans' second home Batemans (the) Bay; a Bouquet of Flowers (a nod to spring in Canberra) and Native Lime (for the Canberra 'lime' NRL team the Raiders.)

"Working with the POP Canberra team on a gin was a piece of cake and real joy! They curate and create such a gorgeous and delightful range of products - to work with them to fit an exclusive gin into their mix really was a delight. We have created a knockout gin that is flamboyantly Canberran!", said Underground Spirits' CEO, Claudia Roughley.

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Minister Cheyne revealed at today's launch that POP Canberra and Underground Spirits are also working closely together to bring Canberrans a bar experience later in summer, with plans for Canberra's smallest pop-up bar featuring Underground gin tastings now in the pipeline.

POP Canberra x Underground Spirits Sweet Sun Soaked Gin is available for pre-sale now. There are only three ways to get a hold of it – head in store to POP Canberra or order online for in-store pick up only from Tuesday 14th December, or order online at Underground Spirits (shipping from 14 December – delivery Canberra-wide up until Christmas Eve). For more information visit www.popcanberra.com.au or www.undergroundspirits.com.au

Media Contact

For more information, images or interviews contact:

Lauren Griffiths, Threesides Marketing.

0417 409 264 or lauren.griffiths@threesides.com.au

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MEDIA BACKGROUNDER

POP Canberra

POP Canberra started in 2018 as a pop-up shop to showcase the very best of local Canberra made. Three years on, with a permanent store on Lonsdale Street in Braddon, POP Canberra continues to support over 220 local makers, and is creating a landscape of locally produced products, designed in house, in collaboration with Canberra's most exciting producers. POP Canberra offers a fun, engaging, exciting and enticing shopping experience that will really shake up the way you shop. More information at www.popcanberra.com.au

Underground Spirits

Underground Spirits began in 2017 and is the work of brother/sister duo Dr Toby Angstmann and Claudia Roughley. After much experimentation Toby's fine-tuned, medically trained brain came up with a sub-zero, sub-micron cryofiltration process that would eliminate impurities earlier than other distillation techniques. It's this unique process that gives Underground Spirits its undeniably smooth character, eliminating the alcohol burn you usually feel when you drink a straight spirits.

Underground is a small batch distiller, with the distillery located in Kambah in Canberra's southern suburbs. Their core range includes Underground vodka, Underground Gin, Vodka with Caramel and Shiraz Gin with Tasmanian pepperberries. Underground prides itself on collaborating with well known, like-minded Canberra businesses and organisations including Floriade and the Australian National Botanic Gardens, with POP Canberra the latest to collaborate for a new gin. More information at www.undergroundspirits.com.au

Underground Spirits x POP Canberra Sweet Sun Soaked Gin

About - This gin is as Canberra as it gets. Made in collaboration with POP Canberra, it's sweet, bold, bright and fun. Bursting with the sweet juicy flavours of Mango bubble tea, herbaceous notes of bay leaf, balanced with an intriguing dash of native lime for a citrus squeeze. This is the gin of summer, and flamboyantly Canberran.

Taste - It catches your attention with a fragrant summer fruit aroma and then draws you in with its tropical warm summer oomph, the mango freshness is leading, with herbaceous hints supporting through the finish.

Ingredients

- Juniper
- Mango Bubble Tea
- Bay Leaves
- Native Lime
- Bouquet of flowers
- Coriander
- Angelica

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