



Del Monte Joins Forces with Old Tom Gin to Offer Sugar-Free Summer Refreshment

Introduction of Del Monte Kick of Fruit, makes unbeatable companion for Old Tom Gin

The introduction of Del Monte's A Kick of Fruit brand is already making the jump from the daytime into the evening, becoming an ideal companion for popular gin brand, Old Tom Gin. The energy drink which was first brought to market in late 2022, has been crafted by the world-leading fruit company, providing healthy energy – without additional sugar.

Since coming to market, A Kick of Fruit has been a huge success with sportsmen and women, providing an extended boost of natural energy to help aid performance. Utilising Del Monte's globally-renowned fruits, the products feature added caffeine and four B group vitamins; helping to form red blood cells, and convert fat into protein and energy.

A Kick of Fruit was first developed with the team behind Old Tom Gin, with both brands increasingly seeing an increase in demand from customers to mix the drinks

– creating a more exciting accompaniment to the much-lauded gin. Golf clubs across the UK have been a hotbed for the range, with facilities able to stock the drinks both behind the bar, and in the pro shop.

Old Tom Gin 1821 is based in St Andrews, Scotland. However, the product is infused with an Italian flavour; including the finest Sicilian almond, lemon, and ginger. The result is a drink that marries perfectly with the further fruit flavours provided by the Del Monte Kick of Fruit range; something increasingly sought as an alternative to standard tonic water. The Old Tom Gin brand have previously partnered with leading female golf professionals, including three-time Ladies European Tour winner, Carly Booth – and are looking to continue their presence in this space with additional partnerships to be announced this Summer.



Massimo Righi president of the Italian volleyball league, Captain Brizard Winner of the Del Monte Coppa Italia and Italian President Mattarella. Del Monte official sponsors to the Volleyball league.

With less than 15 calories per 100ml, and 20% of each can made from natural fruit, A Kick of Fruit has been a huge hit with the health-conscious, who are keen to steer away from artificial sugars and flavourings. As the brand develops, Del Monte are keen to ensure the range continues to be present in key locations within sport; notably golf and health clubs, where brand advocacy has already been strong.

As part of the overall roll out of both A Kick of Fruit and Old Tom Gin 1821, the teams are looking to further educate bar staff and restaurants about the products; moving towards a world of 'fruitology' rather than traditional 'mixology'. The drinks created will ultimately feature additional fruit garnishes, in addition to the natural Del Monte fruits found within A Kick of Fruit, to create the healthiest adult beverages on the market.

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