

barbican

Barbican collaborates with East London Liquor Company to launch a special edition Barbican London Dry Gin

shop.barbican.org.uk

The Barbican has announced a collaboration with **East London Liquor Company** to launch a special edition **Barbican London Dry Gin**, which will be available to buy in the Barbican Shop and drink in the centre's bars from 6 March 2019. The gin has been distilled using the finest 100% British wheat spirit infused with lemon & grapefruit peel, coriander, angelica root, juniper berries, cubeb berries and cardamom, and features a label design inspired by the iconic Brutalist architecture of the Barbican.



To celebrate its launch, the head mixologist at the Barbican's Martini Bar has created a 'Signature' Barbican Gin and Elderflower Martini cocktail, which blends the Barbican London Dry Gin with elderflower liqueur, apple juice, lemon juice and fresh ginger to release the bold, fresh, citrus flavours of the gin. The 'Signature' cocktail will be served at the Martini Bar on the first floor of the Barbican Centre throughout the spring and summer.

Barbican London Dry Gin is a collaborative labelling of East London Liquor Company's 'London Dry Gin', a juniper-forward, well-balanced gin at 40% ABV. The first whisky, gin and vodka distillery to find its home in east London in over 100 years, East London Liquor Company has been at the forefront of the boom in quality spirits since it began distilling in Bow Wharf by Victoria Park in 2014. Led by its founder Alex Wolpert, East London Liquor Company continues to produce exceptional, award-winning spirits, with recent accolades including Gold and Silver awards at the San Francisco World Spirits Competition 2018, a Masters award at the Gin Masters 2016, and a Gold award at The Distillery Masters 2016.

Tom Hills, Head Distiller at East London Liquor Company, said: *'I can remember my first visit to the Barbican and being in awe of the structure and brutalism around me. More recently, the Barbican's progressive arts programming has been a steadfast source of inspiration and a reminder of the merits of wholehearted commitment to interdisciplinary innovation. I want Barbican Gin to convey that same boldness with fresh citrus and the spice of the cubeb berries and cardamom. I can think of no better way to enjoy everything that the Barbican has to offer than with a gin cocktail in hand.'*

Jo Davis, Head of Retail at the Barbican, said: *'London has always been associated with gin, and with a gin renaissance happening over the last few years it was only right that we should introduce it to the shelves at the Barbican Shop! We were excited to learn about East London Liquor Company who, located almost on our doorstep in Mile End, have brought gin distilling back to London's East End after more than a century. And we're even happier to have been able to partner with ELLC to create a unique product featuring their signature London Dry Gin, the sales of which all go towards supporting the Barbican.'*

Barbican London Dry Gin will be available to buy in the Barbican Shop on Level G of the Barbican Centre

from 6 March, and the 70cl bottle will retail at £35. A special tasting event will also take place in the Barbican Shop in April, more details to be announced soon.

ENDS

Notes to Editors

Press Information

For further information, images or to arrange interviews, please contact:
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Barbican Shop

Level G & M, Barbican Centre
Opening hours: Mon to Sat: 10am – 9pm, Sun: 12noon – 8pm
Prices are correct at time of going to press
0207 638 8274
shop@barbican.org.uk
shop.barbican.org.uk

Martini Bar

Level 1, Barbican Centre
Opening hours: Mon–Sat: 5pm–10.30pm
<https://www.barbican.org.uk/your-visit/eat-drink/martini-bar>

About the Barbican

A world-class arts and learning organisation, the [Barbican](#) pushes the boundaries of all major art forms including dance, film, music, theatre and visual arts. Its creative learning programme further underpins everything it does. Over 1.1 million people attend events annually, hundreds of artists and performers are featured, and more than 300 [staff](#) work onsite. The architecturally renowned centre opened in 1982 and comprises the Barbican Hall, the Barbican Theatre, The Pit, Cinemas 1, 2 and 3, Barbican Art Gallery, a second gallery the Curve, foyers and public spaces, a library, Lakeside Terrace, [a glasshouse conservatory](#), conference facilities and three restaurants. The City of London Corporation is the founder and principal funder of the Barbican Centre.

The Barbican is home to Resident Orchestra, [London Symphony Orchestra](#); Associate Orchestra, [BBC Symphony Orchestra](#); Associate Ensembles the [Academy of Ancient Music](#) and [Britten Sinfonia](#), Associate Producer [Serious](#), and Artistic Partner [Create](#). Our Artistic Associates include [Boy Blue](#), [Cheek by Jowl](#), Deborah Warner, [Drum Works](#) and [Michael Clark Company](#). The [Los Angeles Philharmonic](#) are the Barbican's International Orchestral Partner, the [Australian Chamber Orchestra](#) are International Associate Ensemble at Milton Court and [Jazz at Lincoln Center Orchestra](#) are International Associate Ensemble.

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About East London Liquor Company

Founded by Alex Wolpert, East London Liquor Company began distilling in July 2014. Mikey Pendergast is their Global Brand Ambassador and Tom Hills and Andy Mooney are responsible for distillation.

East London Liquor Company found its home in the disused industrial space of a former glue factory in Bow Wharf, on the corner of the East End's Victoria's Park. The site now boasts a stunning distillery cocktail bar, an Italian-inspired restaurant and a bottle shop showcasing some of the best spirits from around the world.

Producing a minimum of 12,000 bottles per month, East London Liquor Company distils and imports a range of spirits aimed as much for bartenders, as for at-home consumers. The range is enjoyed across London and around the world in their rapidly expanding export portfolio, which currently sits at 22 markets.

East London Liquor Company press information

For more information or images contact Maddie Watts at LDR CREATIVE

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