



PRESS RELEASE

Virgin Wines launches L&C: Their exclusive craft gin

Norwich July 2020

Over the past 12 months Virgin Wines has been selling a wide range of vodkas, whiskies, bourbons, rums, cognacs, tequilas, brandies do (and much more). This range has constantly been updated but the dream was always to collaborate with a master craft small batch distillery to make their own hand-crafted, limited edition spirits, but more namely their own home label gin. Virgin Wines are proud to announce that they have done exactly that. They have teamed up with the iconic Bullards distillery in Norwich to bring the very latest, entirely bespoke edition to their spirits range. Located in the heart of Norwich the award winning Bullards distillery are creators of craft, small batch gins of exceptional quality that should be on the radar of all gin enthusiasts.

‘The goal was to craft something unique, of exceptional quality, bursting with freshness and pronounced citrus botanicals- with an entirely exclusively designed label too- and in my very humble opinion the result is simply STUNNING’ says Dave Roberts spirits buyer for Virgin Wines.

L&C has been crafted for the last few months by Dave and master distiller of Bullards Dave Crofts. As all gin fanatics will know with a London dry gin, the botanicals have been re-distilled with the gin and juniper, a method that produces the highest quality of gins. This combined with a simplistic combination of lime leaf and cardamom has established a truly magical exclusive label which is now available for all to buy.

ENDS

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Notes to editors

About Virgin Wines

Virgin Wines is an independently owned and run online wine retailer licensed to use the Virgin brand. Its range comprises over 500 boutique wines at any one time, with 90% exclusive to Virgin Wines.

Virgin Wines was established in 2000 under Richard Branson's Virgin banner. Five years later, Virgin Wines was bought by Direct Wines to become a subsidiary company of theirs. In 2008, Jay Wright was appointed Managing Director, alongside his role as MD of Warehouse Wines and Averys of Bristol. In 2009, Warehouse Wines merged with Virgin Wines creating a unique, consumer focussed multi-channel wine business with unparalleled online, offline and fulfilment expertise.

In November 2013, Mobeus Equity Partners and Connection Capital provided a combined debt and equity package of £15.9 million to support the management buy-out of the business from Direct Wines by CEO Jay Wright and CFO Graeme Weir. The company continues to go from strength to strength as an independent business focusing on developing a portfolio of outstanding, exclusive, hand crafted wines, its ground breaking WineBank scheme and its award winning customer service. In February 2017, Virgin Wines was named 'Online Retailer of the Year' at the Drinks Retailing Awards.

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