



9 September 2016

## **MEDIA ALERT**

### **Husk Distillers Ink Gin wins Best Innovation in Spirits**

Husk Distillers Ink Gin has been awarded Best Innovation in the spirits category at the Australian Drinks Awards, the country's most prestigious drinks industry competition.

In a highly competitive category, Ink Gin was competing against some of the biggest global brands including Jack Daniels, Woodford Reserve, Bundaberg Rum and Suntory's Yamazaki, Hakushu and Hibiki Whiskeys.

*"Ink Gin was selected as the Best Innovation in the Spirits category due to its strong performance across key measures, including purchase intention, excitement and relevance."*

Ink Gin is the world's first colour changing gin derived from the infusion of organic butterfly pea flowers. The floral ink gives the small batch gin its distinctive colour and pH sensitivity which changes from blue to blush pink when mixed with lemon juice, lime juice or tonic water.

Hand-made at Husk Plantation Distillery in the Northern Rivers of NSW, Ink Gin blends 13 traditional, native Australian and exotic botanicals to create a citrus and juniper rich gin with a spicy, bush pepper finish.

Previous winners of the award have been Absolut Unique, Smirnoff Double Black and Jim Beam Devils Cut. No non-global brand has ever won the prestigious award, and Ink Gin is the first spirit from a craft distillery to win the title, proving how far the Australian craft spirit industry has come in recent years.

[For product images, click here.](#)

For more information, call 0406 063 040 or email [harriet@huskdistillers.com](mailto:harriet@huskdistillers.com).