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FOR IMMEDIATE RELEASE

SAN FRANCISCO'S ICONIC JUNIPERO GIN UNVEILS A BOLD NEW LOOK

** New Look; Same Award-Winning Liquid**

Design Conveys Brand's Fearless and Unfiltered Attitude

The Original American Craft Gin Since 1996



SAN FRANCISCO, June 15, 2020 – The first of its kind, Junipero Gin (49.3% ABV; \$34.99 SRP) fearlessly led the birth of American craft gin in 1996. Driven to elevate juniper and citrus flavors, the San Francisco-based distilling team at the Hotaling & Co. distillery in the city's Potrero Hill forged a new path by crafting each batch of Junipero in a small copper pot still, scouring the globe for the most expressive botanicals, and bottling at a bold, unfiltered 98.6 proof. Today, Junipero once again breaks the mold of tradition and introduces a bold new look that matches its pioneering spirit, and challenges gin lovers to live with the mantra: *“More Firsts. Less Fear.”*

“As the original American craft gin, Junipero needed to convey a daring attitude,” says Dan Leese, President and CEO of Hotaling & Co., Junipero Gin owner and producer. “Radical thinking gave it life, and the new packaging reflects that brave spirit with a powerful dark-colored glass and a distinctive script wrapped around the bottle. And with the call to action for ‘More Firsts, Less Fear,’ we seek to celebrate individuality and iconic spirit itself.”

Developed by award-winning packaging and branding design company, Stranger & Stranger, the new Junipero Gin look is inspired by the brand's fearless origins and convention-breaking DNA – a nod to the distillers who first created Junipero long before craft gin was ubiquitous – and takes its aesthetic cues from expressive public art. The handwritten paint-like script logo will appear throughout the new Junipero campaign, which will roll out across social channels, product packaging, point-of-sale materials, and event signage. The organic shaped juniper berry-blue bottle will stand out on any backbar or bar cart.

An additional brand icon, found on top of the bottle and shipper, celebrates Junipero's origins and higher ABV as "San Francisco Strength" alongside an image of botanicals gripped in a fist, reinforcing the brand's strong, independent attitude.

The Junipero production process and botanical blend remains unchanged. The 12 botanicals found in Junipero are juniper, coriander, cubeb, grains of paradise, lemon peel, orange peel, orris root, cassia bark, cardamom, bitter orange peel, aniseed, and angelica root. The resulting tasting notes are:

AROMA: Strong juniper core; crisp and clean with bright citrus notes and herbal complexity
PALATE: Big structure with juniper at the forefront that opens up and reveals its bold personality in the finish with notes of lemon peel, cardamom and lemongrass

After 24 years, Junipero Gin continues to receive multiple awards for its uncompromising bold juniper-forward flavor that stands up in any gin cocktail. The most recent accolades include:

- 95 Points Chairman's Trophy, 2019 Ultimate Spirits Challenge
- Best American London Dry Gin, 2018 World Gin Awards
- Double Gold, 2017 The Gin Is In
- Gold Medal, 2016 WSWA Tasting Competition

The new Junipero Gin will be distributed in California exclusively in 2020, expanding to Florida, Georgia, Illinois, Massachusetts, New Jersey, New York, and Texas in 2021. For more information on Junipero, visit www.JuniperoGin.com or www.HotalingandCo.com; to download bottle images, click [here](#).

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About Hotaling & Co.

Hotaling & Co., the leading San Francisco importer & distiller, offers the finest curated portfolio of premium artisanal spirits. Hotaling & Co., originally named Anchor Distilling Company, was established in 1993 and is credited with releasing America's first craft whiskey (Old Potrero) and American craft gin (Junipero Gin) after Prohibition. In 2010, Anchor Distilling Company was sold to a business partnership that included Tony Foglio and London's oldest wine and spirit merchant, Berry Bros. & Rudd and began expanding to incorporate a collection of super-premium artisanal spirits imported from around the world. In 2017, Anchor Distilling became Hotaling & Co. The new name is a nod to one of Anchor Distilling's most beloved small batch whiskies (Old Potrero Hotaling's Whiskey) and to the San Francisco legend A.P. Hotaling, who came out West during the Gold Rush and quickly became one of the most reputable spirits dealers in the country. Today, Hotaling & Co. celebrates exciting growth and achievements; marking its 26th year of distilling and its 10th year of commercially uniting artisan distillers from around the world and sharing their stories to discerning consumers.

Hotaling & Co.'s portfolio includes Luxardo Liqueurs & Cherries, Nikka Whisky, Junipero Gin, No.3 Gin, HINE Cognac, Lot 40 Rye Whisky, Convite Mezcal, Kavalan Whisky, Denizen Rum, HIRSCH Selected Whiskeys, Writers' Tears Whiskey, Old Pulteney Whisky, Speyburn Whisky, Balblair Whisky, Arran Whisky, Old Potrero Rye Whiskey, and more. Visit HotalingandCo.com for a full list of brands.