



SAILOR JERRY'S INK CITY TO ADD COLOUR TO SUMMER FESTIVAL SPONSORSHIP

Sailor Jerry, the UK's number 2 golden rum brand¹, will be making its mark on two of the summer's biggest and most colourful music festivals, with a strong presence at *The Big Chill* and *Bestival*. As part of the experiential activity planned, the brand will launch Ink City, where it'll host live music performances, live tattooing and a Sailor Jerry bar.

Sailor Jerry will be bringing the art of old-school tattooing to the festivals with the launch of Ink City – offering a unique experience, which will invite festival goers to see first-hand the craftsmanship of a number of classic Norman Collins designs. Ink City will be designed in the style of a 1930's tattoo parlour, paying homage to the late Norman 'Sailor Jerry' Collins, the founding father of tattooing and the man behind the spiced Caribbean spirit that bears his name. Authentic pieces of tattoo equipment displayed alongside classic Sailor Jerry artwork will provide the backdrop.

Kathy Roe, Senior Brand Manager for Sailor Jerry, comments: "The festival activity forms a really important part of our experiential campaign for Sailor Jerry this year, giving us the chance to directly engage with a huge number of our target drinkers. We're really excited to be launching Ink City and believe it'll offer festival-goers a really unique and immersive Sailor Jerry experience."

Screenings of *Hori Smoku*, a short film about the life and work of Norman Collins will be screened throughout the day and night for those keen to soak up the artistry and visionary innovations of Collins' inspirational body art. Encompassing the spirit of the event, fans will be treated to a number of classic serves including Sailor Jerry & Ginger, Sailor Jerry & Cola and Man's Ruin, a unique serve created by Sailor Jerry ambassador Emma-Li Stenhouse as a nod to Norman Collins and his uncompromising originality.

¹ Nielsen Grocery MAT data to 15.05.10



The Collins inspired 'Man's Ruin' will be on offer throughout the night at the Ink City bar, mixing a Sailor Jerry shot with white peach puree, cranberry juice, a dash of peach bitters and a slice of orange to garnish. Festival-goers will be invited to enjoy the drink in the back yard – a relaxing space created to resemble Collins' iconic Honolulu tattoo shop, and the perfect place to sip on a selection of classic Sailor Jerry serves.

For more details, visit www.sailorjerry.co.uk.

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

Notes to Editors

The Big Chill, Eastnor Castle Deer Park, Herefordshire – August 5th – 8th

Bestival, Robin Hill County Park, Newport, Isle of Wight – September 9th – 12th

Sailor Jerry Spiced, the UK's no 2 golden rum brand with 496% sales growth in the off trade, is marketed by First Drinks in the UK and is available in select bars and pubs as well as key retailers. Sailor Jerry and First Drinks are owned by William Grant & Sons, family-owned distillers since 1887.

William Grant & Sons is an award-winning independent family-owned distiller founded by William Grant in 1886 and today is still controlled by the fifth generation of his family. The Company distils some of the world's leading brands of Scotch whisky, including the world's favourite single malt Glenfiddich®, the handcrafted range of The Balvenie® single malts and the world's fourth largest blended Scotch Grant's®, as well as selected other spirits, including Hendrick's® Gin.

About Sailor Jerry

"My Work Speaks for Itself," – such was the simple phrase on the faded white business cards of Norman "Sailor Jerry" Collins – the father of old school tattooing.

A true innovator and independent spirit, Sailor Jerry was known for his uncompromising attention to detail and hell-or-high-water attitude. A master craftsman, his artistry and integrity remain timeless and revered. Rebellious but traditional, he embodied the mystic of the seafaring adventurer sailing to far away ports of call- as does the classic drink that bears his signature.

The Sailor Jerry brand started as a clothing company based in Philadelphia in 1999. Today it comprises rum, clothing & accessories, music and film. The life and legacy of Norman "Sailor Jerry" Collins is portrayed in 'Hori Smoku: Sailor Jerry', an independent film. Visit www.sailorjerry.com to read more.