Underground Spirits

**MEDIA RELEASE** 

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## Let the good times be-GIN. Canberra distillery, Underground Spirits, wins Bronze at International Spirits Challenge

Canberra-based distillery, Underground Spirits, has recently won a Bronze medal at the 2018 International Spirits Challenge for their highly acclaimed premium craft gin.

Now in its 23<sup>rd</sup> year, the International Spirits Challenge, held in the UK, is the most authoritative, well-respected and influential spirits competition in the world.

"Being awarded Bronze for our premium gin in one of the world's most highly regarded global spirits competition is a huge feat, one that we are very proud of," said Underground Spirits founder Toby Angstmann.

Underground Spirits secured Bronze in the Premium Gin category from a total of 1,500 entries into the competition from nearly 70 countries worldwide. The Canberra distiller is among good company with other International Spirits Challenge winners including globally recognised brands such as Beefeater London Dry Gin and Gordon's Dry Gin.

The award is the most prestigious win for Underground Spirits in a string of notable achievements including, most recently, best Pure Neutral Vodka for Australia at the <u>2018 World Drinks Awards</u> – another highly regarded global achievement – as well as Gold medal winner at the <u>2017 Global Spirit</u> <u>Awards Las Vegas</u> (gin); Silver medal winner at the <u>2017 Melbourne International Spirits Competition</u> (gin) and Silver medal winner at the <u>2018 Tasting Australia Spirit Awards</u> (gin and vodka).

"The International Spirits Challenge Bronze medal, along with our other industry nods, underpin what we have been working towards for a while now - taking our product to a global stage and expanding our distribution beyond Canberra's local market," continued Angstmann.

"We have already begun testing the market in the UK, with very positive results, but we are keen on expanding further into Europe and even Asia."

To that end, Underground Spirits are working on an exciting rebrand which will be revealed in weeks to come, and which will help launch and expand the brand globally, while firmly cementing its Canberra roots through its design and brand identity.

"The support and trust that we've received from the local community has been phenomenal," said Angstmann, "and now we're ready to set our sights further afield by putting Underground Spirits and Canberra on the world stage with our premium spirits."

### For more information, images or to arrange an interview, please contact:

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### ABOUT UNDERGROUND SPIRITS

Underground Spirits emerged in early 2017 as a shared passion between Canberra doctor Toby Angstmann and Andrew Galbraith. The friends and co-founders used their respective scientific backgrounds to leverage Canberra's near perfect processing conditions, and the result was the launch of their range of high quality spirits.

The strength of Underground Spirits lies in its product - a pure spirit (vodka and gin) that is made possible by a filtration process that the company has invented and patented.

Underground Spirits' aim is to use their unwavering passion and thoughtful innovation to create the best spirits in the world.

#### undergroundspirits.com.au

Images: <a href="http://www.bit.ly/UndergroundSpirits-Images">bit.ly/UndergroundSpirits-Images</a>



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