

# The Principal Edinburgh George Street launches own and exclusive gin brand



The Principal Edinburgh George Street has launched its own and exclusive gin brand – Principal Gin. In collaboration with Scottish distillery, The OroGin Distilling Company in Dumfries and Galloway, Principal Gin is based on a unique recipe that has been entirely designed and distilled with gin experts from both the hotel and the distillery.

Commenting on the launch of Principal Gin, Assistant Manager at The Printing Press Bar & Kitchen in Edinburgh, Andrew Lennie said:

“Principal Gin is a perfect blend of both style and taste, inspired by the timeless elegance and luxurious ambiance of the hotel. The handpicked botanicals used, offer a real sense of exotic and Mediterranean blend that fuse beautifully together to create an exciting yet supremely balanced gin. The Printing Press Bar and Kitchen boasts an exceptional selection of gin brands, so the creation of our own was the natural next step.”

With an international offering the Principal Gin reflects the continental guests that stay at the hotel, with fresh crisp juniper combined with zingy Spanish citrus notes, precisely balanced with delicate notes of French lavender and Italian violets.

Andreas Maszczyk, General Manager, Principal Edinburgh George Street said: “We are very excited to now have our very own exclusive gin, and look forward to sharing this with our regular guests and local customers.”

Available at The Printing Press Bar & Kitchen, George Street; Principal Gin has the initial taste of a traditional London Dry Gin, combined with a robust flavour to create a velvety smooth gin.

Principal Gin (25ml) costs £5, or £39 per bottle.