



BÉNÉDICTINE CELEBRATES ITS 500TH ANNIVERSARY
'The Black Monk' Limited Edition Bottle Launched

Iconic French liqueur Bénédictine D.O.M, which is marketed in the UK by leading drinks company First Drinks, is celebrating its 500th anniversary this year. The brand, which has an incredibly rich history dating back to 1510, is marking the occasion by releasing a special limited edition black bottle, which will be available worldwide and to the travel retail sector in Asia.

In marking its 500th anniversary, Global Brand Ambassador for Bénédictine D.O.M, Ludovic Miazga has devised a selection of new cocktail recipes including Big Ben, Pamplemousse and Milk & Honey.

Alvin Saal, Brand Manager for Bénédictine, comments: "Bénédictine D.O.M is a truly unique brand and liqueur, with an incredibly rich history. The liqueur remains popular with consumers in the UK and is very widely used by mixologists around the world due to its versatility in cocktails."

The limited edition bottle has been dubbed 'The Black Monk' in reference to the recipe for Bénédictine D.O.M having initially been devised by a Venetian monk called Dom Bernardo Vincelli. The liqueur, which has its roots in the Abbey of Fécamp in Normandy, is still distilled in the town at the Bénédictine Palais, which houses a museum dedicated to Bénédictine as well as the distillery.

To find out more about Bénédictine D.O.M, go to: <http://www.benedictine.fr/anglais>.

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For further information, please contact Kirsty Chant or Ben Egan at touch pr on 0870 774 0707 or email kirsty@touch-pr.co.uk

Notes to editors:

Bénédictine D.O.M is available in the UK with an RRP - £13.99 for a 50cl bottle.



Bénédictine D.O.M was awarded a Gold medal at the International Wine and Spirit Competition 2010.