



UPGRADE YOUR G&T WITH AMARULA AFRICAN GIN AND TASTE THE UNIQUE FLAVOUR OF MARULA FRUIT SPIRIT

The newly launched Amarula African Gin is the ONLY gin made from 'marula fruit spirit', giving it a distinctive and exotic taste. AND with every litre of Amarula African Gin sold, £1 goes to the Amarula Trust - supporting elephant conservation and local communities which harvest this special fruit once a year.

From the makers of popular Amarula Cream Liqueur comes this premium, complex and utterly unique gin, which celebrates the exotic flavours of the indigenous marula fruit – offering a sweet orange flourish with a spicy backbone.

The marula fruit has a rich heritage – for thousands of years across Africa's subequatorial plains, elephants have been drawn by the scent of ripe marula fruit to gather in anticipation beneath their trees– alerting local communities to start the harvest, running from January to March every year.



Each fruit is carefully hand-picked, washed, destoned, pulped and cooled to ensure the best quality, before being distilled into marula fruit spirit. Premium botanicals – juniper berries, orange peel and blossom, and Ghanaian grains of paradise – are then steeped for 24 hours in this complex, yet delicate spirit and later gently distilled in a pot still.

The result is a uniquely complex, refreshingly balanced gin which uses only premium ingredients – gentle juniper notes and subtle orange blossom perfectly complement the exotic marula fruit. The recommended serve is with Indian tonic, over ice with a slice of fresh grapefruit for an unexpected twist on the classic G&T.

With the gin market maturing, we have seen a rise in consumer demand for continued innovation and distinctive flavours. Amarula African Gin invites gin enthusiasts to discover the flavours of the marula fruit spirit.

Amarula Gin has won multiple awards including a Gold from the Spirits Business Gin Masters.

Amarula African Gin is 43% ABV and will be available from [Amazon](#) for £27 for 700ml.

Discover more at [AMARULA.COM](#).

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For more information, please contact Button Collective.

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Follow the conversation @amarulaUK on Instagram

Notes to editors

Amarula African Gin

Amarula African Gin is an award-winning, hand-crafted and hand-harvested gin made from the rare and precious Marula fruit for a refreshingly unique flavour. It is the first gin to be made from real Marula fruit which only grows in sub-Saharan Africa in sustainable partnership with local communities. This distinctive gin joins the wider Amarula brand alongside the world leading Amarula Cream Liqueur. Every bottle contributes to the Amarula Trust, which is the charitable arm of Amarula donating to various organisations and community strengthening initiatives.

