

Sipsmith launches two limited-edition flavors ahead of 2022 Wimbledon championships



London-based microdistillery [Sipsmith](#) has today launched two brand-new and limited-edition flavors, Lime & Lemongrass and Grapefruit & Rosemary, exclusively to Global Travel Retail. These new expressions are Sipsmith's first launch of exclusive flavors to Global Travel Retail, having previously proved incredibly popular as part of the Sipsmith Sipping Society – where customers enjoy experimental takes on the original London Dry Gin recipe every month.

Part of the World Traveler Series, the Lime & Lemongrass and Grapefruit & Rosemary flavors were developed as part of Sipsmith's long-term liquid strategy to add innovative twists on classics.

Lime & Lemongrass is a strikingly smooth citrus twist on a classic London Dry, with lime taking centre stage and the addition of lemongrass providing a globetrotting switch for summer. Perfectly balanced with a juicy lime and aromatic lemongrass flavor, the new liquid is bold enough for a G&T and smooth enough for a twisted martini.

Featuring bitter juniper and light floral undertones, the Grapefruit & Rosemary gin has savory rosemary and lightly bittered grapefruit flavors. The Grapefruit & Rosemary can be enjoyed for a sensational G&T, to freshen up a Gin Paloma or by sipping neat on the rocks.

Sipsmith Lime & Lemongrass and Sipsmith Grapefruit & Rosemary will be available from Wednesday June 1 exclusively to Global Travel Retail at select airports including London Heathrow and Gatwick Airport. They will also be available to purchase in Sydney Airport, Singapore Changi Airport and Dubai International Airport in the coming months.



Lime & Lemongrass flavor gin from Sipsmith

“For our World Traveler Series, we began by developing classic London dry gins, based around the two classic cocktails Gimlet and Paloma,” said Jared Brown, Master Distiller at Sipsmith. “We then twisted them to incorporate more international flavors, taking inspiration from South East Asia with our Lime and Lemongrass, and the Mediterranean in our Pink Grapefruit and Rosemary. My hope is that we are able to show our customers the detail and quality we strive for every day, highlighted in these new expressions.”

“Since the coronavirus pandemic, we have seen that exclusives are a more important factor leading to purchase than ever before, with 80% of shoppers buying exclusives from duty-free in Q1 of 2022,” said Manuel González, Marketing Director of Global Travel Retail for Sipsmith brand owner [Beam Suntory](#). “We’re delighted to offer both Lime & Lemongrass and Grapefruit & Rosemary exclusively to gin lovers in Global Travel Retail. Customers continue to be excited by our passion for experimentation, as well as our commitment to produce uncompromisingly delicious liquids. These limited-edition Sipsmith flavors will undoubtedly prove incredibly popular with travelers.”

As well as releasing these delectable flavors, Sipsmith - the official gin partner of The Championships, Wimbledon - has announced it will be offering customers the chance to win tickets to watch the men’s and women’s 2022 Wimbledon finals on Centre Court.

To make this exquisite collaboration fully immersive, Sipsmith will be hosting an in-store activation at London Heathrow Airport from June, where travelers will have the opportunity to enter the competition and potentially get their hands on two tickets for the hallmark events in this year’s tennis calendar.



Grapefruit & Rosemary flavor gin from Sipsmith

For those who miss out on tickets to the men’s and women’s finals on Centre Court, Sipsmith is also offering six pairs of Wimbledon Ground tickets which give guests the opportunity to hop between matches throughout the day.

To be entered into this competition, travelers must scan a QR code available in-store and fill in the contact questionnaire. Entrants will be informed immediately by the interactive screens if they are a lucky winner.

The competition commences at 12:01 a.m. BST on Wednesday June 1 and ends at 11:59 p.m. BST on Monday June 27.

Unparalleled in the lengths they go to, each Sipsmith gin is handcrafted in small batches by its talented team of distillers, using only the finest ingredients and perfected distilling techniques. Utilizing the skill and agility of their growing distilling team, Sipsmith is committed to continuing to defy boundaries in the gin industry, to provide sippers with new and innovative flavors.

Tasting notes

Sipsmith Lime and Lemongrass 40% ABV

Nose: Bright, aromatic citrus, light floral juniper and lime leaf

Taste: Juicy lime and bold juniper, aromatic lemongrass and light spice

Finish: Bitter juniper and lime leaf, sharp lemongrass

RRSP: £29

Sipsmith Grapefruit and Rosemary 40% ABV

Nose: Refreshing grapefruit peel, bitter juniper, light floral notes

Taste: Bold juniper and rosemary, lightly bittered grapefruit, light pepper

Finish: Savory rosemary, candied grapefruit, warming spice

RRSP: £29