

BLETCHLEY PARK

NEWS RELEASE

Bletchley Park announces the launch of its first official Gin



The Bletchley Park Gin. The label features a hidden puzzle that reveals its botanical flavour notes

Thursday 11 April 2019: Bletchley Park, the World War Two home of the Codebreakers in Milton Keynes, today announces the launch of a new official Bletchley Park Gin.

The Bletchley Park Gin is a must-have for gin lovers, rich in juniper with hints of zesty citrus and liquorice taste. This is a classic London Dry Gin with a balanced and elegant finish. The label has a unique codebreaking design, featuring a hidden puzzle on every bottle that reveals the full blend of its botanical flavour notes.

The gin has been created in partnership with local artisan producers, Wharf Distillery, who specialise in small batch production using traditional copper pots. It is available to buy now exclusively at the Bletchley Park shop at the price of £39.99. It features a gift tag with a special gin cocktail recipe created exclusively for Bletchley Park by The Gin Nook.

Justine Green, Retail and Visitor Services Manager, said: "We are really excited to be offering the first ever official Bletchley Park gin. It is a distinctive and collectable product and we hope that everyone will love solving the puzzle hidden in the label, but most importantly, enjoy the taste. All profits from the Bletchley Park Shop support the ongoing preservation and conservation of the historic Bletchley Park site."

The Bletchley Park Gin will be officially launched at two special weekends, starting this Saturday 13 and Sunday 14 April and Saturday 20 and Sunday 21 of April. Visitors will have the chance to enjoy free taster sessions and enjoy a traditional British G&T or try Bletchley Park's very own bespoke Codebreaker Cocktail. Visitors can also enjoy 10% discount on any bottles of Bletchley Park Gin they purchase exclusively on these weekend dates.

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Notes to editors:

- The Bletchley Park Gin is on sale exclusively in the Bletchley Park shop, £39.99
- The Gin Nook is Northampton's first speakeasy mobile horse box gin bar dedicated to serving glorious gins and vintage cocktails.
- Normal admission prices apply for the Weekend Bletchley Park Gin Launch events.
- Please note, Bletchley Park operates a Challenge 25 policy. Please be prepared to show proof of age when buying alcohol.

For further information, contact Rosie Burke, Media and Publications Manager, Bletchley Park +44 (0)1908 272661 or communications@bletchleypark.org.uk

For visitor information, contact 01908 640404, enquiries@bletchleypark.org.uk or go to www.bletchleypark.org.uk

About Bletchley Park

Bletchley Park is a place of exceptional historical importance, open to visitors throughout the year. It remains highly relevant to our lives today and for the future. It is the home of British codebreaking and a birthplace of modern information technology. It played a major role in World War Two, producing secret intelligence which had a direct and profound influence on the outcome of the conflict.

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