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*‘A packaging makeover to emphasise the brand’s premium credentials and rich heritage.’*

## Citadelle Gin unveils new bottle design

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**Cognac Ferrand has given its Citadelle Gin a packaging makeover to emphasise the brand’s premium credentials and rich heritage.**



Citadelle Gin has unveiled a new bottle design which emphasises the brand’s heritage

The new fluted bottle tells the story of Citadelle Gin through visual cues including: copper accents, to refer to the Cognac copper pot stills used to distill the gin; a new slogan “distilled with time”, drawing attention to the small batch creation of the liquid; and recognition of the gin’s “naked flame distillation”, to show that Citadelle is uniquely distilled over a naked flame.

A badge reading “1775 Distillerie Royale” has also been added to the bottle design in order to pay tribute to the origin of Citadelle Gin’s original recipe.

Images of 19 botanicals used to create the gin are also visible at the bottom of the bottle.

“Citadelle Gin has such an interesting history that we wanted to make sure the story came through on the bottle,” says Alexandre Gabriel, proprietor of Cognac Ferrand and founder of Citadelle Gin.

“After Cognac, gin is my passion and this gin makes the pot stills sing long after Cognac distillation is finished. We thought that the bottle and the description of our craft on the bottle should be as beautiful as the craft inside the bottle.”

With an abv of 44%, Citadelle Gin is available across the US, Europe, Asia and Canada at an RRP of US\$31.99 for one litre bottles.