

**FORDS GIN CONTINUES ITS JOURNEYS IN GIN
WITH THE RELEASE OF THE FORDS GIN CO SLOE GIN**

*The London-Made Sloe Gin Liqueur Features a Combination of
the Classic Fords Recipe with Hand-Picked Sloe Berries*

Louisville, Ky. – April 5, 2022 – Fords Gin, the cocktail gin, is pleased to announce today the release of **The Fords Gin Co Sloe Gin**, a liqueur that combines the classic Fords London Dry Gin recipe with hand-picked sloe fruit from England and France. Sloe Gin is a continuation of the brand's Journeys in Gin, which features limited release expressions and follows the February 2019 debut of Fords Gin Officers' Reserve. The Fords Co Sloe Gin is available on and off premise and retails for a suggested retail price of \$34.99 (700 ml).

Often considered in the U.K. to be one's grandmother's liqueur of choice, Fords Gin embraced this notion fully to pay homage to the sloe gins that have been crafted by families for generations. In collaboration with 11th Generation Master Distiller Charles Maxwell of London's Thames Distillers, Sloe Gin is crafted by combining the nine-botanical Fords Gin at a high proof with hand-picked sloe fruit from France and England and steeped for 12 weeks. The liquid is then sweetened with sugar to balance the naturally bitter flavor of sloe fruit. The final product is cut to 29% ABV/58 proof, a bit higher than most sloe gins to allow for the Fords Gin botanical profile to be present in the overall taste.

"Our second Journeys in Gin expedition has been a long time coming as we've spent the last three years working on a recipe that we hope will inspire people to celebrate sloe gin once again, especially in the U.S.," said Simon Ford, founder, Fords Gin. "We are offering a perspective that is uniquely Fords Gin, creating a cocktail-forward sloe gin that is a bit higher in ABV and lighter in sugar, allowing it to play well in classic sloe gin drinks or stand up on its own. We are excited for bartenders and at-home cocktail enthusiasts to finally experience and experiment with the final product."

In addition to cocktails, The Fords Gin Co Sloe Gin may be enjoyed neat as imported over a few ice cubes and accompanied by a fine cheese plate. Fords Gin has also tapped acclaimed bartenders Jeffrey Morgenthaler and Mimi Burnham to showcase The Fords Gin Co Sloe Gin in cocktails including:

Sloe Gin Silver Fizz by Bartender Jeffrey Morgenthaler

Makes 1

1 ½ part Fords Gin Co Sloe Gin

1 part Fords Gin

¾ part fresh lemon juice

½ part 2:1 simple syrup

½ part egg whites, gently beaten, or aquafaba

2 parts chilled soda water

Pour soda water into a chilled 8 oz footed highball glass. Combine gin, sloe gin, lemon juice, simple syrup, and egg whites or aquafaba in a cocktail shaker with ice and shake until cold. Fine strain into highball glass. Serve immediately with no garnish.

The Sloezinger by Bartender Mimi Burnham

Makes 1

1 part Fords Gin Co Sloe Gin

¾ part Old Forester Bourbon

¾ part Hibiscus Herbal Tea Simple Syrup*

½ part Saffron flavored Amaro

½ part lemon juice

3 dashes Chocolate Bitters

Add all ingredients to a shaker tin and add ice. Hard shake and strain in a double rocks glass with a large clear cube. Garnish with expressed large orange coin and top with fresh blue borage flowers, if available.

*Hibiscus Herbal Tea Simple Syrup

Yields: 10 oz finished syrup

Shelf life: 3 weeks

8 oz water

8 oz pure granulated sugar

2 Hibiscus & Rose Hip herbal tea bags

Bring water to a boil and pour into a 16 oz measuring glass cup, add two tea bags. Steep for four minutes. Remove tea bags and add 8 oz of sugar, stirring to dissolve. Place cooled syrup in a clean glass jar with a tight fitting lid and refrigerate.

For more information on Sloe Gin and Fords Gin, to find a retailer or where to enjoy the spirit, please visit <https://www.fordsgin.com/>. Follow the gin journey [@FordsGin](#), [@SimonFordsGin](#) #TheCocktailGin #SloeGin #JourneysinGin #LiveFastDrinkSloe.

Tasting Notes

Nose: Stewed plums, fig and rich dark raisin followed by dark cherry, juniper and hints of citrus fruit and even some dried apricot.

Palate/Mouthfeel: A mixture of tart dried fruits hit your palate immediately, then comes stewed prunes, golden raisins, dark raisins and dried fig. As the more volatile dried fruit flavors fade into the Juniper, dry grapefruit citrus and lemon burst onto the scene.

Finish: The finish is a combination of the citrus oils and the bitter fruit balanced with a honey-like sweetness before dryness sets back in and carries the flavors forward. The finish is long, rich and complex, jumping between bitterness and sweetness but ultimately harmonious before ending with a hint of spice, most notably clove.

ABOUT FORDS GIN:

Distilled in London at Thames Distillers, Fords Gin is a collaboration between eleventh generation Master Distiller Charles Maxwell and Simon Ford. A mix of nine botanicals, the gin starts with a traditional base of juniper & coriander seed and is balanced by citrus (bitter orange, lemon & grapefruit peel), florals (jasmine flower & orris) and spices (angelica & cassia). Steeped for 15 hours before distillation in 500-liter stills, the botanicals deliver an aromatic, fresh and floral spirit with elegant notes of orange blossom that creates a “cocktail gin” that plays beautifully in classic and innovative gin cocktails. Since its launch in 2012, Fords Gin has received numerous awards and accolades. <https://www.fordsgin.com/>

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