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NEWS

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Saxco-Demptos Helps BULLDOG™ Ultra Premium

London Dry Gin Create A Rich, Distinctive Package

Design



BULLDOG™ Ultra-Premium Gin, the hottest new spirit directly from London has made its way into the United States marketplace. Founded by Anshuman Vohra, a former investment banker, BULLDOG was engendered out

of his personal quest to create the ultimate Dirty Gin Martini and Gin and Tonic. He is currently “Top Dog” (President) of the company.

To assist with the all important packaging aspect, which required the creation of a custom bottle with a rich and distinctive overall appearance for engaging eye appeal and bold shelf prominence, it enlisted the services and global resources of Saxco-Demptos of Louisville, Kentucky. Saxco-Demptos is a subsidiary of Saxco International, Inc. of Horsham, Pa., longtime world-wide packaging specialists for the wine and spirits industry.

Saxco-Demptos provided a custom molded flint 750-mL bottle from OI Europe, one of its vendors in its vast world-wide resource network. The quality bottle features round, broad shoulders with a reverse taper and a short neck with a very distinctive spike collar molded into the glass.

In addition, Saxco-Demptos arranged for the bottles to be spray coated with a translucent gray finish which provided an attractive touch. Deco Glass of Germany, another member of its global resource cordon, completed the spray coatings, as well as the silk screening for the two cool gray color labels on the bottle’s front and back.

Handcrafted in the UK and quadruple distilled, BULLDOG is a London Dry Distilled Gin, infused with the taste and aromas of its selected botanicals, using traditional copper pot stills. As part of the process, the gin is passed through a condenser and liquefier to produce the natural and unmistakable essence of the ultra-premium spirit. This well-crafted gin, born from more than two centuries of experience, exhibits a smooth and harmonious texture, with a

more ...

SAXCO/BULLDOG gin (add 1)

distinctive flavor and refreshingly crisp character.

According to Vohra, BULLDOG Gin will be targeted at younger male and female gin drinkers. It is being rolled out initially to the New York, New Jersey and Georgia marketplaces and soon will be available in Connecticut and Washington, D.C. “The initial reaction to BULLDOG has been overwhelmingly positive, both from distributors and end-customers,” states Vohra. “Part of BULLDOG’s beauty is its allure to a wide demographic. It’s a real winner and it is our goal to have BULLDOG mark its territory nationally as soon as possible.” BULLDOG Gin will retail from \$27.99 to \$31.99 in the 750-mL size.

“It’s great to be able to play a significant role in the launch of this exciting new spirit,” notes Jimmy Owens, project manager/project developer for Saxco-Demptos. “Our wide ranging resources and long association with the wine and spirits industry enabled us to deliver what was required on time and to the customer’s satisfaction.”

Saxco-Demptos provides total packaging development solutions for the liquor industry, as well as domestic and imported bottles for the wine industry. The company is located at 2301 River Road, Suite 101, Louisville, Ky, 40246. Additional details at 502-326-8451, fax 502-394-9109 or on the web at www.demptos.com.

BULLDOG Gin Company is located at 628 Broadway, Suite 502, New York, NY 10012. Additional details at 212-475-7232 or on the web at www.BulldogGin.com.

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FOR FURTHER MEDIA INFORMATION:

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