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By Michael Barker

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Aldi launches tutti frutti gin

New gin underlines growing trend for diversifying alcohol into wider fruit-based flavours



Aldi is expanding its gin range with the launch of a new multi fruit-based offer.

The supermarket began selling Didsbury Gin's Tutti Frutti Gin Liqueur, priced at £13.99, on 22 August, and it will take its place along nine new spirits as part of Aldi's first National Spirits Festival.

Aldi has become the first mainstream supermarket to stock a Didsbury product, which is currently sold in premium stores such as Selfridges and Harvey Nichols. The brand developed the gin exclusively for

Aldi after receiving an investment from Dragon's Den's Jenny Campbell, and has created it alongside MasterChef winner Simon Wood.

The gin is described as combining Wood's famous tutti frutti dessert's fresh lemon and subtle tropical fruit flavours with the Didsbury gin recipe, creating "a bright and citrusy gin liqueur with a delicate, smooth and velvet-like finish".

Julie Ashfield, managing director of Buying at Aldi UK, said: "As flavoured gin shows no signs of slowing down, we're thrilled to be partnering with

Didsbury Gin to bring shoppers more unique flavour combinations like Simon Wood's MasterChef winning dessert, Tutti Frutti. This innovative new addition to our gin range reflects our commitment to ensuring our customers enjoy the best-quality products, without breaking the bank."

The launch comes at a time of burgeoning opportunities for fresh fruit producers to supply the alcohol market. See FPJ, 22 August 2019, for a full feature.

<http://www.fruitnet.com/americafruit/article/1474/parts-of-san-diego-quarantined-as-psyllid-count-mounts>

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