

underground spirits canberra



MEDIA RELEASE

Monday 9th May 2022

Underground Spirits shares the Raiders Spirit to celebrate and commemorate Canberra Raiders' 40-year anniversary

[Underground Spirits](#), the spirit of Canberra, has bottled the Raiders Spirit- a very special anniversary gin to celebrate and commemorate [Canberra Raiders'](#) 40-year anniversary. It was first unveiled at the Canberra Raiders' 40 year Anniversary Gala on Saturday evening, attracting over 400 past and present players, partners and supporters of the club.

40 years in the limelight. Six Grand Final appearances. Three Premiership Titles – 1989, 1990 and 1994. Generations of iconic players and moments. Decades of loyal members and fans. The Canberra Raiders represent the Region. They give back to the community that gives so much to them. They grow Rugby League from grassroots to elite teams. Just as the Viking Clap unites our fans, the Raiders Spirit lives on...

“The celebration of forty years of elite rugby league in the Capital is no mean feat. Our real passion at Underground is to uncover local stories and share these stories by setting them to a flavour and capturing it all inside a bottle of a gin. We enjoyed collaborating with the Raiders and exploring their stories from the past 40 years, with a quest to produce something new, different, uncharted and exciting,” said Underground Spirits' CEO, Claudia Roughley.

“Over the past few months we've learnt so much about the Raiders and what stories they sought to tell through the anniversary gin. Encouraging them to think about many aspects of the anniversary, we explored their imagery, really understanding the relationship between the history of the club, and the local landscapes which the team has played upon for decades. These are the Raiders' stories to share.

“Raiders Spirit anniversary gin has been created using ingredients that are both meaningful to the club’s history, and that have produced an incredible flavourful gin,” Claudia continued.

The gin recipe incorporates lime. Lime is synonymous with The Raiders. The jerseys, the chants for The Green Machine. Native limes are uniquely Australian, wear their luminous green on the outside, and are bursting with high energy and intensity, just like the Raiders. Three different types of lime have been used in this gin, Desert Lime, Dooja Lime and Finger Lime – triple premierships in the Raiders’ history, triple the lime.

Other botanicals included are the Canberra Bell, the Correa, a native hybrid flower grown for the Canberra Centenary featuring nectar-rich tubular flowers, and Strawberry Gum, representing Eucalypt trees which are an icon of the bush capital, with many species abundant throughout Raiders’ territory. They’re towering trees, signifying strength and protection.

“This is another unique way to commemorate our 40th anniversary celebrations and provide our members and fans with a keepsake,” said Don Furner, CEO Canberra Raiders.

“The Raiders have enjoyed the opportunity to collaborate with local company Underground Spirits to develop the 40th Anniversary gin,” he continued.

Raiders Spirit is a Limited Edition and is available to purchase from Underground Spirits online, with pre-orders available from today. Orders to commence shipping Monday 16th May 2022.

“Producing a gin for the 40th Anniversary of The Canberra Raiders is an occasion to demonstrate the memorable history of the club, and to lead with our distilling expertise to craft a spirit specially individual for members and supporters to share and enjoy during this celebration year.

“Every year of the forty to date they display their passion and love of the game and perpetuate that into inspiration. This is the chance for club members and fans to engage with the gin, savour the flavour, recall the stories, and make a start on the next forty years of memories. Cheers to that!” Claudia concluded.

For more information and to pre-order visit www.undergroundspirits.com.au

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Media Backgrounder

Tasting Notes

Delicate bright lime leading into aromatic fields of eucalypts and a refined, sweet, earthy flavour. A layer of sherbet too, with a smooth and balanced finish.

ABV and RRP

40% . \$100 RRP.

Ingredients:

Dooja Lime: *citrus australis*

Fruits are globular and round with an oily skin, not overly juicy but full of distinctive lime flavour.

Desert Lime: *citrus glauca*

Also known as wild lime, bush lime and the native cumquat. A pleasant, sharp and mildly sweet citrus taste on the front palate, with refreshing herbaceous notes.

Finger Lime: *citrus australasica*

Native citrus prized for its unique caviar-like pulp and attractive colour, which can vary between yellow, green, pale pink and crimson. Finger limes originate from, and thrive in, Australia's east coast rainforests. Aromas of fresh citrus burst with a sour and tart tang.

Canberra Bells: *correa, native fuschia*

Hybrid native flower grown for the Canberra Centenary. Nectar rich tubular flowers. Brings a floral sweetness.

Strawberry Gum: *eucalyptus olida*

A medium-size tree which native to the NSW Northern Tablelands. The glossy green leaves are intensely aromatic. Sweet and slightly acidic like balsamic vinegar, with fruity undertones.

River Mint: *mentha australis*

Also called wild mint, it is a smaller, more delicate relative of more well-known mints like peppermint and spearmint. A sweet spearmint and peppermint flavour.

Juniper

Coriander

Angelica

The Label

Canberra Raiders

40 years in the limelight. Six Grand Final appearances. Three Premiership Titles – 1989, 1990 and 1994.

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www.raiders.com.au

Underground Spirits

Underground Spirits took on the goal of capturing the Raiders Spirit and bottling it, we had to give it a try. Working as a team, our captain and Head Distiller trained hard on how to best tackle the task. After a bit of biff at the stills, the flavour profile was decided – we scored a winning gin. Fit for play, Raiders Spirit is a special blend of Raiders lime, combined with local botanicals. A crowd pleaser for any Raiders fan, and one to ensure the Raiders Spirit lives on for the next 40 years and beyond.

Best served with ice, tonic and a squeeze of fresh lime in the company of friends, family and team mates.

Let's raise a toast!

www.undergroundspirits.com.au

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