

# Introducing Bombay Bramble new gin flavour with 100% freshly harvested blackberries and raspberries

Issued by [OnPoint PR](#)

26 Aug 2021

From Bombay Sapphire® comes a gin that's ripe for discovery, with colours and flavours from a 100% natural fruit infusion with no added sugar - perfect for colourful cocktail creativity.





*Available from [1 September 2021] in retailers and bars across the nation.  
Pre-launch available on Takealot.co.za from 23 August 2021.*

*Launch RRP R299*

Heralding a new era in flavoured gin, Bacardi South Africa, announces the introduction of Bombay Bramble, a new creative expression of gin from BOMBAY SAPPHIRE. Inspired by The Bramble, the classic, famous cocktail created in 1984, but with a modern twist, Bombay Bramble is bursting with the natural flavours of blackberries and raspberries. This lively addition to the brand's growing range of premium gins offers a tantalising taste experience and eye-catching colour created with a 100% natural flavours and colours from freshly harvested fruits.

Easy to mix and perfect for cocktail experimentation, Bombay Bramble is the first flavoured, distilled gin from the brand and is set to add a twist of crimson colour and flavour to the classic G&T and a host of creative cocktails this year.

The finest innovation and craftsmanship sets this new gin apart from competitors. Instead of using artificial flavours, colours or additional sugar after distillation, freshly harvested blackberries and raspberries are used to create a rich fruit infusion, capturing the essence of the fruits when they are most ripe. Bombay Bramble is then created by marrying the brand's vapour distilled gin with the 100% natural berry infusion, giving a distinct colour and flavour. This process allows the botanical and juniper notes of the gin to shine through for a more sophisticated taste.



**Ivano Tonutti, Bombay Sapphire master of botanicals, commented:** *“The colour and flavour of Bombay Bramble® comes only from botanicals and 100% natural fruit ingredients. The craftsmanship required to create the new gin took time and consideration. Master Distiller Dr. Anne Brock and I worked together to blend our gin with an alcoholic infusion of berries that have been harvested at their ripest moment, resulting in a unique, bold flavour profile.”*

The eponymously named Bramble cocktail is a perfect example of a modern classic that allows Bombay Bramble to shine. Served with crushed ice, this cocktail oozes sophistication and is an ideal drink to enjoy on a summer's day. Due to the ripe, berried flavours at the heart of the gin, this modern twist on the classic cocktail does not require blackberry liqueur and contains less sugar than an original Bramble recipe. The gin also plays the perfect role as the base in a reimagination of the classic Clover Club cocktail, championing its bold raspberry heritage whilst adding a twist of blackberries.

Bombay Bramble can be enjoyed simply with tonic, poured over ice and garnished with a squeeze of lemon. Perfect for the approaching Summer season, the *Bombay Bramble & Tonic* is a sophisticated option for those that enjoy a touch of fruit in their G&T. The Bombay Bramble and 'Sonic' (equal parts tonic and soda water) offers a lighter option\* for those wishing to enjoy a drink under one unit of alcohol without compromising on flavour. The subtle crimson hue drawn from the gin creates a visually striking drink with a light, fresh and balanced taste.

**Cameron Hawkis, portfolio brand ambassador for Bacardi in Sub-Saharan Africa, commented:** *“The launch of Bombay Bramble means we can now offer even the most discerning gin drinkers in South Africa a sophisticated fruit flavoured gin, whilst maintaining a balanced, premium taste profile that makes it ideal for cocktail creativity. We look forward to gin lovers discovering this new flavour - the bold-berried taste is bursting with natural flavours and is delicious served with tonic and a squeeze of lemon or in a selection of cocktails, with the added benefit of no artificial flavour or colour.”*

**Bombay Bramble (Launch RRP R299) will be available to buy online at [www.takealot.co.za](http://www.takealot.co.za) from 23 August 2021 and will be rolled out across all major retailers and in bars and restaurants across the country and from September 2021 onwards.**

37.5% ABV

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