

It's a gin thing

Broker's Gin takes Chairman's Trophy in New York's Ultimate Spirits Challenge 2010

For the fourth year in a row, a small Surrey-based company, Broker's Gin Ltd, has snatched the ultimate accolade from under the noses of the gin-making giants. This latest award is the spirits equivalent of winning an Oscar in Hollywood.

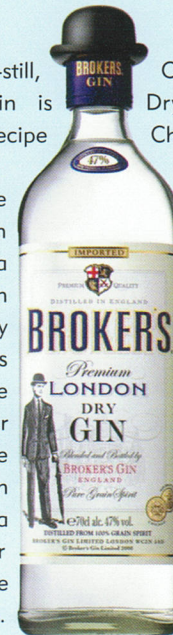
Broker's London Dry Gin was created in 1998 by brothers Martin and Andy Dawson. Despite being a small family business, Broker's Gin continues to knock spots off other well-known brands the world over. With a score of 97 points out of a possible 100, Broker's is the first gin awarded the Chairman's Trophy in the Ultimate Spirits Challenge based in New York.

Broker's Gin is hand-crafted in the heart of England. Ten classic gin botanicals, sourced from around the world, are distilled with pure

wheat spirit in a traditional copper pot-still, named "Constance". Broker's Gin is distilled a total of five times using a recipe over 200 years old.

"Broker's London Dry Gin won the 2010 Chairman's Trophy for Best Gin at Ultimate Spirits Challenge over a deep field of world-class gins with an impressive score of 97/Extraordinary Ultimate Recommendation. Broker's beat out many big name gins in the eyes of some of the world's premier spirits experts, like Steve Olson, Dale DeGroff, David Wondrich, Sean Ludford, and more. This marks a significant achievement for this stellar brand, one that acknowledges the great distilling tradition of England.

Congratulations to the Broker's London Dry Gin team." F. Paul Pacult, Judging Chairman, Ultimate Spirits Challenge.



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ULTIMATE SPIRITS CHALLENGE, NEW YORK 2010

Chairman's Trophy Winner

"Extraordinary/Ultimate Recommendation"

Broker's Gin – 97 points

Beefeater 24	96	Tanqueray Ten	92	G'Vine Floraison	90	Hendrick's	86
Citadelle Reserve	93	Citadelle	91	Geranium	89	Tanqueray Rangpur	81
Tanqueray	93	Oxley	91	Right	88	New Amsterdam	80
Plymouth	93	Beefeater	90	G'Vine Nouaison	87	Bluecoat	78



WINNER OF:

Ultimate Spirits Challenge
New York 2010

International Spirits
Competition Germany 2009

Gin Masters
London 2008

World Beverage Competition
USA 2007

