

Diageo Global Travel launches no-alcohol Tanqueray 0.0%



Tanqueray 0.0% is best enjoyed just like your usual Tanqueray gin and tonic. Fill a chilled glass with ice, and pour 1 part spirit to 3 parts tonic. Garnish with a slice of lime and enjoy!

Diageo Global Travel has transformed the cocktail with the announcement of alcohol-free Tanqueray 0.0%, which will now be available in travel retail.

After a successful domestic launch in Great Britain and Spain in February, Tanqueray 0.0% will now offer travelers the world over the unmistakable flavours of the classic Tanqueray London Dry gin, but with zero alcohol, including piney juniper, peppery coriander, aromatic angelica and sweet liquorice. Tanqueray 0.0% is also a low-calorie option, at only 6kcal per 50ml serving.

Eduardo Barp, Diageo Global Travel's Managing Director, said "With alcohol-free and low-alcohol options becoming increasingly popular, social occasions must cater for those who are looking for alternative drink options when they choose not to drink an alcoholic beverage, but don't want to feel like they are missing out.

"Our team continues to put consumers at the heart of our business and we're proud to offer travellers a new choice for different occasions. Tanqueray 0.0% is the next step within our 'balanced drinks choices' growth pillar, a commitment we made while announcing our ambitious category strategy last year. The balanced choices pillar of our category strategy represents a significant opportunity for growth as we expect the non-alcohol and low alcohol category to reach \$1bn in Global Travel by 2030. The launch of Tanqueray 0.0% is an important step towards recognising the potential of this category."

To mark the launch of Tanqueray 0.0% into global travel retail, activations will be live in Amsterdam in October and across Spain and the UK from early 2022.

Tanqueray 0.0% will be available at a suggested retail price of €13.50 for a 70cl bottle. It can be purchased in airports including Amsterdam, Copenhagen, Frankfurt, Hamburg and Oslo from October

2021 and Heathrow, Gatwick, Malaga, Barcelona and Madrid from early 2022.