



NOT YOUR AVERAGE JOE...

Say hello to the new alcoholic ginger beer

Light and refreshing, with subtle yet spicy ginger notes, feisty Ginger Joe offers a thirst-quenching, tantalising new taste. The alcoholic ginger beer electrifies and tingles the taste-buds; providing the perfect tippie as summer slips away and autumn approaches on the ginger-tinged horizon.

Send taste-buds into a tizzy with tache-twisting tastings tips to excite the senses. Add some zest with a squeeze of lemon or lime; enjoy with a sneaky splash and a dash of spirit; or sweeten the dullest of days by stirring in strawberries and studding with mint.

Savour the tasty ting and tangy flavour of Ginger Joe with a hearty pub lunch, complement to a fiery curry, or simply serve straight-up over mountains of ice – sip or swallow, whichever takes your fancy, but always enjoy with imagination.

Celebrate over 270 years since moustachioed London greengrocer and founder of the house of Stone, 'Ginger' Joseph Stone, took his first 'dip in the ginge,' and raise the 'tache to a truly tasty gingerable brew.

For more information visit www.gingerjoe.co.uk or join the fan site at www.facebook.com/gingerjoeuk and check out the new tache-tastic Facebook app.

Tasting Notes:



Light, refreshing and infused with real ginger extracts, Ginger Joe awakens the taste buds with its tongue-tingling flavours. Best served with imagination.

For more information or samples please contact Francesca Hall/ francescahall@frankpr.it or Rochelle Collison/ rochellecollison@frankpr.it or call the press office on 020 7693 6999

Notes to editor:

Ginger Joe

4% ABV

Ginger Joe is available at Tesco stores nationwide:

- 330ml Bottle – £1.59 RRP
- Four-Pack (4 x 330ml bottles) – £5.99 RRP

Other stockists include Ocado, Nisa-Today's, Drinksdirect.com, Spar and independent retailers and public houses

Stones

The origins of Stone's Ginger Wine the UK's favourite ginger wine go back to 1740 when The Finsbury Distilling Company was founded in the City of London.