



PRESS RELEASE

For Immediate Release

ICONIC BITTERS CELEBRATES A DIAMOND NEW LOOK

Angostura celebrated the launch of their Limited Edition Angostura aromatic bitters Diamond Jubilee pack by hosting a garden party at the residence of the High Commissioner for The Republic of Trinidad & Tobago in London.

Angostura wanted to not only celebrate the Diamond Jubilee with a new label like other Royal Warrant holders, but also to acknowledge the honour of being a Royal Warrant holder by donating to the Queen Elizabeth Scholarship Trust (QUEST). For every bottle sold, Angostura has donated £1 to this charity that helps further the careers of craftsmen and women in Great Britain.

Nick Farrow, Chairman of QUEST, was there on the evening to receive the cheque for £25,000 from His Excellency, Garvin Nicholas, High Commissioner Trinidad & Tobago in front of 100 distinguished guests. Attendees included Baroness Flather, Mayor of Windsor and Maidenhead, Rudolph Walker, Actor, Colin Croft, former West Indies Cricketer, Andrew Madan Ramroop, OBE, and industry experts and journalists.

He commented: "As Royal Warrant Holders Angostura have really got behind The Queen's Diamond Jubilee, with their Angostura aromatic bitters pack. This fantastic limited edition has not only caught the imagination but has contributed handsomely to the Royal Warrant Holders Charity, The Queen Elizabeth Scholarship Trust. As chairman of QUEST I send my gratitude to Angostura and look forward to using their donation to fund some craft scholarships."

Genevieve Jodhan, Executive Manager Export and Business Development, commented: "This celebration is especially significant for us at Angostura since we have held a Royal Warrant for Angostura aromatic bitters since 1955."

She continued: "To commemorate the Queen's Diamond Jubilee celebrations we decided to do something special and exceptional. And so in honour of this significant milestone we broke with almost 200 years of tradition and re-designed the label of Angostura aromatic bitters, from the traditional white label, to a silver label with blue letters - royal colours."

All 24,00 bottles of the Limited Edition Angostura aromatic bitters has been pre-sold through Angostura's global distribution network.

- ENDS -

For more information, please contact

NOTES TO EDITORS:

- Royal Warrants are a mark of recognition to individuals or companies who have supplied goods or services for at least five years to the Royal Household; awarded by either HM The Queen, HRH The Duke of Edinburgh or HRH The Prince of Wales.
- Angostura aromatic bitters have continuously held a Royal Warrant since 1912. Royal Warrants have always been regarded as demonstrating excellence and quality and are highly prized, none more so than by Angostura
- Angostura is considered a Trinidadian treasure world renowned for its Angostura® aromatic bitters, Angostura® rums and Angostura® Lemon Lime and Bitters.
- The company exports its rum and bitters brands to more than 140 countries in the world.
- The House of Angostura®, distinguished by its excellence, has been recognised over the centuries by being granted Royal Warrants of Appointment to the Royal Households of Great Britain, Prussia, Spain and Sweden as suppliers of Angostura®, aromatic bitters.
- www.angosturabitters.com

