

## **FINSBURY Wild Strawberry Gin wins silver medal at renowned International Wine & Spirit Competition 2021 (IWSC)**

### **Contact for journalists:**

Nikolas Odinius

Tel.: 040 / 853 16 0

E-Mail: [odinius@borco.com](mailto:odinius@borco.com)

**Hamburg, July 2021.** FINSBURY Wild Strawberry Gin, launched last summer by the Hamburg based spirits company BORCO-MARKEN-IMPORT, was awarded a **silver medal** and **90 points** at this year's prestigious International Wine & Spirit Competition. The aromatic play of sweet and fresh strawberry notes, framed by red berries and a harmonious finish of subtle juniper and citrus notes, impressed the international jury.



"We are proud that the IWSC jury loves FINSBURY Wild Strawberry Gin as much as we do. The award reinforces our efforts to strengthen our own brands and to offer new drinking experiences with innovations that combine the highest quality, tradition and only the best ingredients. To be awarded this renowned international accolade is a very special honor for us," comments **Markus Kohrs-Lichte**, BORCO CEO and Chairman of the Management Board.

## **Notes to Editors**

### **About FINSBURY London Dry Gin**

Finsbury London Dry Gin has been produced for over 250 years based on one of the oldest gin recipes in the world. The Finsbury Distillery Company was founded by Joseph Bishop in London in 1740. Ever since, it has remained in the possession of the family over the centuries. In 1993, BORCO-MARKEN-IMPORT took over Finsbury and established the brand as one of the most famous gin brands in Germany. The quality of Finsbury London Dry Gin is also appreciated beyond the borders of German-speaking countries, being the market leader in Scandinavia. Finsbury London Dry Gin is distributed in over 30 countries and is home in duty free shops all over the world. In summer 2020 FINSBURY Wild Strawberry Gin joined the portfolio, followed by the gin-based aperitif FINSBURY Blood Orange 20% in July 2021.

### **About the IWSC:**

With over 50 years of experience, the IWSC, or Club Oenologique as it was called back in 1969, was the first official wine and spirit competition. The IWSC is proud to set the international benchmark for quality, standing out in the crowded world of drinks awards with hundreds of global experts. IWSC judges consist of a mix of wine and spirit experts, such as leading sommeliers, Master of Wines and Master Sommeliers, and distillers from across the globe. For more information please visit [www.iwsc.net](http://www.iwsc.net).

### **BORCO-MARKEN-IMPORT Matthiesen GmbH & Co. KG, Hamburg**

Brand Owner of FINSBURY London Dry Gin is BORCO-MARKEN-IMPORT. Based in Hamburg, BORCO is one of the largest German and European producers and distribution partners of top international spirits brands. The portfolio of the independent family company covers almost all key international segments and is certainly unique in terms of its strength and unity. The international portfolio includes renowned brands such as SIERRA Tequila, HELBING Kümmel and OLD PASCAS. BORCO supports responsible drinking. Find out more on <https://www.massvoll-geniessen.de/>. For more information on the company and portfolio please visit [www.borco.com](http://www.borco.com).

Winsbergring 12 - 22, 22525 Hamburg

Telefon: (040) 85 31 6-0

Telefax: (040) 85 85 00

E-Mail: [infoline@borco.com](mailto:infoline@borco.com)