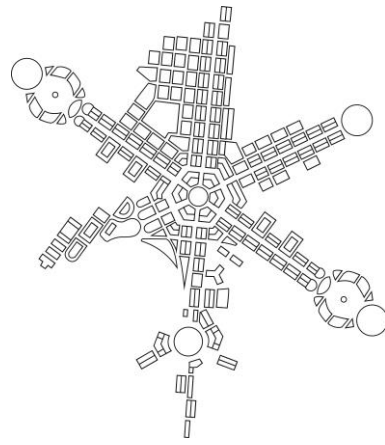


# underground spirits canberra



**MEDIA RELEASE**

**26 JUNE 2019**

## **Underground Spirits mixes it with the best in the world at IMBIBE Live, London**

Canberra's Underground Spirits is taking the spirit of Canberra all the way to London for [IMBIBE Live](#), London's innovative and interactive annual exhibition for people who source, buy and serve drinks in the licensed on-trade, which takes place 1-2 July 2019 in Olympia, London.

"We are so excited to be taking Underground Spirits from Canberra to London for IMBIBE. This is a huge annual trade event, focusing on the entire world of on-trade drinks," said Underground Spirits' CEO, Claudia Roughley.

Underground Spirits will join the very best drinks professionals from around the world, from sommeliers to buyers and from managers to publicans and bartenders. Underground will take part under their UK agent's stand, Ethnic Brand Marketing, which is a brand development and sales agency focussed on developing a diverse and unique portfolio of craft and premium drink products from across the world and delivered to the UK.

"We will be sharing our Underground Spirits with tastings of our Signature Gin, Signature Vodka and our Caramel Vodka with the UK market, and we'll be mixing up some delicious cocktails made in collaboration with Eager Juices including one of our Canberra favourites, the Canberra Collins," Claudia continued.

IMBIBE Live will feature tastings, seminars, new products and trends from well-known international brands, so Underground Spirits will be 'mixing it' with the best of them including Moët Hennessy, Fever Tree, Four Pillars and Jack Daniels.

"IMBIBE is also the launch of the new Underground branding in the UK. We are excited to be revealing the new brand with the map of Canberra front and centre on the label," concluded Claudia.

For more information on Underground Spirits and to order visit [www.undergroundspirits.com.au](http://www.undergroundspirits.com.au)

**For more information, images or interviews please contact:**

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